



Marketing Prefect – Job Description

Student Leadership Role:	Marketing Prefect
Responsible to:	Director of Marketing & Communications
Responsible for:	Marketing & Communications

The motivation to do this role is the opportunity to gain valuable experience in marketing and communications, event management, as well as guest service and CX (customer experience). The role involves working with the school team across event planning and execution, social media planning, writing for school publications, advising on communicating with future and past students and their parents, and representing the College at key events in the year. The role provides an opportunity to gain valuable experience for a future career in marketing, PR and business and brand management. Interested students only should apply to become a Marketing Prefect.

Appointment

The Marketing Prefect is appointed by the Director of Marketing and Communications and Head of Admissions together, subject to the approval of the Head of College.

Line Management/Relationships

The Marketing Prefect reports to the Director of Marketing and Communications and the Director of Admissions. They will need to build good working relationships with the Head Student, House Captains, monitors, staff and students who co-ordinate events across the school, in order to help keep college communications up to date.

Responsibilities

The Marketing Prefect will have the chance to learn about the work of the Marketing and Communications Department, and contribute in a number of ways:

- Social Media: Liaise with the Director of Marketing and Communications to provide news articles about events that take place in school.
- Media Articles: This role will involve writing short yet interesting articles for social media, and sometimes delegating this task to others.
- Photography: The Marketing Prefect is able to take good quality photographs at school events, for use on the website and in publications
- School Ambassador: Attend school open days and events for prospective students and parents, and represent the College at events. Occasionally it may be necessary for the Marketing Prefect to attend an event during a timetabled lesson. Where this is the case, permission for absence will need to be sought from your teacher, and the work must be made up as soon as possible



- Tour Guide: In your role, you will be required to occasionally be a “tour guide” setting an excellent example and providing guidance to younger students who take tours on Open Days. Be prepared to take prospective parents and pupils on tours of the school, sometimes at short notice. Provide feedback from visitors and advice on how this can be improved.
- Communication with prospective parents: Help the department to refine and develop literature, and areas of the website for prospective pupils and parents.

Person Specification

Essential

Keen to be an ambassador for Dulwich College Puxi and a positive role model for younger students; Excellent communication skills, comfortable with talking to a range of people; Good writing skills with accurate spelling and punctuation. A good eye for detail and story-telling through words and images/photos. Interest in graphic design; Interest in social media;

Desirable

Keen to explore careers in marketing or related area.