



The Abbey

The independent school for girls aged 3-18.

Senior Manager – Marketing & Development (Maternity Cover)

Background to The Abbey School

The Abbey School is a selective independent day school for girls aged 3 to 18 years. Founded in 1887, the school enjoys an enviable reputation of academic excellence, a rich history, a caring pastoral environment and a wide breadth of extra-curricular activity for each individual. With exceptionally high ratings in the national league tables, The Abbey School is the only independent school in the Berkshire area to offer such outstanding opportunities to academically able girls. The girls themselves are motivated, enthusiastic and co-operative and there is a happy, purposeful atmosphere to the school.

The staff members at The Abbey School form a strong and professional community of highly skilled, dedicated and enthusiastic people. The Governors and Executive Board are committed to supporting the continuing development of its staff and maintain a good working environment with the necessary policies and procedures in place to support this. We recruit only the highest calibre staff members who are lively, enthusiastic and committed. In return we provide opportunities for employees to reach their own full potential for their benefit and the benefit of the school as a whole.

Background to the new External Relations Department (ER)

The Abbey School External Relations Department is newly formed although the roles of Marketing, Communications and Admissions have been a feature at the school for a very long time. Alumnae Relations and Development are recent additions to the list of functions. This new strategic initiative of External Relations forms a vital and important part of the school business model going forward and is positioned now to play a central role in the work of the school. More specifically the ER Department covers the direct actions of Marketing, PR, Communications, Design, Advertising, Alumnae Relations, Events, Development and Fundraising incorporating High-Net-Worth donor management and campaign management. The Head of External Relations sits on the Executive Board and reports directly to the Executive Head.

With the development of our new strategic plan, a current and forward looking business plan, and a comprehensive marketing, communications and admissions plan, we are well placed to entrench our position to be recognised as a leading Girls school in the UK.

The Position

To support, drive and innovate around the successful marketing, communications & design team in their efforts to portray a positive image of the school specifically within the Reading, Berkshire and Oxfordshire areas and additionally into the wider London SW commuter belt communities. To ensure that all is done to drive the marketing and communications work flows as they relate to alumnae, admissions and fundraising activities at the school. This position will work as part of the External Relations team, building close links with the Head of External Relations and other Marketing, Communications, Admissions and Alumnae team members.

Reporting

The position reports directly to the Head of External Relations. The position has operational oversight responsibility for the marketing, PR and communications processes within the School. The position oversees the work of the media and communications officer, the digital and design officer and the marketing graduate intern.

Key responsibilities:**Marketing, Media, Communications & Design**

- To work with the officers and graduate intern in the Marketing team to:
- assist with the production of newsletters and other materials (printed and electronic) for a range of different audiences
- drive and monitor the marketing aspects of the school's website and social media initiatives
- ensure that the School utilises all the appropriate tools for the necessary social media messaging, profiling and search engine optimisation
- assist in the development of the School's marketing and communications strategy
- use appropriate market research tools to monitor and assist in the development of the School's market positioning
- assist in the preparation of month, term and annual reports on progress in Marketing and Communications for the Head's various reports to Governors and important stakeholders
- ensure that all reports, work flows and activities meet the requirements of the updated Data Protection Act on stakeholder engagement
- monitor the School's profile in the local community and to assist with the creation of local awareness of its activities and attributes
- ensure that a positive and consistent image of the School is presented at all times, including undertaking appropriate research in key areas
- assist the Head of External Relations with the preparation of the budget annually
- monitor the risks involved in data breaches, social media messaging, ICT issues relating to our stakeholders and to have communication plans in place to minimise and deal with these risk areas if they materialise
- work on Gantt Chart work-flow systems with members of the External Relations team to ensure a highly professional attitude prevails in all communications and marketing interactions, especially with respect to the involvement of Governors, Executive Board and Senior staff members

Recruitment/Admissions

- To work closely with and assist the Head of Admissions to:
- promote pupil recruitment via advertisements, publications, open days and other innovative events
- assist in the search for suitable applicants (increased quantity and quality of inquiries)
- raise awareness of the Abbey School with prospective parents
- assist with the on-line monitoring of the pupil recruitment process
- track continuity between year groups
- track attraction, retention and conversion rates annually

Alumnae

- To work with the Alumnae Relations Manager to:
- assist in developing the materials needed to maintain and further develop relationships with the Schools Alumnae body in the UK and throughout the world, particularly with our new ambassador's programme and innovative career's interactions annually

Fundraising

- To work with the Head of External Relations (and at times with the Alumnae Relations Manager and the Development team) to:
 - assist in producing documents that show a differentiated donor database and a sustainable 5 – 10 year FR and Development pathway
 - assist with the development of materials that will be used to identify and develop relationships with potential corporate partners & High-Net-Worth donors
 - assist in the development of documents that outline our donor stewardship programme
 - work on the materials needed to publicise our 130th Anniversary in 2017
 - support all efforts to celebrate this series of events throughout the entire school

Core Duties and Responsibilities

- With the Head of External Relations and sourcing input from the Marketing team members, to assist in the delivery of the School's marketing strategy across the whole School (JS/SS/6thForm) focusing on key entry points within the School. This will include the monitoring of trends in recruitment with reference to local competitor schools and national educational trends
- To assist in ensuring that the School secures good and effective press coverage, including in the preparation of Press Releases, regular liaison with local and national press, and coordination assistance for generating copy for marketing supplements, etc
- To help the Head of Admissions and Marketing team with set-up and management of Open Days, Welcome Days, Challenger (G&T) Days, Parent interventions (evenings/individual, etc.), The Schoolter days, Exhibitions and other events. This may include collaboration on events that the Alumnae Manager may need assistance with and assisted by other members of the External Relations Office
- To oversee the School's promotional advertising annual campaigns
- To assist the Head of External Relations with setting up of new systems for managing the School's public relations, in particular to help the Head of Admissions with the PR aspects for prospective parents and pupils from initial inquiry stage onwards
- To advise on the development and maintenance of the School website and, with the Marketing team and the Head of External Relations, to assist with the development of regular electronic communications for both internal and external audiences
- To co-edit/co-write effective copy for the school's many publications, including but not exclusively the prospectus, the School magazine, the Old Girls' magazine and Parent newsletters and to assist with the production of all printed materials
- To assist with the production of other marketing materials as required (e.g. flyers, booklets) in liaison with other key staff members and to use appropriate market research tools to monitor and assist in the development of the School's market positioning

- To promote and to maintain strong and effective relationships with staff members in all parts of the School
- To work closely with all in the External Relations team and offer guidance on communications and marketing processes to relevant School staff
- With the Head of Admissions and the Marketing team, to aid in the set-up and foster links with feeder groups and schools and the wider community
- To undertake other The Schools as reasonably required by the Head of The Abbey School and/or the Head of External Relations

Attributes required:

Attributes	Essential	Desirable
Knowledge	<ul style="list-style-type: none"> • Understanding of, and sympathy with, the independent school sector • Awareness of branding issues and their practical application within a whole school environment • A working knowledge of the new guidelines relating to the UK Data Protection Act and engagement with the School's stakeholders 	<ul style="list-style-type: none"> • Marketing and communications experience within the education sector
Skills	<ul style="list-style-type: none"> • Very good IT skills with past experience in the use of CRM databases (preferably iSAMS and Raiser's Edge NXT) • Investigative research skills • A demonstrable ability of having assisted Development teams in their solicitation of gifts/support/services • Highly developed and proficient writing skills • Excellent oral and electronic communication skills • A demonstrable ability for applying innovative thinking skills and activities that have led to increased activity/income/support • Research skills 	<ul style="list-style-type: none"> • Knowledge and experience of website maintenance and development • Knowledge and understanding of Marketing and Communications in Schools • Experience of working successfully within strict financial controls • An general understanding of tax efficient activities for the solicitation of gifts/ services in the UK
Experience and qualifications	<ul style="list-style-type: none"> • Experience within a customer facing services environment 	<ul style="list-style-type: none"> • Educated to Degree level, or similar • Marketing and /or

	<ul style="list-style-type: none"> • Experience in writing for, and overseeing publications • A willingness to travel in the UK and overseas, as required • A working knowledge & experience in CRM/ Donor/ Service delivery pipelines, etc 	journalistic qualifications <ul style="list-style-type: none"> • Experience with providing marketing support for FR campaigns
Personal characteristics	<ul style="list-style-type: none"> • A positive and enthusiastic attitude • A creative thinker • A good team player • Ability to respond to, and manage, multiple The Schoolks • An analytical and logical mind • A calm and diplomatic manner • Well organized with good attention to detail • Ability to manage and lead a team • Strong organisational skills with the ability to prioritise work and meet deadlines • Ability to work autonomously while building positive working relationships with colleagues and stakeholders • Flexible and adaptable to changing priorities and demands • An enthusiastic attitude with a willingness to contribute ideas to the whole business model in the External Relations Department 	

Hours of Work

- Normal working hours are from 08h00 to 17h00 Monday to Friday. A flexible attitude to the regular working hours is however necessary as there will be some evening and/or weekend events work.

Probation & Notice period:

- The probation period will be three months with a notice period of one week during the probation period and one month thereafter.

Salary and Benefits

- This will depend upon the skills of the successful candidate. This is a fulltime maternity cover position with some leeway in working hours should the right candidate need this flexibility. Salary is paid monthly in arrears on the last Friday of the month
- The School offers a non-contributory pension scheme

- Lunches are provided
- Parking is normally available but not guaranteed
- 25 days paid annual leave, plus all UK bank and public holidays. In addition, there are 4 concessionary days to be taken at the school's discretion (usually at Christmas)

Health and Safety

It is a duty of employees:

- To be familiar with, and conform to, the School's Health and Safety Policy and procedures
- To take reasonable care of themselves and other persons who may be affected by their acts or omissions at work
- To co-operate with employers in order to ensure that employers' duties can be performed and complied with
- To report all accidents and damage immediately
- To report all observed hazards or dangerous occurrences immediately
- Neither intentionally nor recklessly, to interfere with any equipment provided

Security

- All employees are required to remain vigilant on School premises and to immediately report any security issues to the Head of Finance and Resources.

Terms of Employment

Salary and benefits will be commensurate with the importance of the position. Under current legislation, we are required to advise applicants that this appointment will be subject to a satisfactory Criminal Records Bureau Enhanced Disclosure. Details of any criminal record (spent or unspent, due to exemption from the Rehabilitation of Offenders Act 1974) must be disclosed at interview. Only relevant convictions and other information will be taken into account so disclosure need not necessarily be a bar to obtaining a position at this School. A copy of the Recruitment of Ex- Offenders Policy is enclosed. A copy of the Criminal Records Bureau Code of Practice is available on request. For further information, contact the Criminal Records Bureau on 0870 9090 811 or visit the Disclosure website at www.disclosure.gov.uk

For more information on our lively and well-resourced school and for an application form, please visit the Vacancies Page on our website www.theabbey.co.uk.

To apply for this position, please complete an application form in full, including details of suitable referees as instructed, then send this with your full CV and covering letter by email to recruitment@theabbey.co.uk

Interviews will only be arranged following our receipt of a completed application form. Applicants need to be in a position to take up an offer, if successful, on or before 1st March 2018.

For enquires please contact recruitment@theabbey.co.uk

17 Kendrick Road, Reading, Berkshire RG1 5DZ
Tel: 0118 987 2256 Email: schooloffice@theabbey.co.uk
www.theabbey.co.uk



17 Kendrick Road, Reading, Berkshire RG1 5DZ
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Registered Charity No 309115. The Abbey School exists to educate academically able girls.

