



ST ALBANS
SCHOOL

Marketing and Communications Manager

FOR JANUARY 2019



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THE SCHOOL

St Albans School is among the most ancient educational foundations in the world and can trace its history back to its foundation in 948AD. After the dissolution of the monasteries, the School's activities were temporarily suspended before its re-founding in 1570. This was made possible by Queen Elizabeth I's grant of the wine licences for the borough of St Albans to Sir Nicholas Bacon, Lord Verulam and Lord Keeper of the Great Seal, who used the income to pay the annual salary of the Master of the School. For 300 years the School flourished in the Lady Chapel of the Abbey, until in 1870 it moved to occupy the Great Gateway of the Abbey and the beautiful adjacent site overlooking the remains of the Roman City of Verulamium. The School has not, therefore, been a Church Foundation since the Reformation, but its historical links with the Abbey have naturally helped to shape its character, and the School still meets for Assembly in the Abbey twice a week.

For much of the twentieth century the School was a Direct Grant school but is now fully independent: the current Headmaster, like his recent predecessors, is a member of the Headmasters' and Headmistresses' Conference (HMC). The present school roll is c.850 with a Sixth Form of over 300, and the teaching staff numbers some 100.

The School has a fine reputation for academic achievement, for success in university entrance and for achievement thereafter. Distinguished Old Albanians include Professor Stephen Hawking, Professor Lord Renfrew, formerly Master of Jesus College, Cambridge, and Dr John Barber, formerly Vice Provost of King's College, Cambridge. Academic standards are consistently very high: the proportion of A levels graded A*, A or B has been above 90% for the past seven years, and 2017 saw a record achievement with A* grades (34%). At (I)GCSE the annual expectation is of well in excess of 80% A* and A grades. Further information about examination results can be found at <https://www.st-albans.herts.sch.uk/information/#exam-results>.

The School believes that a good education comprises so much more than just academic work and intellectual development. Significant emphasis is placed on wellbeing with pastoral care organised by year groupings: the warmth and friendliness of the School community is one of its great strengths and distinctive features. The co-curriculum plays a vital role in developing skills and qualities in preparation for adult life: there is a thriving CCF and an extensive partnership scheme with local state-maintained schools. The School has an outstanding record in the Duke of Edinburgh's Scheme. Please visit <https://www.st-albans.herts.sch.uk/about-us/aims-ethos/> for further information about the School's motto, ethos, aims and vision.

There has been a great deal of investment in buildings and facilities over recent years. In 2002 the School opened extensive new sports grounds, Woollams, on a 70-acre site on the northern outskirts of the city: the School uses some 45 acres and the Old Albanian Sports Association is the tenant of the remainder. The School competes at a very high level in all the major sports and in cross country has a national reputation. The School owns a well-equipped Field Study Centre, Pen Arthur, in the Brecon Beacons.



ST ALBANS
SCHOOL

The latest additions to the School campus include a new Sports Centre (with swimming pool, sports hall, fitness centre, dance studio and climbing wall) and the purchase of a large building (Aquis Court) on an adjoining site which has been converted into a superb Art School, Sixth Form Centre and a suite of classrooms. The Hall is currently undergoing the first phase of a major refurbishment programme, the main feature of which is the construction of a new Music School. The construction of a new £5m faculty building for Mathematics begins in April 2018. There is a rolling programme of refurbishment of academic departments: many classrooms have been revamped in recent years.

The School is heavily oversubscribed at all levels of entry. The main ages of entry are 11 and 13 for boys, and girls and boys are admitted into the Sixth Form. Scholarships are offered at all ages of entry, and the School is able to provide assistance to some families, in cases of proven need, from its own bursary fund. Entry at 11+ is by interview and competitive examination. At 13+, offers of places conditional on Common Entrance are made following a preliminary assessment in Y7. Entry into the Sixth Form is by interview and conditional upon GCSE results.

St Albans is a beautiful Cathedral city, with a lively cultural life, surrounded by countryside but only 20 minutes from London by train, with easy access to motorways and airports. It is a relatively affluent area on the edge of a densely populated conurbation with areas of affordable property within easy travelling distance.



THE ROLE (Part Time- FTC Maternity Cover)

The vacancy arises, as the current post holder will be starting Maternity Leave in December 2018. The role will be supporting the Marketing, Admissions and Communications Director with the day-to-day running of department related activities and initiatives.

The Marketing, Admissions & Communications Department is responsible for all the School's communications throughout a pupil's journey and across staff, both internally and externally. This includes advertisements, handbooks for parents, content creation, the School website, social media channels and the School bi-annual magazine. The Department is the key touch-point and source for external communication pieces disseminated to parents and pupils, as well as the wider community.

PERSON SPECIFICATION

Knowledge/Skills/Abilities

- A proven track record in a medium-large sized marketing organisation, ideally with experience from the education sector; commercial sector experience essential
- Significant, proven experience creating and producing a wide range of promotional material; demonstrates a high level of proficiency in Adobe CreativeSuite and InDesign and other creative publishing packages
- Proficiency in website and App CMS management and HTML coding
- Strong MS Office skills across Word, Excel and Powerpoint
- Strong writing skills and experience in writing content for external audiences
- A high level of numeracy and accuracy in written and spoken communication
- A social media fan with experience generating content suitable for external feeds; adept at sharing engaging and relevant information as needed
- Significant experience in proof-reading and design-proofing skills
- Experience managing external suppliers and agencies, to deliver cost-effective solutions for projects as well as managing our projects with the relevant Account team/s
- A self-starter able to take initiative and works in a proactive way
- A team player, who brings solutions and support to both the Marketing team and the wider School
- Comfortable working under pressure, highly competent at juggling competing priorities
- Ideas-driven, always looking at ways to improve
- Enjoys working in an extremely varied role that requires versatility and flexibility
- Well-organised, with well-developed time-management skills to be able to cope with the unpredictable demands of the job
- Keen to work with energetic colleagues alongside extremely able students



ST ALBANS
SCHOOL

JOB DESCRIPTION

Job Title: Marketing and Communications Manager (FTC)
Reports to: Director, Marketing, Admissions & Communications
Department: Marketing

Key Responsibilities & Accountabilities

- Help to drive the creation and delivery of School content, collateral and communication of all kinds to the point of publication
- Manage the content and design of the School's bi-annual magazine, *Versa*.
- Build an editorial calendar for the academic year to plan strategic news stories and content.
- Source news stories from across both academic and support departments.
- Take relevant photos and source appropriate imagery and visuals to accompany stories as needed. Write drafts of the news stories to be included.
- Drive the content for departmental newsletters, including the Lower School newsletter and departmental communication pieces. Design templates as needed and liaise with key stakeholders to source information.
- Assist with the day-to-day running of the School's social media outreach and activity with tweets and updates. Source interesting sector and news content to share, to help position the School as a leading educational institution.
- Manage project budgets, quotes and POs, to ensure that spend sits within the approved overall annual Marketing spend.
- Shoot weekly content of School activities and events to showcase life at the School, to be shared through digital channels. To include School talks, events, music evenings, drama performances and key dates. e.g. Founders' Day.
- Develop a bank of creative templates for us to use to 'promote' tweets and posts.
- Manage the Admissions collateral inventory spreadsheet and proactively submit timely reorders as needed. Manage the routine, calendar-driven Admissions content updates, so that documents can be updated to reflect latest changes at key points in the School year.
- Design School adverts, posters, flyers and templates.
- Create and share a weekly news roundup email for staff, featuring relevant, key sector news on education and child-related topics, e.g. mental health, bullying etc. and timely School news
- Edit the online School Forward Planner, ensuring changes are published accurately and on time.
- Act as co-web administrator of the School website and App. Update the site on an as-needed and weekly basis, to ensure all content is current and relevant. Compile news stories, creating and adding galleries and daily updates to all sections.
- Assist with the planning and organising of Admissions and Marketing events and visits, such as open mornings/evenings.
- Answer and fulfil support/teaching staff enquiries regarding publications and marketing.
- Other department-related duties as reasonably directed by the Head of Marketing, Head of Publications or the Registrar.



ST ALBANS
SCHOOL

During busy periods (the development and launch of major initiatives) you may be expected to take on extra hours to cover the additional workload and meet deadlines. These will be agreed with the Director of Marketing, Admissions and Communications.

Key Performance Indicators

- Demonstrates a high standard of writing and communication skills.
- Demonstrates a high attention to detail and quality control of created content and copy.
- Consistently meets agreed deadlines.
- Works well under pressure and demonstrates a strong ability to juggle tasks and prioritise.
- Deadline-driven, manages internal expectations on project deliverables and rollout.
- A strong communicator, demonstrates a transparent way of working.
- Demonstrates excellent collaboration skills and is supportive to the team and wider School staff.
- Brings a 'can-do' attitude and identifies and suggests ways to improve and develop solutions and tools.
- Proactive, works well as part of a team as well as independently.



ST ALBANS
SCHOOL

FURTHER INFORMATION

This vacancy is for a fixed term contract up to 12 months Maternity cover, working as a part time Marketing and Communications Manager; weekly hours are 26 per week, worked over four days per week during term time plus two weeks annually during School holidays. Daily starting and finishing times can be negotiated.

The successful candidate will be able to join the contributory pension scheme operated by the Pensions Trust. This is a nominated defined contribution scheme, the details of which include an initial 6% employer contribution rate and a 3% employee contribution rate upon auto-enrolment. Scheme members have the option to increase their contributions and the School will contribute double the employee contribution up to an employer maximum contribution of 9%.

Other benefits include a generous pro-rata holiday entitlement (for term time staff holiday is taken in School holiday periods), life assurance cover of four times annual salary, various salary sacrifice benefit schemes, free School meals (if working patterns include a lunch break), free onsite parking and use of the onsite leisure facilities.

Further details about the benefits of working at the School can be found at <https://www.st-albans.herts.sch.uk/information/#careers>.

St Albans School is committed to safeguarding young people and promoting the welfare of children. Applicants must be willing to undergo child protection screening, including checks with past employers and the DBS.

The Human Resources Manager, Ms Sarah de Rossi (scderossi@st-albans.herts.sch.uk), is available to respond to informal enquiries from interested parties before an application is made.

Completed application forms, with CV if desired, and covering letter (explaining in what ways the candidate and the post are mutually suitable) should be submitted online (<https://www.st-albans.herts.sch.uk/information/application/>) to arrive no later than **23rd November 2018**. The School reserves the right to make an appointment before the closing date, so early applications are encouraged.