

HAYDON SCHOOL
JOB DESCRIPTION – MARKETING AND DEVELOPMENT OFFICER

Post Title		Marketing and Development Officer
		Haydon is committed to safeguarding and protecting the welfare of children and young people and expects all staff and volunteers to share this commitment.
Reporting to:		Director of Finance and Operations
Responsible for:		<p>Coordinating fund-raising activities and preparing grant applications</p> <p>Coordinating and managing the relationship with corporations, foundations and individuals from who funds are sought for various programmes and projects</p> <p>Raising the visibility of Haydon School by carrying out an effective marketing and communications plan in order to:</p> <ul style="list-style-type: none"> • attract new students • promote the profile of the School as a whole to external audiences • optimising opportunities to generate income through effective marketing and management of the school lettings <p>Keeping alumni connected to Haydon School and keeping the alumni community aware of developments at Haydon School, including fundraising opportunities and achievements</p>
Liaising with:		Staff, Student and external stakeholders
Working time:		37 hours/52 weeks, Full Time
Salary/Grade:		Scale 6 (Point 26 to Point 28 - £25,242 to £26,805)
Disclosure level:		Enhanced
Main Duties:		<p>Develop and deliver marketing strategies</p> <p>Organise production of marketing materials</p> <p>Promotion of school marketing events</p> <p>Proactively working with staff and students to identify and produce newsworthy content</p> <p>Managing social media campaigns</p> <p>Updating the school website and all other e-marketing sites</p> <p>All administrative work for the school's alumni community</p> <p>Produce an alumni magazine/newsletter</p> <p>Organising reunions for alumni members</p>

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		<p>Arranging networking events</p> <p>Promote the alumni community to current students</p> <p>Assist with income generation strategy and plan to ensure income generation and business development opportunities are realised</p> <p>Create and manage formal funding bids (including grants) for submission</p> <p>Develop strong working relationships with internal and external stakeholders to deliver effective income generation partnerships</p> <p>Positively promote the school to increase income generation opportunities</p> <p>Ensure websites and social media opportunities are highly effective</p> <p>Actively promote and market the school's lettings through targeted marketing, business development, and viewings</p> <p>Plan and co-ordinate a flexible programme of recurring and one off lets to ensure optimum use of facilities and maximum financial return for the school</p> <p>Liaise with prospective hirers and assess requirements and suitability</p> <p>Ensure that all preparations required prior to hosting external lets are planned and executed in a timely manner and are co-ordinated and communicated to school staff / departments</p> <p>Communicate with Facilities Team regarding all lets</p> <p>Ensure proper and accurate records are kept of each let along with analysis and yearly financial forecasts</p> <p>Ensure that all lets adhere to relevant statutory requirements including health and safety, risk assessments, safeguarding, confidentiality and data protection legislation.</p>
Management Information:		<ul style="list-style-type: none"> To ensure the maintenance of accurate and up-to-date information
Additional Duties:		<ul style="list-style-type: none"> To play a full part in the life of the school community, to support the school's distinctive mission and ethos and to encourage students and staff to follow this example

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You are to carry out the duties of support staff as set out in the Job Description and any other duties as reasonably required by the Headteacher and consistent with the overall level, nature and grading of the post.

- To promote actively the school's corporate policies
- To continue personal development as agreed
- To actively engage in the staff review and development process

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.

Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.

The school will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

This job description is current at the date shown, but in consultation with you, may be changed by the Headteacher to reflect or anticipate changes in the job commensurate with the grade and job title

DATE – JANUARY 2018