



# MILTON ABBEY

**Co-educational boarding and day school for ages 13 - 18**



**Marketing & Media Manager**  
Required as soon as possible  
**Information for applicants**



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## **Background Information**

In a recent ISI inspection, Milton Abbey, a co-educational day and boarding school for ages 13-18 situated midway between Blandford and Dorchester, was judged as being 'highly successful in achieving its aim to enable each pupil to achieve their academic potential'. The report also praised the School's 'excellent' teaching provision and highlighted its 'carefully structured and broad curriculum'. Milton Abbey is proud to offer the broadest range of vocational subjects in the independent sector, alongside GCSEs and A Levels. Milton Abbey is committed to the individual and delivers an education that is meant to challenge, stretch and develop young men and women into leaders and assured adults who possess confidence without arrogance. Milton Abbey prides itself on its ability to deliver a bespoke education, tailoring each pupil's education to make the most of their individual skills and talents so that they can achieve their potential both inside and outside the classroom. At Milton Abbey's heart is a philosophy of developing each and every girl and boy into fully rounded people academically, culturally, spiritually, and within a caring, supportive environment. We are an inclusive school, and are ambitious for every pupil. Success, in whatever form, is celebrated.

The School became fully co-educational from September 2012 and joined the Round Square group of schools in 2013. Current development projects include a new Centre for Countryside Management and Equine Studies and a new Art Centre and Gallery. All these exciting developments have been underpinned by Milton Abbey's commitment to the pillars of Round Square IDEALS, namely international understanding, democracy, environmental awareness, adventure, leadership and service.

The School lies in a wooded valley and occupies the site of a former Benedictine Monastery, founded over 1000 years ago. The two remaining Monastery buildings, the Abbey (which is used as the School Chapel) and the Abbot's Hall (which is used as the School Dining Hall), around which a Georgian mansion was built in the late 18<sup>th</sup> Century, accommodate two houses. Modern facilities on a par with much larger schools have been added including a Music School, Art School, classrooms and laboratories, an ICT centre, a fully stocked library, Technology workshops, a 370 seat theatre, a 25 metre indoor pool, recreation hall and full sized astro-turf. The school has stabling for up to eight horses, a pheasant shoot, an ambitious self-sufficiency market garden project, pigs, sheep and chickens.

The school is run by the Headmaster, supported by the Deputy Head, a teaching staff of 40 and has a capacity of 300 pupils. All staff appointed are expected to contribute to the boarding ethos of the school, supporting both the Deputy Head with pastoral work and the Director of Adventure Training & Activities with a full and busy games programme. Candidates are encouraged clearly to celebrate their conventional, and unconventional, interests on their application. Appointments will be made subject to a full DBS check and the receipt of satisfactory references.

For more information please see the school's website: [www.miltonabbey.co.uk](http://www.miltonabbey.co.uk)



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### **MARKETING & MEDIA MANAGER**

Building on the strong marketing foundations already in place, the school is seeking to appoint an experienced digital marketer and professional who can sustain and develop the events, branding and marketing aspects of Milton Abbey to ensure that the school continues to promote a coherent School image.

Educated to degree level, previous experience in marketing and event management and the ability to demonstrate a high level of professional achievement are essential. Knowledge of website and social media management, as well as copywriting and advertising are also necessary. Previous experience of using InDesign software and website CMS systems is essential. Equally important are personality, aptitude and the ability to communicate effectively at all levels.

### **JOB DESCRIPTION**

<b>TITLE:</b>	Marketing & Media Manager
<b>DEPARTMENT:</b>	Administration
<b>JOB PURPOSE:</b>	Responsible for the co-ordination and implementation of the school's marketing and media programme. They will co-ordinate all marketing and media functions of the school to produce a coherent image as outlined by the Head and Head of Admissions.
<b>RESPONSIBLE TO:</b>	The Marketing and Media Manager will work with and report directly to the Head of Admissions, and indirectly to the Head and the Head of Operations (Bursar).

Specific responsibilities include the following, although this list is by no means exhaustive:

#### **Duties and Responsibilities**

#### **Key Responsibilities:**

#### **Marketing Planning / Strategy**

- To work with the Head of Admissions to use Market Research tools and analysis to direct marketing effort where most effective.
- To carry out regular annual research exercises (eg Parent Forum, non-joiners' research etc) to monitor perceptions, attitudes and behavior of current and prospective parents.
- To develop budgeted, researched, annual integrated marketing plans across the whole organisation to reflect agreed objectives to increase pupil numbers in line with the vision of the Executive Management Team and Governors.
- To update the Marketing section of the School's Strategic Plan on a regular basis with current strategies, activities and actions.

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- To brief new staff at Inset on the School's Marketing function and the importance of staff participation (news stories, departmental news etc), and establish good working relationships with staff across the School to ensure maximum co-operation.
- To work alongside the Head of Admissions to plan and implement a comprehensive annual prep school events programme.
- To maintain a budget for all Milton Abbey merchandise used for Admissions and Marketing purposes.

### **Advertising, Public Relations and Social Media**

- To maintain and build upon excellent working relationships with the media including editors and advertising contacts of local, regional and national press.
- To arrange advertising and prepare advertising artwork for Milton Abbey events (Open Days etc.).
- To raise the profile of Milton Abbey in the local press.
- To design and produce advertising calendar for all advertisements in external publications, both printed and online. And liaise with school media representatives to book space where appropriate.
- To work with colleagues throughout the organisation to develop a steady stream of newsworthy stories demonstrating the breadth of the Milton Abbey offer. To manage the School's web content ensuring information is quickly available to interested parties such as current and prospective parents.
- To maintain adherence to child and data protection policies (GDPR).
- To develop use of social networking such as Twitter, Facebook, and Instagram etc. to enhance the web presence of the School and all its activities.

### **Branding**

- To oversee and manage brand identity across the school to ensure a professional and consistent Milton Abbey image is maintained.
- To work with colleagues across the school to ensure all members of staff commit to, understand and adhere to the brand identity.
- To manage and update the Milton Abbey Brand Guidelines document.
- To update and maintain the School's entries in various guides and on various websites as required by the Head of Admissions.

### **Marketing Materials**

- To manage copy development, editing, design and frequency of production (including liaison with printers) of all marketing materials and publications, such as the school prospectus, merchandise and advertisements ensuring corporate brand identity is consistent across all media. This includes:
  - Design and production of termly Reflections newsletter, MASPA booklet, Events booklet.
  - Preparation and circulation of monthly 'Milton Abbey Mail' e-newsletter.



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- Preparation and circulation of monthly 'News for Friends of Milton Abbey Mail' e-newsletter.
- Design of other publications including prospectus and support materials, plus other ad hoc materials for the School.
- Sourcing of School stationery (including letterhead, business cards, compliments slips, postcards, Christmas cards etc).
- To manage and be responsible for building and maintaining the Friends of Milton Abbey School database.
- To manage and update the main School website and Box Office online function using CMS.
- To manage the purchase of Milton Abbey merchandise.

### **Events**

- To seek opportunities for the School to attend external events and represent the School at external marketing events as required.
- To co-ordinate the Milton Abbey events diary ensuring a smooth relationship between Milton Abbey School and MASS functions.

### **Person Specification**

#### **Essential:**

Excellent verbal and written skills and ability to communicate effectively at all levels.

Keen attention to detail.

Professional and well organised, able to be flexible and work under pressure, both alone and within a small team.

Working knowledge/experience of InDesign, web management and design.

Working knowledge and experience of social media

Experience in production and implementation of marketing plans, budgeting and use of market research.

Knowledge, understanding and a proven track record for successful marketing practices and professional values.

Understanding the ethos of Milton Abbey School.

Ambassador for the School

Some experience of events management.

#### **Preferred:**

Educated to degree level, preferably in marketing or business management.

Previous experience in an educational establishment.

Knowledge of Independent Schools sector.



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### **TERMS OF APPOINTMENT**

The following provide guidance, without prejudice, on the likely main provisions of the Contract of Employment.

**Hours:** This is a full-time post, Monday to Friday. The hours will be 40 hours per week 52 weeks per year, with additional hours as required with time taken in lieu.

**Holidays:** The salary is inclusive of 5 weeks paid holiday plus Bank Holidays. Public holidays falling when pupils are in School during term time are working days. Holidays must be taken and at times convenient to the School.

**Salary:** A competitive salary is offered to the successful candidate depending on experience and qualification.

**Probation:** The position is subject to a six month probationary period, which may be extended.

**Pension:** The School complies with its legal obligations in relation to the provision of access to a pension scheme and will automatically enrol the employee in a contributory pension scheme when required by law.

**Medical Fitness:** Any offer of employment will be conditional upon the appointee's fitness to carry out the role. New employees will be asked, following an offer of employment, to complete a questionnaire regarding medical fitness.

**Criminal Background Check (DBS):** As a School, Milton Abbey requires all new employees to complete an Enhanced level criminal background check through the Disclosure and Barring Service. It is a condition of employment that the employee should not have been convicted of a criminal offence against children, nor have been dismissed from or resigned from a previous employer for misconduct of a similar nature. Having a criminal record is not necessarily a bar to employment; it will depend on the nature, circumstances and background of the offence.

**References:** In addition, all new employees are required to provide two satisfactory references, one of which should be from a previous employer. The School may also contact any previous employer, where the position has involved working with children or vulnerable adults.





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### **APPLICATIONS**

Applications must be submitted on a Milton Abbey School application form with a covering letter. Your application can be supported by a CV. Applications annotated "see attached cv" will not be considered. Attention will need to be given by the candidates as to the way in which they expect to transfer their experience to date to this post in a school environment. Further details may be obtained from our website or from HR email [hr@miltonabbey.co.uk](mailto:hr@miltonabbey.co.uk) or telephone 01258 880484.

**Please address your letter to the Bursar and send the letter, cv and application form to:**

Miss Lynne Hughes  
HR Administrator

#### **By post**

Milton Abbey School  
Blandford Forum  
Dorset  
DT110BZ

#### **Or by email**

[hr@miltonabbey.co.uk](mailto:hr@miltonabbey.co.uk)

**Closing date for applications is noon on Friday 20<sup>th</sup> April 2018.** We will contact all applicants to either invite them to interview or advise them that on this occasion their application will not be taken further.

#### **Interview**

Candidates invited to interview should bring the following original documents. Please note photocopies or certified copies are not sufficient:

- Two forms of original identification, ie current photocard driving licence, passport or a full birth certificate.
- Proof of address documentation, ie a utility bill or financial statement issued within the last three months showing current name and address.
- Where appropriate, any documentation evidencing a change of name. If providing a birth certificate and your name has changed since birth, you must also provide documentation, eg. marriage certificate, to confirm change of name.
- Where the candidate is not a citizen of a country within the European Economic Area or Switzerland, proof of entitlement to work and reside in the UK.

Candidates with a disability who are invited to interview should inform the School of any necessary reasonable adjustments or arrangements to assist them in attending the interview.