

**Job Description**

**Wellingborough School**

**Post:** Marketing Officer **Date of issue:** March 2018

Wellingborough School is an independent day school founded in 1595, a school with a long and distinguished history and strong roots in the local community. One of the original school buildings can still be seen in the town centre. The School moved to the current site in 1881, growing in size and reputation. It became fully co-educational in 1979 and converted to a day school in 1999. The Prep School celebrated its centenary in 2013 and the Pre-Prep was added in 1990. Today, the Pre-Prep (ages 4 – 8), Prep (8 – 13) and Senior (13 – 18) sections create a genuine family of schools, educating around 850 pupils from across Northamptonshire, Buckinghamshire, Bedfordshire, Leicestershire and Cambridgeshire, surrounded by forty acres of superb playing fields

**Salary**: £25,000 per annum.

**Working hours**: 52 weeks per annum. Monday to Friday 37.5 hrs per week [There will be specific evening and weekend school events that Admissions Manager will be expected to attend]

**Disclosure Level:** Enhanced

The Marketing Officer role will support the school to establish, develop and maintain its marketing strategies in order to achieve our commercial and communication objectives; the role will need to be able to effectively engage and work with the whole school community and external organisations.

This is a unique position in the school, with the expectation it will be immersed in daily school life, supporting all aspects of promoting what the school has to offer.

The role will work closely with the school’s Admissions Manager to ensure effective strategies and activities around:

* Attracting new pupils across all three areas of the school
* Promoting the strengths and attractions of each school and its staff
* Promoting the profile of the school as a whole

**Reporting to**: Admissions Manager

**Key Tasks and Responsibilities:**

* Develop an evolving marketing strategy, including scheduling and executing action plans to reinforce the School’s brand identity and messaging across all channels.
* Liaising with the Admissions Manager and Admissions Officers to ensure commonality of approach and message.
* Developing a marketing culture within all parts of the School.
* Maintaining and updating the School website, including frequent generation of content and stories.
* Fulfilling the School’s social media policy and distributing content via suitable platforms, e.g. Facebook and Twitter.
* Monitor usage of the School website and assess its effectiveness.
* Maintaining and updating digital signage across the School site.
* Organising effective publicity and marketing of the School, including advertising; writing press releases and arranging photography; communicating with the local and, when appropriate, national media
* Managing the production of marketing materials, to include prospectuses, leaflets and posters.
* Collating the weekly School newsletters.
* Managing in-house design jobs adhering to the brand identity.
* Ensuring that corporate communications are aligned to the School’s objectives and identity.
* Maintaining awareness of marketing trends and communicating those trends within School.
* Prepare and manage the Marketing budget.
* Assisting at marketing events, such as Open Mornings and Action days.
* Contributing to the development of feeder school engagement and outreach programmes, and helping to develop further links with feeder schools and nursery schools.
* Promoting the School via attendance at external events, e.g. schools’ exhibitions.
* Assisting in the identification of new opportunities to attract and recruit new pupils.
* Maintaining awareness of the local education sector.
* Perform other tasks as required by the School.

**Revision of Job Description**

There will be a periodic review to ensure that the principal duties have remained as stated above or that any changes have been made in agreement with the incumbent.

**Child Protection and Safeguarding**

The post holder’s responsibility for promoting and safeguarding the welfare of children and young persons with whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School’s Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risk to the safety or welfare of children in the School s/he must report any concerns to the Designated Safe Guarding Lead or to the Headmaster.

**Applications**

The application form should be returned together with a covering letter, in which the applicant should explain what s/he can offer to the post. Applications by e-mail are welcome.Please send them for the attention of Mrs Karen Harrison, HR Manager, to [recruitment@wellingboroughschool.org](mailto:recruitment@wellingboroughschool.org) by **Friday, 25th May 2018 @ 12noon.**