



APPLICATION PACK

MARKETING MANAGER

**CLOSING DATE: 5PM MONDAY 19
FEBRUARY 2018**



The Manor Preparatory School Faringdon Road Abingdon Oxfordshire OX13 6LN
Tel: 01235 858458 • email: admissions@manorprep.org • www.manorprep.org

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Dear Applicant

Welcome to The Manor!

Thank you for your interest in The Manor Preparatory School. This information pack is designed to give you more information about the school and the post you are interested in and we hope that we are able to convey the qualities that make The Manor an exceptional place, not only for our pupils, but also for our fulfilled and happy staff that work hard to create the school's spirit, warmth and dynamism.

Founded in 1947, The Manor is a thriving, happy school with around 390 pupils aged 2 to 11. The school is run as a charitable trust by an independent Board of Governors. At present, the School is co-educational until Y2 and girls only Y3-6. From September 2018 the school is phasing in full co-education and will therefore be welcoming boys and girls from 2 to 11 in every year group by 2021. This is therefore a very exciting time in the school's development.

In the Early Years Department, our purpose-built Pre-Nursery and Nursery gives children the best start in bright, airy facilities together with a team of enthusiastic, qualified and dedicated staff. Children in Reception, Years 1 and 2 are exposed to a stimulating and enriching curriculum supported by a team of exceptional Teachers and a full-time Teaching Assistant in each class.

From the age of 7 to 11, the pupils in our Prep Department enjoy increased specialised teaching in a rich, warm-hearted environment where all pupils are encouraged to fulfil their potential. The school has outstanding facilities for Music, Science, ICT, Food Technology, Sport and Drama and offers an extensive range of extra-curricular activities but retains a primary school ethos, focusing on the happiness and well-being of each child.

In its latest ISI Inspection Report, The Manor was rated 'excellent' (the top grade the ISI now awards) in all respects. Each member of our staff contributes to the unique identity of The Manor, providing a network of support and teamwork which has become a characteristic of the School. Children are "challenged and cherished".

We hope that on reading our application pack, we are able to convey a sense of the school's spirit, warmth and dynamism that have made it thrive over the years. Naturally if you have any questions, please don't hesitate to contact Miss Katie Sillence, HR Officer, by email (hr@manorprep.org) or by phone (01235 858 478). You are welcome to telephone to arrange for an informal tour at any point.

May we take this opportunity to thank you for the time and thought that we recognise goes into preparing a job application.

With very best wishes

Alastair Thomas
Headmaster

JOB DESCRIPTION

Job Title:	Marketing Manager
Line Manager:	Headmaster

Primary Responsibilities:

Marketing

- To be responsible for the development and implementation of the School's marketing strategy and to oversee and maintain continuous dialogue and feedback with key internal and external stakeholders and to act as 'brand guardian'.

Recruitment

- Develop and implement different strategies to recruit pupils, raising the school's profile and ensuring sufficient enquiries are generated for the desired number of entrants
- Plan and implement a programme of communication with the School's stakeholders, including feeder school Heads and media (editorial and advertising) through School publications as well as presentations and events
- Establish on-going dialogue with prospective parents via the admissions process
- Develop relationships with the local community in order to raise the profile of the school in the area and support recruitment
- Work in partnership with the Director of Admissions to monitor pupil numbers and recruitment to achieve the School's model

Retention

- Meet retention targets by developing and implementing an internal marketing programme and on-going dialogue with stakeholders to monitor feedback and test ideas

Brand Management

- Manage all elements of The Manor's brand to ensure that the brand remains consistent with the values, personality and objectives of the School

PR

- Develop close relationships with editors and other key media personnel of the local and educational press
- Maintain a continuous stream of newsworthy items showcasing the breadth and quality of School activities
- Keep abreast of general and national press to ensure that The Manor is pro-active and writes appropriate articles on current issues with a view to developing a regional/national profile
- Develop the School's image externally through the pursuit of press and advertising opportunities. Ensure a good supply of copy and photographic for both press, newsletters and website to ensure the best possible coverage of the School's successes.
- Put in place measures for crisis PR management

Advertising

- Manage the School's current 'advertising year' and make recommendations for when, where and how to advertise

Social Media

- Manage the School's social media activity, advising on the appropriate channels,

messages and activity

Feeder Heads

- Develop, in conjunction with the Head, a programme of visits and activities, supported by up to date and relevant information, to build relationships with existing and potential feeder schools
- Establish and manage an efficient feedback system to feeder schools

Marketing Collateral

- Manage existing publications and make recommendations for any additional/alternative publications
- Produce additional communication material, branded items and signage as required
- Manage the School website, ensuring that it is regularly maintained and updated and pertinent to target audiences
- Manage the School's relationship with its designers and printers

Parents

- Ensure that the communication to parents meets the brand guidelines
- Identify opportunities to enhance parent communication

Budget

- Manage the marketing budget by preparing an annual budgeted marketing plan and controlling annual expenditure with the approved budget
- Negotiate and develop relationships with any specialist external consultants including routine tendering to ensure best value
- Ensure maximum impact in relation to budget and the activities of other providers

Other Duties

General

- Provide first aid cover - full training will be given
- Provide cover in the school office as necessary

Staff are expected to carry out other duties as reasonably requested by the Headmaster or the SLT.

Staff Handbook

To follow the directions contained in the Staff Handbook, which change from time to time.

Review Arrangements:

The details contained in this Job Description reflect the content of the job at the date it was prepared. It is inevitable that over time the nature of the job may change. Existing duties may no longer be required and other duties may be gained without changing the general nature of the post or the level of responsibility entailed. Consequently, the school will expect to revise this Job Description from time to time in consultation with the postholder.

Person Specification

The Manor Preparatory School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Criminal Records Bureau.

CRITERIA	NECESSARY REQUIREMENTS	DESIRABLE REQUIREMENTS
SKILLS & ABILITIES	<ul style="list-style-type: none"> • Sound knowledge of best practice in marketing together with proven ability to establish and implement a robust marketing strategy. • Broad knowledge of the admissions process within the independent school sector. • Outstanding 'people' skills. The ability to listen, build rapport and communicate at all levels. • The ability to communicate (both in writing and orally) messages, that are clear, accurate, convincing, engaging and inspiring. • An appreciation of how to use different media to best effect with different audiences. • The ability to speak confidently in public at all levels. • Discretion when dealing with parents or sensitive information. • The ability to take a strategic view. • Fluency in presenting a case with clarity of analysis, expression and reasoned argument. • The ability to adapt to new situations and address problems from new perspectives. • Persistence in following through multiple projects. • An understanding of and belief in the aims and ethos of independent education in general and The Manor in particular. • A willingness to undertake activities that extend well beyond the school day. • Attention to detail, deadlines and budgets. • Competence in all required software packages. An understanding of databases, statistical analysis and their use in informing marketing strategy. 	
EDUCATION/ QUALIFICATIONS/ KNOWLEDGE		

COMMITMENT TO SAFEGUARDING OF CHILDREN	<ul style="list-style-type: none"> • A knowledge and keen awareness of Safeguarding Children matters and an ability to demonstrate personal values and beliefs in accordance with the School's Safeguarding Children Policy. • Enhanced DBS Disclosure is required to do this job. 	
QUALITIES TO WORK AS A MEMBER OF A TEAM	<ul style="list-style-type: none"> • Sensitivity towards others' feelings, sense of humour, flexibility, calmness, personal warmth. • The vision, energy and ability to inspire and motivate others. • Pleasant, friendly and approachable personality. • Ability to work independently and as part of a team. • Reliable and trustworthy. • Honest, with a sense of responsibility and confidentiality. 	<ul style="list-style-type: none"> • A sense of humour.
COMMITMENT TO EQUALITY AND DIVERSITY	<ul style="list-style-type: none"> • Ability to understand and demonstrate a commitment to equality and diversity. 	

How to apply

Before applying for this position, candidates should read our Safeguarding Children Policy, available on the policies section of our website (<http://www.manorprep.org/about-our-school/policies/>). Please also refer to the website for further information about the school.

Applicants should send a Letter of Application and the signed completed Application Form by 5pm Monday 19 February 2018 to:

HR Department
The Manor Preparatory School
Faringdon Road
Abingdon
OX13 6LN
Tel: 01235 858478 ♦ Fax: 01235 559593 ♦
e-mail: hr@manorprep.org

Please note that we will require a signed copy of the Application Form returned to The Manor.

Information provided will be administered under the school's Data Protection Policy.

The Manor Preparatory School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Application and Recruitment Process ♦

Explanatory Note

Application Form

- Applications will only be accepted from candidates completing the enclosed application form in full. CV's will not be accepted in substitution for completed application forms in the absence of good reason. They may, however, be submitted in addition to the application form.
- Candidates should be aware that all posts in the School involve some degree of responsibility for safeguarding children, although the extent of that responsibility will vary according to the nature of the post. Please see job description for the post.
- Accordingly this post is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions and bind-overs, including those regarded as 'spent' must be declared, even if the candidate believes they have been deleted from police records.
- The successful applicant will be required to complete an Enhanced DBS Disclosure. For further information, contact the Disclosure and Barring Service - www.disclosuresdbs.co.uk
- We will seek references on shortlisted candidates and may approach previous employers for information to verify particular experience or qualifications, before interview.
- If you are currently working with children, on either a paid or voluntary basis, your current employer will be asked about disciplinary offences, including disciplinary offences relating to children or young persons (whether the disciplinary sanction is current or time expired), and whether you have been the subject of any child protection allegations or concerns and if so the outcome of any enquiry or disciplinary procedure. If you are not currently working with children but have done so in the past, that previous employer will be asked about those issues. Where neither your current nor previous employment has involved working with children, your current employer will still be asked about your suitability to work with children. The employer may answer 'not applicable' if your duties have not brought you into contact with children or young persons. The school may contact any of your previous places of work, whether or not they have been named in connection with a referee.
- You should be aware that provision of false information is an offence and could result in the application being rejected or summary dismissal if the applicant has been selected and possible referral to the police and/or Department for Education.

Invitation to Interview

If you are invited to interview this will be conducted in person and the areas which it will explore will include suitability to work with children. Interviews for teaching posts will normally consist of two rounds: short-listed candidates are invited to a first round. A selection of these candidates will then be asked

to return for second round, which will include a lesson observation and a tour of the school.

What to bring to the Interview

1. Eligibility to work in the UK Documents:

Please ensure that you pass your proof of eligibility to work in the UK to the interviewer at your interview.

British Citizen;

- Passport showing that the holder is a British citizen.
- OR**
- A Full UK Birth Certificate or birth certificate issued in the Channel Islands, Isle of Man or Ireland along with either a P45 or P60 or a wage slip that is printed

Citizens from the EU/EEA;

Do not require work permits or Sponsorship and have complete freedom to live

and work in the UK - see countries below:

1. Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, Netherlands, Portugal, Spain, Sweden, UK and also Switzerland, Norway, Liechtenstein and Iceland
2. Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Slovenia

The following A2 Countries do require Accession Worker Card
Bulgarian or Romanian Nationals (Blue, Purple or Yellow)

All non EU/EEA Citizen require one of the following documents:

- Ancestral Visa
- Family Reunion Visa
- Shortage Occupations (Tier) 2
- Spousal Visa
- Married to a UK Citizen
- Partner/married to holder of Sponsorship
- Student Visa - Tier 4
- Tier 5
- Youth Mobility
- Indefinite leave to Remain in the UK (Permanent Residence)
- Settlement
- Refugee

2. DBS Documents:

We routinely verify qualifications where they are a mandatory requirement for the post and undertake enhanced Disclosure and Barring List checks on all staff who have contact with children or vulnerable adults.

Unless you are able to provide details of a portable DBS Certificate for checking by the school then you will be required to undergo a DBS check at The Manor.

The appropriate documents should be presented at interview and they will be photocopied and verified at this stage.

Should you not be successful in securing the position you are interviewing for, these copied documents will be securely destroyed. N.B. (Photocopies are not acceptable).

**1 document from Group 1 and
2 further documents from Group 1 , 2a or 2b; one of which must
verify your
current address.**

Group 1 - Primary Trusted Identity Credentials

- Current valid Passport.
- Biometric Residence Permit (UK).
- Current Driving Licence (UK) (Full or provisional) Isle of Man /Channel Islands;
- Photo card only (a photo card is only valid if the individual presents it with the associated counterpart licence; except Jersey).
- Birth Certificate (UK and Channel Islands) - issued at the time of birth;
- Full or short form acceptable including those issued by UK authorities overseas, such as Embassies, High Commissions and HM Forces.

Group 2a - Trusted Government/State Issued Documents

- Current UK (inc Isle of Man and Channel Islands) Driving licence photocard (full or provisional).
- Current UK ((inc Isle of Man and Channel Islands) driving licence (full or provisional) paper version (if issued before 1998)
- Birth Certificate (UK, Isle of Man and Channel Islands) - (issued after the time of birth by the General Register Office/relevant authority i.e. Registrars - Photocopies are not acceptable).
- Marriage/Civil Partnership Certificate (UK and Channel Islands).
- Adoption Certificate (UK and Channel Islands).
- HM Forces ID Card (UK).
- Fire Arms Licence (UK and Channel Islands).

Group 2b - Financial/Social History Documents

- Mortgage Statement (UK or EEA)**

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- Bank/Building Society Statement (UK or EEA)*
- Bank/Building Society Account Opening Confirmation Letter (UK).
- Credit Card Statement (UK or EEA)*
- Financial Statement ** - e.g. pension, endowment, ISA (UK).
- P45/P60 Statement **(UK & Channel Islands).
- Council Tax Statement (UK & Channel Islands). **
- Work Permit/Visa (UK) (UK Residence Permit). **
- Letter of Sponsorship from future employment provider (Non-UK/Non-EEA only - valid only for applicants residing outside of the UK at time of application).
- Utility Bill (UK)* - Not Mobile Telephone.
- Benefit Statement* - e.g. Child Allowance, Pension.
- A document from Central/ Local Government/ Government Agency/ Local Authority giving entitlement (UK & Channel Islands)*- e.g. from the Department for Work and Pensions, the Employment Service , Customs & Revenue, Job Centre, Job Centre Plus, Social Security.
- EU National ID Card.
- Cards carrying the PASS accreditation logo (UK and Channel Islands).
- Letter from Head Teacher or College Principal (16/17 year olds in full time education - (only used in exceptional circumstances when all other documents have been exhausted)).

If a document in the List of Valid Identity Documents is:
 Denoted with * - it should be less than three months old.
 Denoted with ** - it should be issued within the past 12 months.

3. Professional Qualification and Membership

If the position you are applying for requires a mandatory professional qualification you will need to produce your qualification and proof of professional membership at interview.

Conditional Offer of Appointment: Pre-Appointment Checks

Any offer to a successful candidate will be conditional upon

- verification of identity and qualifications
- verification of right to work in the UK
- a check against the Children's Barred List and the Adults' Barred List
- a satisfactory Enhanced Disclosure and Barring Service check
- where the successful candidate has worked or been resident overseas in the previous five years, such checks and confirmations as the School may require in accordance with statutory guidance
- receipt of at least two satisfactory references

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- verification of professional status such as GTC registration, QTS Status (where required), NPQH
- a signed declaration of medical fitness to work with children
- completion of an Declaration of Disqualification
- satisfactory completion of the probationary period
- verification of successful completion of statutory induction period (applies to those who obtained QTS after 7 May 1999)

WARNING

Where a candidate is:

- found to be on Children's Barred List, Adults' Barred List or the Protection of Children Act List; or
- the Enhanced DBS disclosure shows s/he has been disqualified from working with children by a Court; or
- found to have provided false information in, or in support of, his/her application; or
- has association with another individual who has had such orders or restrictions or committed certain offences; or
- the subject of serious expressions of concern as to his/her suitability to work with children, the facts will be reported to the Police and/or the Department for Education and the ISA