**Destinations (Careers) and**

**Marketing Manager**

**Ark Putney Academy**

**This is a fantastic opportunity to join a ‘good’ school.**

Ark Putney Academy opened in September 2012 as part of the Ark network in the London Borough of Wandsworth. Ark Putney is a mixed school with 638 students, ranging from year 7 through to a very successful sixth form.

In its 2017 OFSTED inspection Ark Putney Academy was rated ‘Good’ in every category.

We are now looking to recruit a hardworking Destinations (Careers) and Marketing Manager. The successful candidate will have a proven track record in Destinations (Careers) and Marketing and be warm and receptive to our students’ needs. They will be enthusiastic and driven to advance and develop this vital area of provision.

**Our ideal candidate will have:**

* been educated to degree level
* some experience and/or QCG qualifications/or an interest in gaining a qualification
* the ability to develop working relationships with a range of people
* the ability to research information and communicate it clearly, both verbally and in writing
* creative ability
* organisational and time-management skills
* excellent computer skills including website management
* some experience of marketing, digital marketing and event management.

We are very happy to talk about the post informally if you require more information.

If you share in our commitment to excellence, we want to hear from you.  For information about the school, please go to [www.arkputney.org](http://www.arkputney.org). We are very happy to talk about the post informally if you require more information.

Visits to the academy before application submission are welcomed. Please contact Julie Rickard on 0208 788 3421 or email j.rickard@arkputneyacademy.org  to arrange this.

To apply please go to <https://goo.gl/QKfYVZ> . Please complete your online application form by **11am** on **Friday 13th October 2017.**

If you have any technical issues please contact the recruitment team on 0203 116 6345 or email recruitment@arkonline.org.

**Closing Date: 11am** on **Friday 13th October 2017**

**Location:** Ark Putney Academy, Pullman Gardens, Putney, SW15 3DG

**Start Date:** As soon as possible

**Salary:** Ark Support Staff (Inner London)Scale 7, Pt 27, £27,927 – Pt 30, £30,597.

**Hours:** Full-time, 36 hours per week, all year round

**Contract:** Permanent

*Ark is committed to safeguarding children; successful candidates will be subject to an enhanced Disclosure and Barring Service check*

**Job Description: Destinations (Careers) and**

**Marketing Manager**

**Key tasks and Duties:**

**Destinations (Careers)**

* Develop APA’s Destinations (Careers) Plan ensuring that students across the school are exposed to appropriate and stretching career, apprenticeship and university aspirations.
* Engage with external companies, institutions and programmes creating partnerships and experiences for APA students.
* Work in partnership with Heads of Year and High Attainers Lead to develop and organise a programme of Destinations (Careers) focussed speakers, activities, workshops and visits.
* Co-ordinate the destinations taught programme of study for PSCHE
* Work in partnership with Heads of Year and Tutor Teams to embed Destinations in the Academy through a taught careers programme.
* Work in partnership with Heads of Department to embed Destinations (Careers) in Programmes of Study.
* Ensure Destinations tracking is in place for all Academy leavers and working with Heads of Year and SENCO to develop interventions for potential NEETs.
* Lead a programme of 1:1 Career Guidance interviews to Year 11 students.
* Lead, arrange and co-ordinate work experience week for Year 12.
* Work in partnership with Sixth Form Pastoral Team to track and monitor engagement with appropriate university/apprenticeship/career opportunities.
* Supervise Sixth Form independent study ensuring all students make appropriate use of non-contact time.

**Marketing of the Academy**

* Work with the Principal to design an annual marketing plan to promote the school at the key entry points of Years 7 and 12
* Produce or oversee the production of all relevant materials to support the marketing plan e.g. brochures, film and posters
* Maintain and develop the school website
* Build a strong local network to help promote APA in the local community and with local media
* Continually look for appropriate ways to drive awareness of APA through innovative use of social media, PR and other channels
* Lead on digital imaging across the academy

**Person Specification: Destinations (Careers) and Marketing Manager**

**Qualification criteria**

* Qualified to degree level or equivalent experience
* Right to work in the UK.

**Knowledge and Experience**

* Experience of working in a school or educational organisation (desirable)
* Experience of working in a fast paced environment, working to short deadlines

**Personal Characteristics**

* The ability to develop working relationships with a range of people
* Hard working, detail orientated, systematic and organised
* The ability to develop working relationships with a range of people

**Specific Skills**

* Strong administrative and organisational skills with particular emphasis on attention to detail and quality
* Excellent communication and interpersonal skills
* Excellent computer skills including website management
* Good IT skills, and ideally some knowledge of Microsoft office and design based software (Adobe, Illustrator etc.).

**Other**

* This post is subject to an enhanced DBS disclosure.
* Commitment to equality of opportunity and the safeguarding and welfare of all students
* Willingness to undertake training
* This post is subject to an enhanced DBS disclosure.

*Ark is committed to safeguarding and promoting the welfare of children and young people in our academies.  In order to meet this responsibility, we follow a rigorous selection process. This process is outlined* [*here*](http://arkonline.org/sites/default/files/Ark_safe_recruitment.pdf)*, but can be provided in more detail if requested. All successful candidates will be subject to an enhanced Disclosure and Barring Service check.*