

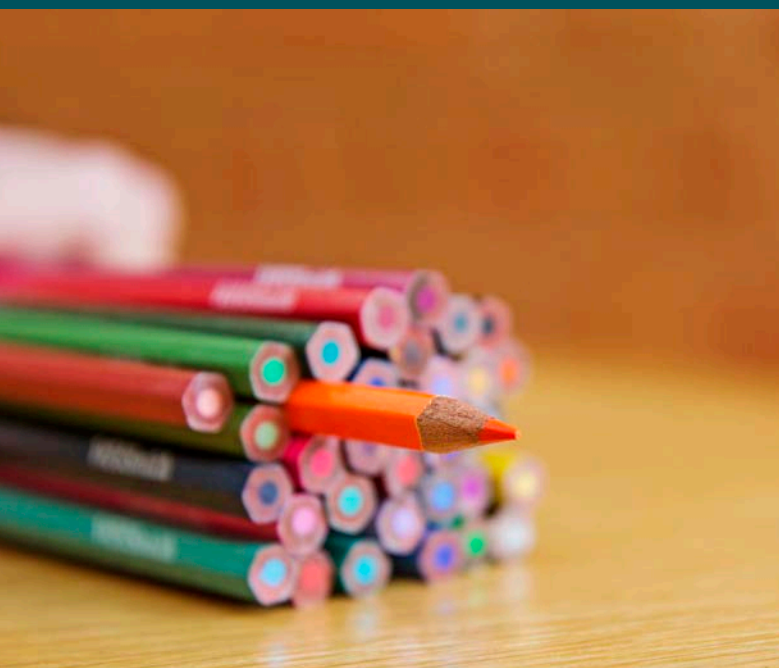
# SEVENOAKS SCHOOL

## JOB DESCRIPTION



## Head of Marketing

*Full-Time, All Year Round*







## The School

Founded in 1432, Sevenoaks enjoys a global reputation as a centre of academic excellence and a flagship school for the International Baccalaureate. A co-educational day and boarding school, it offers a stimulating, intellectually demanding and balanced education for pupils from the age of 11 to 18.

Inspiring facilities, together with expert, enthusiastic and imaginative teaching, provide rich opportunities for students participating in lessons, and a wide variety of sports and the performing arts.

The school's international make-up and outlook promote the principles of tolerance and open-mindedness. About 350 pupils board in the seven boarding houses, and students originate from some 40 countries worldwide.

Sevenoaks is one of the world's most successful IB schools, and is the top-performing fully co-educational IB school in the UK. In 2018 Sevenoaks was, for the second time in ten years, named The Sunday Times Independent Secondary School of the Year. Its students' achievements have been awarded the rare accolade of 'Exceptional' by the Independent Schools Inspectorate (ISI).

This excellence is achieved by bright, motivated students, inspired by highly qualified and dedicated teachers in well-

resourced classrooms. The school has over 150 teaching staff, well supported by a large team of professional administrative and technical staff. A strong pastoral team of specialist tutors, boarding house staff and year heads give care and guidance, promoting student welfare and happiness. The mutual respect shared by students and staff generates a harmonious and purposeful atmosphere.

The school is situated in the Kent market town of Sevenoaks and has a prime position at the top of the high street. The 100-acre site, which includes a number of listed buildings, is beautifully landscaped and adjoins the medieval deer park of Knole. London is only a 30-minute train ride away. Gatwick airport is only 30 minutes by car, and there are good transport links to other London airports and the Channel Tunnel.

The school has first-class resources and facilities, including a superb sports centre, The Sennocke Centre, and a state-of-the-art performing arts centre, The Space, which provides four outstanding venues for music and drama. A new world-class Science & Technology Centre and a Global Studies Centre for Sixth Form study opened in 2018. An additional boarding house for boys, a beautifully designed building on the western side of the campus in a landscaped area, will be completed in summer 2019.

The school's strategic plan Horizon 2020 (<http://>



[inspire.sevenoaksschool.org/our-priorities/](https://inspire.sevenoaksschool.org/our-priorities/)) is reaching fulfilment, and the school is now working on its successor Horizon 2032 (which will mark the 600th anniversary of the school). This next stage in the ambitious development of the school will seek to strengthen the school's position at the forefront of education in a rapidly changing world, focussing on how to make a broad, deep and sustainable impact on the local, global and digital community.

The school has significant and growing connections with schools in the state sector, both at primary and secondary level. These, and other community service activities, are part of the educational ethos and curriculum of the school, for pupils, teachers and non-teaching staff. The school hosts a large number of activities for visiting local schoolchildren, and provides training and networking events for teachers. There are numerous sporting, musical, drama and other activities, aimed at pupils, parents and members of the public. Out of term time, in addition to continuing with some of the outreach and community activities, the school also offers additional day and residential programmes to its own and other pupils and may also hire out its facilities from time to time to other organisations. In particular the sports and performing arts centres are used to generate commercial revenue in addition to being major educational facilities for the school. All of these activities in addition to the lively day to day academic

life of the school ensure that excellent use is made of the assets and facilities.

Further information about the school can be found at: [www.sevenoaksschool.org](http://www.sevenoaksschool.org)

## The Role

The Head of Marketing is essential in ensuring the continued success of the school. The post holder will work closely with a wide range of staff across all parts of the school to create an effective strategy that will assist the school in achieving its vision. The Head of Marketing will be involved in supporting the work of the admissions department in fostering high quality applications and the Community Education Programmes in promoting and organising a wide range of events. They will also support the Foundation Office in its engagement with the School community, including alumni and former parents. Other tasks include working with senior staff on activities to enhance our brand and our commercial revenue, e.g. our Summer School. In short, the Head of Marketing will be fully immersed in the wide breadth of activity found at Sevenoaks School.

## Reporting to

This is a senior post reporting to the Director of Operations.





## The Marketing Team

The Head of Marketing will lead a team of marketing staff, which currently comprises a Senior Marketing Communications Officer and a Marketing & Events Officer, with the role of Marketing and Communications Executive being advertised.

## Key Responsibilities

### Strategic marketing planning

- In the context of the School's vision and objectives, review and refine the school's marketing, public relations and communication strategy, and take responsibility for its implementation.
- Develop the School's annual marketing and communications plan, propose appropriate budgets and then control expenditure within the approved sums.

### Brand management and the presentation of Sevenoaks School

- Monitor and advise on all forms of school communications.
- Ensure the consistency of application of the school brand across all areas and departments of the school.
- Work closely with a wide range of staff to foster relationships with partner schools, alumni and donors.

### Marketing communications

- Manage the school's website, taking responsibility for design, content and development.
- Review and refine the School's social media strategy, and ensure the strategy is enforced.
- Ensure that photographs, videos and reviews of all events are regularly uploaded to the website and other digital channels as appropriate.
- Review and oversee the production of all external promotional documentation and regular publications, such as the annual magazine and the biennial newsletter.
- Be responsible for all school advertising.
- Ensure effective communication of school news both internally and externally.
- Oversight and planning of school video production.

### Press and media

- Develop a school Press and Media Relations plan.
- Act as the initial point of contact for all press and media enquiries.
- Develop a strategy for increasing awareness of the school's outstanding education delivery and community partnerships.



## Working with others

- Take advice and guidance on contractual matters from the Bursar.
- Work closely and collaboratively with the Admissions team, the Foundation Office, The Summer Programmes team, The Space (our Performing Arts Centre), the Sennocke Sports Centre, the Community Programmes team, other members of the Operations team, and the Finance team to ensure alignment of objectives and co-ordination of delivery.
- Develop good relationships across the school by attending: social functions; morning break in the Staff Common Room; concerts, plays and lectures after school when time allows; and staff meetings.
- Attend Open Mornings and group visits as appropriate.
- Support the Admissions team by gathering and analysing application and recruitment information, monitoring key performance targets (e.g. conversion rates) and implementing agreed marketing strategies in this area.
- Attend meetings and events as appropriate to ensure a full understanding of the School.

## Events

As part of the wider Operations team:

- Support the Admissions team and other staff to ensure that all events for prospective parents are successful and that they receive the desired impression and welcome from the school.
- Organise events for the Community Programmes team.
- Organise other events taking place either at School or, sometimes, off-site.
- Support senior staff in preparing for presentations abroad, taking both a strategic and operational view.
- Take photographs / videos of events as appropriate.

## Managing the team

- Continually review the structure of the marketing team and their interactions to ensure this enables effective delivery of objectives.
- Manage and develop the staff through normal channels such as probation, regular team meetings, appraisal, training etc.
- Prioritise the work of the team to ensure key targets are met in a timely fashion.





- To ensure safeguarding and Health & Safety issues are a key consideration at all times.

## Note

This job description is not intended to be a comprehensive statement of procedures and responsibilities, but instead sets out the principal expectations of the school in relation to the post holder's professional responsibilities and duties. We are looking for an individual who is adaptable, flexible and willing to carry out the wide range of duties that are likely to be required to make a success of this role. The school is also constantly evolving and the post holder should expect to learn new skills and adapt to new structures as required to meet the changing needs of the school.

## Person Specification

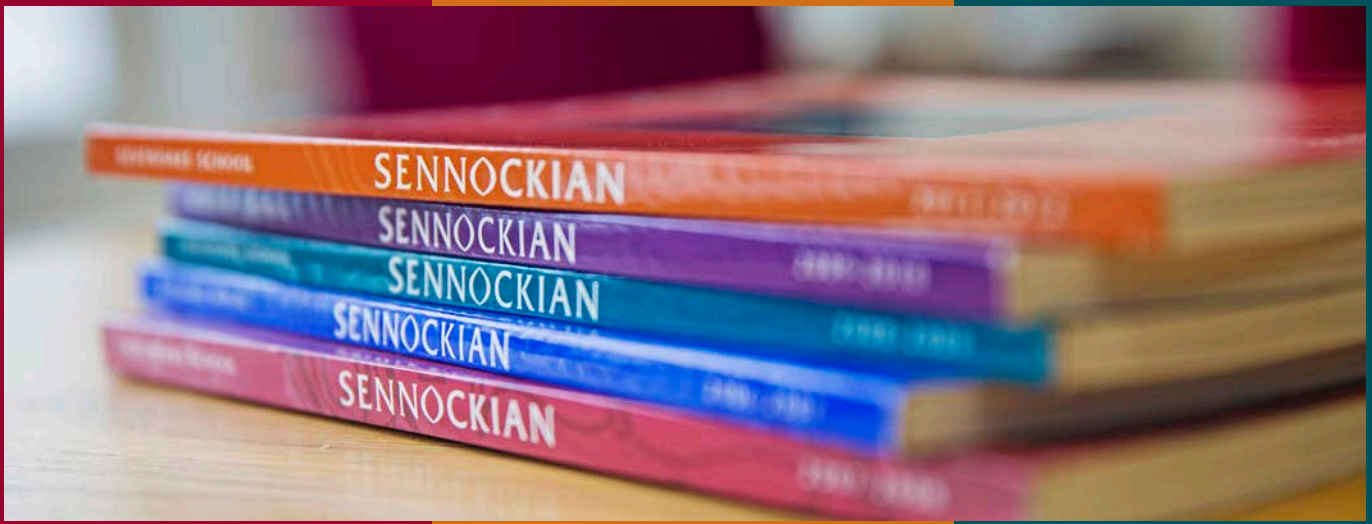
### Skills and Abilities

We expect the successful candidate to demonstrate the following:

- In-depth understanding and appreciation of the principles and practices of marketing and public relations.
- Ability to develop and maintain an integrated communication strategy.
- Understanding of attitudes and motivation of children and parents in the education arena.
- Understanding of branding and brand strategy.
- Excellent written and verbal communication skills.
- Work collaboratively and closely with colleagues, including an ability to interact with people at all levels.
- Ability to manage and motivate a team.
- Media management.
- Website, social media and e-marketing management.
- Technical skills such as Adobe Creative Suite, database/CRM management, HTML/CSS or similar.
- Strong digital skills including technical ability in all Microsoft programmes, website skills and ideally Adobe Creative Cloud.
- Budget management.
- Ability to prioritise work and help others with this.

### Experience and qualifications

- Previous employment in a marketing role.
- Expertise in brand management and media.
- Previous successful management of people.
- Recognised marketing and/or public relations qualification.



- University degree or equivalent.

## Hours of Work

This role is a full-time role, 40 hours per week, working all year round. There will be occasions when hours outside of the normal 9am to 5pm are required e.g. Open mornings, school events, alumni functions etc. and so the ability to be flexible around working hours is essential.

## Salary & Benefits

- The salary of the successful candidate will be commensurate with the skills and experience they will bring to the role. However, as a guide, the salary is likely to be between £50,000 & £54,000 per annum for a strong candidate.
- Membership of the school's fitness centre.
- No charge for School lunch.
- School fees remission for children of the job holder attending the school. If not already at the school, any child would have to meet all of the normal entrance requirements.
- The holiday entitlement is 33 days per annum, including statutory public holidays. Holidays must be agreed in advance and it is expected that holidays will normally be taken during the school

holidays.

- Membership of the school's defined contribution pension scheme is available. Those staff who choose not to join the GPP but meet the eligibility criteria for Auto-enrolment will be automatically enrolled into the School's Auto-enrolment pension scheme, after a three-month deferment period
- Life Assurance.
- Cycle to work scheme.
- Voluntary benefits scheme.
- Employee Assistance Programme.

## Child Protection

All staff have a responsibility for promoting and safeguarding the welfare of children with whom they come into contact and are required to adhere to and ensure compliance with the school's Child Protection Policy Statement at all times. If, in the course of carrying out their duties, a member of staff becomes aware of any actual or potential risks to the safety or welfare of children in the school, they must immediately report their concerns to the Deputy Head (Pastoral).

The successful applicant will be required to complete the Disclosure Certificate System operated by the Disclosure and Barring Service (DBS) before taking up the appointment.





## Offer

The successful applicant will be offered the role subject to the satisfactory completion of a number of background checks including but not limited to; an enhanced DBS check, the taking up and verification of references, the verification of career history and fitness to undertake the role. We also reserve the right to contact any previous employers for a reference request on your behalf.

## Application

If you wish to be considered for this role, please complete the on-line application form. The form must be completed in full and submitted electronically. CVs should also be submitted but the CV cannot replace any information on the application form.

Please contact the HR Office at [personnel@sevenoaksschool.org](mailto:personnel@sevenoaksschool.org) or telephone 01732 467740 if you have any questions about an application.