

SEVENOAKS SCHOOL

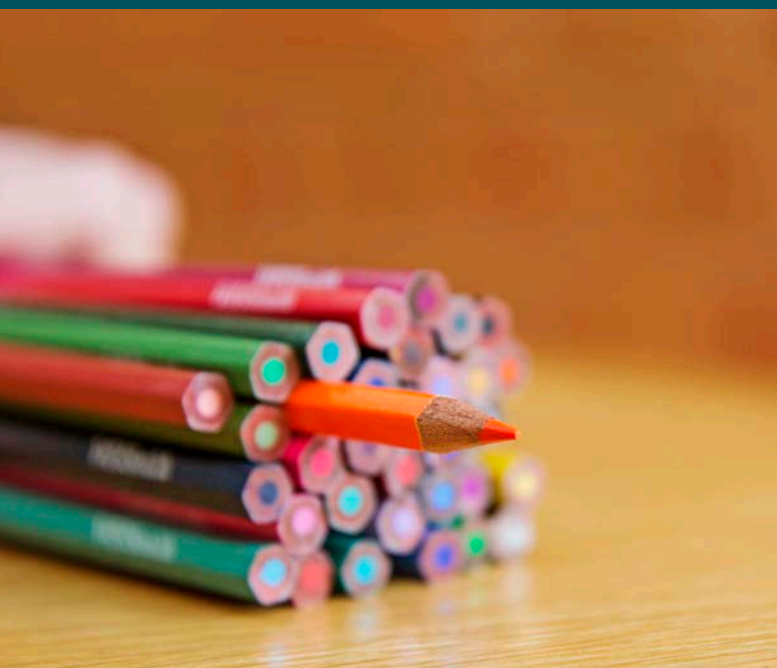
JOB DESCRIPTION



Marketing & Communications Executive

1 Year Temporary Contract with potential to extend

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/>) 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

The Role

This is a great opportunity for a recently qualified graduate (or equivalent) who is interested in developing marketing communications and digital marketing skills, working with design agencies, proofreading and copywriting. The successful applicant will also have a strong interest in all areas of the marketing mix, both on and offline.

Reporting to

This role will report to the Senior Marketing Communications Officer.

Person Specification

- We are looking for an enthusiastic graduate, ideally with an English, Marketing, Journalism or Publishing degree or relevant postgraduate qualification.
- The applicant will have strong IT skills, and a thorough knowledge of all the main Microsoft programs.



- A good awareness of social media and a knowledge of or desire to learn about all elements of the marketing mix are also essential.
- The successful candidate will be someone with excellent grammar and writing skills who can pay close attention to detail in written and creative work. An interest in editing, copywriting and proofreading is essential, whilst relevant experience is desirable.
- The Executive will be working in the Marketing department, and will be part of a larger operational support team, so should have good interpersonal skills and the ability to manage multiple projects at one time.
- Influencing and networking within the wider school community is part of the role, so confidence and the ability to work on one's own initiative is required.
- Taking responsibility for working with academic staff to source content for social media and school websites. The school has a large social media presence and content is updated daily on all channels. The Executive will take responsibility for gathering content and photos to best reflect school life. The successful applicant will also take responsibility for the editing and proofreading of content to ensure accuracy and adherence to the school brand guidelines and house style.
- Managing the school's social media channels, including Twitter, Facebook, YouTube, Vimeo, LinkedIn and Instagram accounts. This will include the development of a weekly social media plan, ongoing monitoring and analysis of social media activity, and disseminating a monthly report of activity and analysis to key staff.
- Ensuring that content is updated in a timely manner on all relevant digital channels.
- Designing and preparing PowerPoint presentations for senior staff, Admissions and other departments.
- Supporting the Marketing & Events Officer with the preparation and circulation of regular press releases about school news, successes and achievements.
- Coordinating the school's press monitoring, using an external service.

Responsibilities

- Working with the other members of the Marketing team to write, edit and proofread copy for the school's printed and digital publications, including the school annual review, curriculum books, Admissions material and publications, handbooks, student and parent marketing material.



- Collating and disseminating press cuttings via email and pressbook.
- Maintaining internal press cuttings files.
- Supporting the Director of the Sevenoaks School Summer Programme with the development of marketing material (on and offline) for the new summer school.
- Liaising with external design and print agencies to ensure accurate, timely and cost-effective preparation of marketing material.
- Taking responsibility for all the school digital newsletters for parents, boarding houses and staff, and seeking to develop more personalised and tailored digital communications for parents.
- Assisting with advertising, editorial and press enquiries as required.
- Managing the school's profile and inclusion in schools' guides, eg Good Schools Guide, Independent School Parent, Tatler, School House, Relocate, international agencies etc.
- Taking photographs of school activities for social media and the website, and using the school's existing library of some 100,000 photographs appropriately across digital and print communications. Working with the Marketing team and the school photographer to ensure professional standard photographs are taken throughout the year.
- Assisting with the organisation and direction of school video production.
- Assisting with event communication and management for several school events, working with the Marketing & Events Officer to ensure all marketing material is prepared in a timely manner to support their marketing plans and initiatives.
- The role may also include using InDesign and Photoshop to create printed materials such as posters, flyers and internal booklets. (Training will be provided.)
- The role may also include some marketing communications support for The Sennocke Centre (sports), The Space (performing arts centre), IB revision and review courses and the Academic Enrichment lecture programme.

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.

Hours of Work

This is a full-time role, Monday to Friday, 40 hours per week, 52 weeks of the year.

This is a temporary contract, 1 year full-time all-year round, with the possibility of extension to a longer or permanent contract.

Salary & Benefits

- The salary will be dependent upon the skills, experience and relevant qualifications of the successful applicant but is likely to be c £22,000 p.a.
- Membership of the school's fitness centre.
- 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 28 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

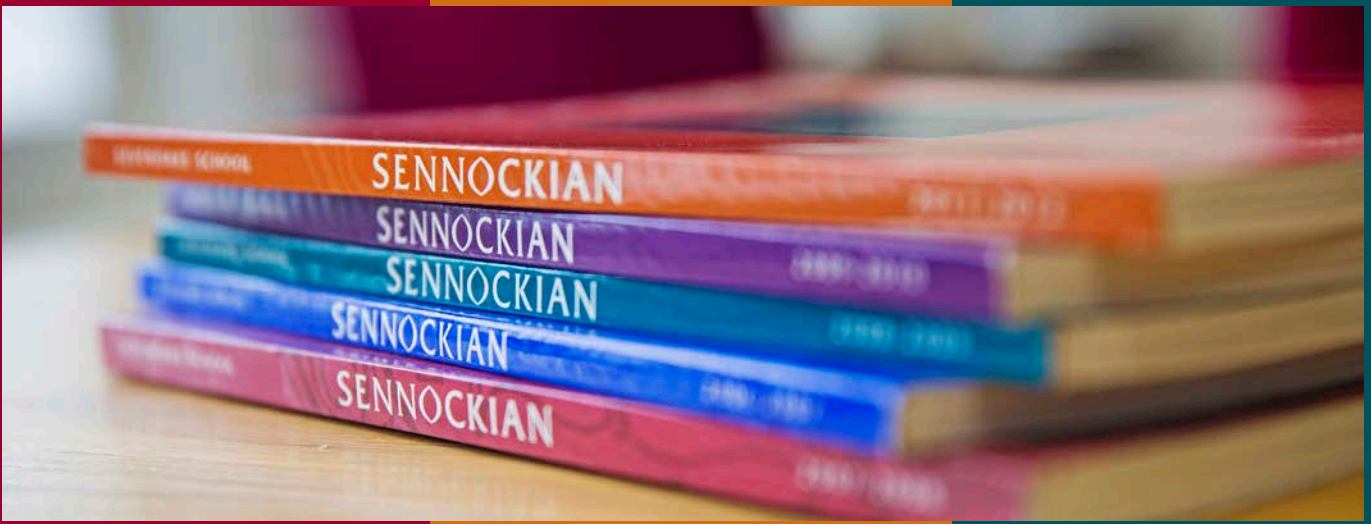
- Life Assurance.
- Cycle to work scheme.
- Voluntary benefits scheme.
- Employee Assistance Programme.

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.

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.

Application

If you wish to be considered for this role, please

complete the online application form. The form must be completed in full and submitted electronically. CVs and covering letters should also be submitted but the CV cannot replace any information on the application form which must be submitted in full.

Please contact the HR Office at personnel@sevenoaksschool.org or telephone 01732 467740 if you have any questions about a completed application.