



Marsden Heights Community College

The best in everyone™

Part of United Learning

Welcome to Marsden Community College



Marsden Heights Community College joined United Learning in November 2020. In 2023, following rapid improvements, Ofsted inspected the school and rated it **Good** in all areas.

At Marsden Heights we believe that children deserve the very best of all that has been “thought and said” in every subject area by the careful selection of our core knowledge. We desire to support our pupils to grow into confident, creative and resilient adults who have a lifelong love of learning. We seek to ensure that our pupils are effective communicators, active participants and independent learners who can take their next steps into an increasingly uncertain world with secure knowledge from the range of subjects we offer.

All pupils should be:

- ambitious– to achieve the best
- confident – to have the courage of their convictions and to take risks in the right cause
- creative – to imagine possibilities and make them real
- respectful –in all that they do
- enthusiastic – to seek opportunity, find what is good and pursue their talents and interests
- determined – to overcome obstacles and reach success

In order to support our pupils in their academic and personal development, we believe it is essential they experience a wide range of opportunities. Our commitment to ‘Education with character’ provides wider opportunities for our pupils to access a well-rounded curriculum that extends learning beyond the classroom.

The college’s focus on learning is the driving force behind everything that we do and students are offered a diverse and challenging curriculum both inside and outside the classroom. We have high expectations and we make no apologies for being very demanding of our students and our staff, as only the best will do for our children.

Honesty, respect and trust are important to us, as is being prepared to learn and take on new challenges. We know that no one is the ‘finished article’ and we strive to do our best for our students every day. We are a welcoming school and if you join us, you will experience our ‘no blame’ culture, where everyone works together for the good of the students. It is essential that you have a restless determination and belief that all students can and will perform to the highest level.

As a United Learning academy whose motto is 'The Best in Everyone' you will be someone who wants the very best for all young people, irrespective of their background. We are earnest in our commitment to safeguarding our young people.

I hope you find the information you need in the accompanying pack and am sure you will find other useful information from visiting our website. You are also warmly invited to contact us by phone or visit Marsden Heights Community College 'in action' and meet our fabulous pupils and staff. Please visit our website: www.marsdenheights.co.uk

I look forward very much to welcoming you to our school.

With kind regards

Alyson Littlewood

Alyson Littlewood
Headteacher

Our Ethos and Values

Our Ethos

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Our Values

Hard Work

We believe that throughout our lives we need to have the right work ethic. We work to the very best of our ability in everything that we do. We do believe that we do not give up, but that we think round the problems we face. We are resilient and we persevere so that with help, support and teamwork, we can find the solutions. We know that the work we put in now will help us climb our own personal mountains to ensure that we can be successful at university and in life.

Trust

We all need to place our trust in others. We recognise that this can sometimes make us vulnerable. With trust comes great responsibility and we trust both staff and pupils to behave with integrity and to treat each other with kindness and with respect. We expect that same level of behaviour both inside and outside of Marsden Height Community College, as we are rightly very proud of our college.

Fairness

We believe that everyone deserves opportunities to be the best that they can be. We realise that we are individuals and that we do not all start at the same point in life. We do not believe that a pupil needs to fit *in* with Marsden Heights Community College – we feel that they need to fit *with* Marsden Heights Community College. We value our differences, and we accept that we are all valued and valuable.

Hard work

Trust

Fairness

Marketing Assistant

Salary: Starting salary of £24,000 (FTE) plus benefits including: Local Government Pension, Health Care Cash Plan, Generous Staff Discount scheme, 3 extra inset days for planning, at least one personal leave day per year.

We are seeking to appoint a dynamic, enthusiastic and creative marketing assistant to work with our Business Support team. The successful candidate will be responsible for enhancing the school's reputation and visibility through effective marketing and communication strategies. They will manage all aspects of marketing, including digital and traditional media, social media, event promotion and content creation.

The successful candidate must be:

- Someone who is passionate about the education of young people.
- Someone who shares our moral purpose of ensuring that all of our young people receive the best education possible in a supportive environment from people who care about them.
- Someone who has excellent organisational skills and knowledge of different ICT packages available.
- Someone with a high standard of literacy and attention to detail.
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Rewards and Benefits:

Our pledge, to all our academy teachers, is that by working for us you will benefit from **more pay, more time, and more support**.

More pay...	more time...	and more support
<ul style="list-style-type: none">• We pay an average of 5% above national scales – the best rates of pay in the sector.• Cash towards medical treatment.• Generous staff discount scheme.	<ul style="list-style-type: none">• Three extra INSET days for planning.• At least one personal day a year.	<ul style="list-style-type: none">• Great training for your career.• Exceptional curriculum resources.• Expert subject advice.• Support for your wellbeing.

United Learning

Marsden Heights Community College is part of United Learning, a large, and growing, group of schools aiming to offer a life changing education to children and young people across England.

Our schools work as a team and achieve more by sharing than any single school could. Our subject specialists, our Group-wide intranet, our own curriculum, and our online learning portal all help us share knowledge and resource, helping to simplify work processes and manage workloads for an improved work-life balance.



United Learning
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■ Ambition ■ Confidence ■ Creativity ■ Respect ■ Enthusiasm ■ Determination

20 September 2024

**JOB DESCRIPTION
MARKETING ASSISTANT**

Hours of work:	37.5 hours per week	Contracted weeks:	Term Time – 40 weeks
Supporting work/life balance:	5 Inset days per year, plus an additional 3 planning days, at least one personal day per year		
Reporting to:	Assistant Head Teacher	Direct Reports:	None
Salary:	£24,000-£30,000	Employer Pension contribution:	Local Government Pension Scheme

Post:

You will be responsible for enhancing the school’s reputation and visibility through effective marketing and communication strategies. You will manage all aspects of marketing, including digital and traditional media, social media, event promotion, and content creation. Your goal will be to attract prospective students and maintain strong relationships with current families and the wider community. Additionally, you will oversee the development and delivery of the marketing and communications strategy, ensuring alignment with the school’s priorities and budgets.

To lead the planning and delivery of a comprehensive events programme to support the school's recruitment and engagement objectives, from open days, parents evenings, awards ceremonies, school performances etc.

Key responsibilities

Marketing

- Responsible for the development, design and creation of compelling marketing content.
- Plan and manage all digital marketing strategies and tactics, email marketing, social media and display advertising campaigns
- Ensure all inschool promotional notice boards and displays both on the corridors and in the classrooms are of high quality and reflective of the curriculum.
- Measure and report performance of all digital marketing campaigns
- Manage the development and delivery of the marketing and communications strategy; plan marketing resources in accordance with agreed priorities and budgets, processes and standards
- Plan, execute and track high-impact, compelling insight-driven marketing campaigns generating leads monitoring sponsorships, partnerships and website engagement.
- Create and curate all content for marketing materials (both online and print, internal and external), alumni impact stories, press/media releases, build strong links with media/press contacts and influencers in accordance with school’s brand and style.
- Create and manage communication programme / processes / templates for the delivery of the marketing strategy
- Deliver regular reports and analysis of activity across the website, social channels
- Deliver innovative and creative events
- Successfully communicating the School’s core values and ethos across a range of platforms including social media, website, print media, PR and key promotional literature.
- Work closely with United Learning marketing team.
- Meet regularly with the Head and SLT to review marketing and strategy, initiatives.
- Produce reports for the SLT and United Learning as required



Event Management

- Coordinate and organize events
- Manage event logistics and budgets
- Collaborate with internal teams and external partners
- Ensure high-quality and seamless event delivery
- Regularly reporting on event performance to senior management
- Represent the school at marketing events, including open events.
- Work with Admissions Manager and Senior Leadership Team (SLT) to ensure all planned events run seamlessly, helping with practical arrangements as required
- Plan an annual calendar in advance of all events

Safeguarding

- Undertake regular safeguarding as required.
- Ensure that statutory requirements for Safeguarding are met.
- To promote the safeguarding of young people.

General Duties and Responsibilities:

- This job description must be read in conjunction with the overall requirements of responsibilities identified within relevant conditions of service.
- Whilst every effort has been made to identify the main duties and responsibilities, each individual task may not be specifically identified.
- Colleagues will be expected to comply with reasonable requests from their line manager/senior staff to undertake work of a similar level that is not specified within this job description and to observe all Academy policy statements.
- Colleagues are expected to be courteous to other colleagues and provide a welcoming environment to visitors and telephone callers.
- At all times working in line with Academy policy and procedures.
- To attend staff training events as appropriate.
- To take care of own and others health and safety.
- To be aware of the confidential nature of issues relating to home/academy/parent/carer.
- The Academy will endeavour to make reasonable adjustments to the job and working environment to enable access to employment for disabled applicants or continued employment for any employee who develops a disabling condition.

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~~This job description is current at the date shown but following consultation may be changed by the Head teacher to reflect or anticipate the changing demands of the post commensurate with the grade and job title.~~



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PERSON SPECIFICATION

Job Title: Marketing Assistant

Qualifications	Requirement	Evidenced
GCSE English and Maths (grade C/4 or higher)	Essential	Application
Marketing qualification – degree or equivalent	Essential	Application
Skills and Knowledge		
Ability to set and prioritise goals	Essential	Application/interview
High standard of literacy and attention to detail	Essential	Application/interview
Excellent organizational and project management skills	Essential	Application/interview
Excellent communication skills	Essential	Interview
Strong skills using MS OFFice and presentation packages	Essential	Interview
Understanding of effective PR and Marketing communications	Essential	
Experience		
Experience in marketing and some evidence of CPD withing marketing	Essential	Application/interview
Experience of event planning and delivery	Essential	Application/Interview
Implementing social media strategies	Essential	Application/interview
Search engine optimisation	Desirable	
Experience of working with children and safeguarding	Desirable	
Personal Characteristics		
A commitment to own continuous professional development and learning.	Essential	Application/interview
Demonstrates a commitment to treating others fairly, consistently and with respect, championing our inclusive culture.	Essential	Application/interview
Passionate about making a difference to young people and our communities.	Essential	Application/interview
Approachable and patient.	Essential	Application/Interview
Other		
Committed to the safeguarding of young people.	Essential	Application/interview
Willingness to participate in training, particularly First Aid and Team-Teach.	Essential	Application/Interview

Marsden Heights Community College is committed to safer recruitment practice and pre-employment checks will be undertaken before any appointment is confirmed. This post is subject to an enhanced DBS check. The academy is committed to safeguarding and promoting the welfare of children and young people and it expects all staff and volunteers to share this commitment.