

**Job Title:** Marketing Graduate Resident Assistant **Job Reference No:** 18-19044 **Responsible to:** Assistant Principal **Hours per week:** Full time **Salary:** £11,000 + accommodation

**Contract:** 1 year fixed term contract

**Background**

Taunton School is just over 170 years old. It is an Independent School for over 1100 boys and girls, aged from 0 to 18 years with approximately 350 boarders. We aim to challenge, inspire and nurture young people to succeed in a global community.

TSI was opened in 1996 as an International Study Centre for students whose English is not good enough for them to enter the mainstream of an independent school. It is now a thriving school providing an intensive academic education in a wide range of GCSE subjects and excellent pastoral care preparing students for entry into Sixth Form in UK boarding schools.

**Overall Purpose**

The Marketing GRA is responsible to the Principal through the Assistant Principal of the International Schools. He/she will assist in the organising and running of marketing events and activities and will also assist in the production of marketing material of/for School events.

It is a key part of the GRA role to live in and sleep on site and to take most of their meals with students and other staff. GRAs provide invaluable assistance with boarding house duties and also play a full role during the school day and participate in weekend sports, trips and activities.

The Marketing GRA will occupy a very important position in the boys’ House. When appropriate they may also be students’ confidantes. However, they are first and foremost members of staff and must always ensure that their behaviour reflects that prime professional responsibility.

First Aid, Fire and Child Protection training will be given. Hours of work in term time can be demanding, however, it is always found with such appointments that the more one puts into the life of the school, the more rewarding it becomes.

**Main tasks**

1. Marketing:

* Support the marketing team to promote Taunton School International in a way that is consistent with the School’s brand and its vision and values. This is likely to include internal display communications and adding content to the website and social media. The post holder will arrange photograph opportunities, as appropriate/required and ~~take~~ ensure photographs of a suitable quality are taken;
* Effectively communicate with Taunton School International staff on a daily basis and monitor the busy school calendars for marketing opportunities. Where appropriate, assist staff with the promotion of their particular areas of the School and when doing this, have the ability to recognise opportunities for marketing the School;
* Manage and monitor all of Taunton School International’s promotional material both for internal School displays and for exhibitions. Keep these up to date and to the correct standard of presentation at all times;
* Support all marketing initiatives involving the local community;
* Upload content and images to the Taunton School International website on a regular basis, ensuring all additions are in line with the brand and School image;
* Provide coverage of Taunton School International activities via Social Media;
* Contribute to the School’s weekly Courier newsletters (term-time);

1. Boarding

* Support the house staff in creating a warm and friendly atmosphere and foster a happy community spirit, especially for students newly arrived at the School;
* Help students learn the routines of the boarding house and assist with any problems. Any concerns about the well-being of students must be brought to the attention of the House Master;
* Uphold the rules of the House and pass on breaches of the rules to the House Master;
* Participate in the evening and overnight duty rota under the direction of the senior member of staff on duty. Duties will include supervising prep, helping with bedtimes and providing overnight staff cover in the boarding house;
* Participate in the weekend duty rota under the direction of the house staff. Duties will include organizing and actively engaging in games and activities;
* Accompany staff on excursions and activities, as required;

1. Other

* Provide cover for lessons on occasions;
* Assist the administration staff with office tasks, as required;
* Attend weekly staff meetings
* Attend CPD training, as required

The duties and responsibilities shown above are not intended to be exhaustive and the post holder will be expected to be flexible and to take on new responsibilities, as necessary, to meet the  
changing needs of the School.

In relation to the pupils, GRAs are expected to:

* Provide guidance and advice to pupils on educational and social/pastoral matters or assist them in speaking to an appropriate member of staff about any such matters;
* Be sensitive to social relationships between children;
* Promote good behaviour and be on the lookout for any signs of bullying

In relation to staff, GRAs are expected to:

* Liaise with their line manager on at least a weekly basis;
* Participate in Inset Days at the beginning of each term, or as otherwise arranged;
* Actively seek help or guidance from other experienced staff in case of any uncertainty;
* Pass on all relevant information (from concerns to congratulations) about children or ‘events’ back to the senior staff member responsible for that individual or session.

**Job Skills**

* *A positive role model to young people;*
* *Caring and sensitive to the needs of all students;*
* *Demonstrates personal responsibility* by personal example, raising awareness on marketing issues; show drive and determination; organise work with little or no supervision; be adaptable and show good judgment;
* *Works effectively with other people:* providing a valuable service to others on marketing matters; developing the trust and respect of colleagues, parents and pupils; share knowledge, information.
* *Gets the job done:* focus on delivering what is required on time and to the appropriate quality by effective planning (in the short and long term).  With your line manager regularly monitor progress against plans and review performance;
* *Managing all resources* *effectively* such as time, people, equipment and budgets.  Get the best value; balance demands against resources and following procedures;
* *Communicating clearly* by getting across the message effectively verbally and in writing; listening carefully and responding to feedback; encouraging, persuading and influencing effectively and negotiating to achieve the best outcome; representing the department and the School professionally at all times.

**Person Specification**

* Possess a real ‘go get’ attitude.
* A working knowledge of Social Media and its marketing benefits.
* Excellent organisational skills.  Good general IT skills are essential and experience of photography is an advantage in the role.
* Be able to demonstrate initiative and have a pro-active approach to work.
* Ability to understand the sensitivities of a number of different cultures existing within one school.

**TERMS AND CONDITIONS**

Hours of work: This is a term time position. As the position is residential, the successful candidate will be required to work three evenings each week and alternate weekends in the boarding house. In addition to school holidays the candidate will be off duty for the equivalent of two days in the working week.