

MARKETING ASSISTANT



Information for Candidates



Contents

- Introduction from the Headmistress 5
- Sherborne Girls 6
- The Role 9
- Duties and Responsibilities.....10.
- Person Specification.....12
- Terms and Conditions.....13
- Our Vision, Mission and Values 15
- Working in Sherborne 17





Introduction from Ruth Sullivan, Headmistress

Working at Sherborne Girls is an exciting opportunity. As a full boarding school we are able to offer a varied and creative academic curriculum supported by a full co-curricular programme. We place a great deal of importance on appointing the right staff, and we look for those who are able to make a genuine difference to the lives of our students. We are fortunate to be able to attract a high calibre of staff to our wonderful school. We really value the contribution made by all our teachers and support staff and in turn we offer a full programme of continuous professional development tailored to individual needs.

We are privileged to work in the attractive market town of Sherborne, which includes a beautiful Abbey, is steeped in heritage and has good connections by road and rail. We work closely with the other schools in Sherborne, particularly Sherborne (boys) School, to make this a unique educational experience.



Most of all we are proud of our girls, who leave us as at the end of their time at Sherborne Girls as adaptable, courageous, compassionate and curious young women.

If you would like to be part of this thriving community then we would love to hear from you.

Dr Ruth Sullivan, Headmistress

Sherborne Girls

The School

Sherborne Girls is an independent, full-boarding and day school founded in 1899. It is situated on a beautiful campus on the western edge of the historic Abbey town of Sherborne and has an excellent academic record combined with first-rate facilities. It aims to give its pupils (aged 11 - 18) a broad and balanced academic, physical, social and moral education. The school has an Anglican foundation. Academic results are excellent at GCSE and A Level.

Neighbouring Schools

There are very good relations with neighbouring schools; drama, music, social and academic life are greatly enhanced by shared activities and resources. The range of subjects offered in the Sixth Form are increased by working in partnership with Sherborne School and The Gryphon School. A Level courses are available for our Sixth Form of over 180 girls.

Boarding

The boarders live in seven purpose-built houses: one for Years 7 and 8, five mixed-aged houses for Years 9 to 12, and an Upper Sixth House. Each house has a pastoral team comprised of a teaching Housemistress or Housemaster, resident and non-resident tutors and matrons. Girls eat in their houses and the Personal Tutor system is house-based.

Academic Achievement

We are proud of our academic achievements and strive to give all our students the best opportunities for them to develop their unique potential. The curriculum is enriched by appropriate use of technology, an extensive co-curricular programme, a range of study days and external trips. However, our aims are broader than just to achieve excellent examination results, and although our pupils make progress significantly above expectation, we also want them to develop independence and other life-skills, talents and interests, along with respect for one another.



Development

Over the last ten years, we have invested boldly in our facilities as part of our previous strategic plan 'growing for the future'. We have opened a new Science Centre, a new Boarding House for Years 7 and 8, and the refurbishment of most academic spaces within the School. The recent opening of our new performing arts centre, The Merritt Centre, has given the school enviable facilities for music and the arts; this will soon be coupled with an exciting renovation of the drama department to create new studio and rehearsal spaces. Boarding accommodation is being upgraded and there has been a reorganisation of pastoral staff in the boarding houses.

School Aims

- Full boarding - To deliver the highest standard of boarding provision through exceptional facilities, resources, care and experiences
- Culture of ambition - To engender a culture of excellence in all aspects of school life and with all members of the community
- 21st century women - To nurture and inspire a vibrant community of fulfilled, inquisitive, confident women who are thoroughly prepared for higher education and their future lives, with the desire to make a difference
- Community - To continue to grow both collaboration and communication with the wider community
- Leadership & Management - To provide value through high quality, sustainable resources with effective and responsible governance, leadership and management.



The Role

The External Affairs Department within the School focuses on all external-facing activities which support and engage the Sherborne Girls community. The department comprises Marketing, Development, Admissions and Alumnae Relations. All the members of this team work closely together.

The Marketing Assistant will work with the Director of External Affairs and Head of Marketing and Development in helping to develop and implement a range of initiatives to promote, publicise and record the work of the School to a varied set of external and internal audiences. This is a particularly exciting time as the School approaches and plans for its 125th Anniversary in 2024.

This role will support the administration of marketing activities: organising, collating, contributing and uploading data and news for print, digital and social media communications; arranging video/ photography shoots/schedules; administering the School's image library and brand assets; liaising with external design/print agencies to support the production of marketing collateral; liaising with external photographers/videographers to support regular film and photo shoots; creating PowerPoint presentations and photo loops for exhibitions; administering events; arranging meetings and supporting the other members of the External Affairs team as required.

The successful candidate will act as a key member of the team with a proactive approach to administration, planning, project work and events.

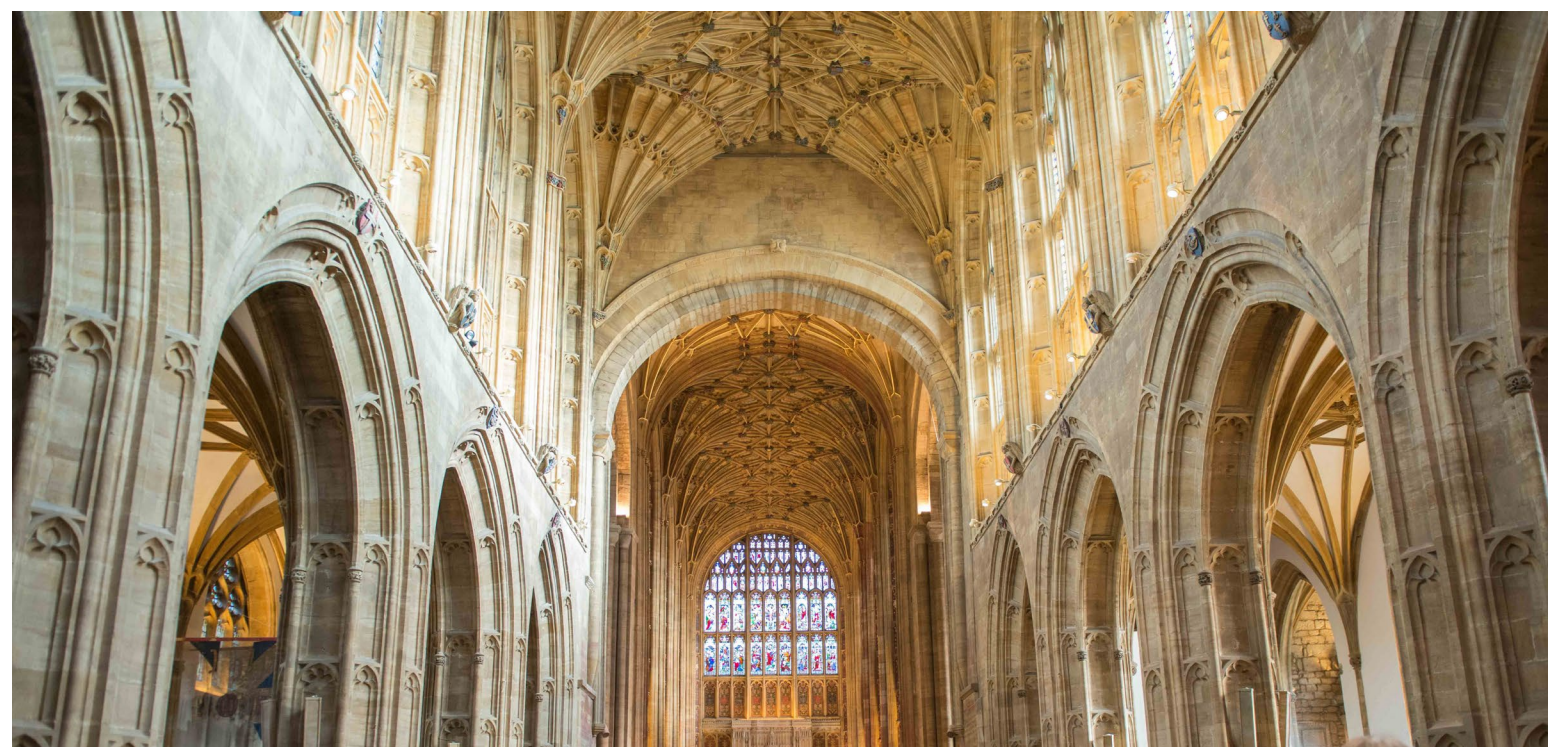
Main Duties and Responsibilities

Marketing and communication

- Support the collation and upload of content for all digital marketing requirements, including the website, social media channels, digital advertising and direct mailings (including the Friday Bulletin) using CMS tools.
- Work with the Head of Marketing and Development to develop and maintain an ongoing content calendar aligned with the digital marketing strategy.
- Administer reporting and analytics for the School's key marketing and communication channels including but not limited to the website, social media channels and e-newsletters.
- Support the collation of content for offline (print) marketing requirements, including the prospectus, school magazine (The Voice), information booklet, invitations, flyers, posters, displays, signage and other supporting material.
- Assist with the production of literature and promotional material in accordance with brand guidelines, liaising with internal content owners and external designers/printers as required.
- Administer correspondence with the Sherborne Girls community (including parents, alumnae and other constituents).
- Help maintain the School image and video galleries, tagging, uploading and sharing photos and videos on the website, social media channels, staff network (SharePoint) and Parent Portal (My School Portal).
- Use Photoshop and editing tools as required.
- Assist with photography and film requests for marketing and PR purposes.
- Administer photo and film shoot schedules working with internal and external photographer/videographers.
- Assist with advertising and PR requests.
- Assist with merchandise branding and purchasing.
- Assist with development of the School brand and identity.
- Assist with competitor and market research (internal and external) using online tools for quantitative research, as well as help with focus groups and one-to-one qualitative research.
- Working with Sherborne School to maximise the benefits of the schools' unique 'Separate yet Together' offering, while protecting Sherborne Girls' individual brand identity.
- Organising appropriate market and competitor research to enhance market understanding and keep abreast of latest trends.
- Monitoring, reporting on and assessing the effectiveness of marketing campaigns and activity against objectives and targets.

Administration

- Make and receive calls on the Director of External Affairs's behalf, filtering calls as necessary and follow up any resulting actions.
- Deal with electronic mail, both incoming and outgoing, in a secure manner, including Sherborne Girls Marketing in-box.
- Administer the marketing budget, maintaining a log of marketing expenses, filing invoices, and reconciling the monthly account statement.
- Draft correspondence and other documentation as required and proofread correspondence to a high level of accuracy.
- Support the Development and Old Girls teams as required, e.g. helping administer events, coordinate ticketing, publish/support communications, support database housekeeping/processes.
- Coordinate meetings and functions, booking venues and arranging catering through the use of the School's internal system (Blue Runner).
- Liaise with other Senior members of staff and as appropriate, with staff across the School in the coordination and administration of key events, projects and activities.
- Take minutes for meetings if required.
- Make refreshments for visitors as and when reasonably required.
- Represent the External Affairs team as required.
- Attend relevant training and take responsibility for own development.
- Attend relevant School meeting as requested by the Head of Marketing and Development and the Director of External Affairs.
- Undertake any reasonable duties requested by the Head of Marketing and Development and the Director of External Affairs, which may be required to meet the needs of the School, communicating openly, solving problems proactively, offering creative ideas and working as a positive, engaged team member.



Person Specification

Essential	
Qualifications and Experience	<ul style="list-style-type: none">• Experience in marketing and/or PR.• Excellent working knowledge of digital media, e.g. Instagram, Facebook, Twitter and LinkedIn.• Experience in communication and customer-service.
Skills and Abilities	<ul style="list-style-type: none">• Excellent communication skills.• Excellent time management skills and the ability to prioritise work.• Excellent general administration and IT skills.• Working knowledge of Excel.• Excellent literacy including an interest in copywriting, proofing and editing.• Knowledge of design and print processes.• Keen attention to detail.
Personal Attributes	<ul style="list-style-type: none">• An interest and enthusiasm for PR, marketing, digital media.• An interest in the independent schools sector.• Friendly, open personality capable of dealing with people on the telephone, in writing and in person.• Diplomatic and able to maintain confidentiality.• The ability to work both independently and within a team.• Highly organised, proactive and calm under pressure.• Resourceful with a high level of personal initiative.• Flexible approach to working hours as required.
Desirable	
	<ul style="list-style-type: none">• Educated to degree level.• A marketing qualification or accreditation.• Experience in the independent school sector.
	<ul style="list-style-type: none">• Knowledge of database, CMS (Content Management System) and/or CRM (Customer Relationship Management) tools.• A keen interest in photography and/or film.• Photoshop and film editing skills.• Excellent numeracy and experience of financial budgeting and reporting.

Additional Information

Hours of work and Salary

- Full time, 37 hours per week. Hours of work will be Monday to Friday flexible between the hours of 08.15 – 17.30.
- Permanent
- £22,000 - £24,000

Pre-employment checks and Probation

- The successful applicants appointment will be subject to successful completion of a probationary period and full pre-employment checks.

Benefits

- Possibility of fee remission
- Membership of the School’s pension scheme
- 6.6 weeks rising to 7.2 weeks in accordance with service (inclusive of public holidays and pro-rated in accordance with hours and weeks where applicable)
- Free on site parking
- Free lunches provided during term time
- Reduced membership fees at the Oxley Sports Centre

Application Process

- The closing date for applications 9am, 03 December
- Interviews will take place in week commencing 13 December





Our Vision, Mission and Values

Vision

To be the leading full boarding girls' school for all-round personal development and academic fulfilment, and to create a community of empowered learners who will be an influence for good in a challenging world.

Mission

To provide a broad and enriching, full boarding education that develops the unique talents of every girl within a supportive community. To send out into the world girls of character, commitment and compassion who are able to think clearly and creatively, choose wisely and have the courage to make a difference.

Values

Curious – Sherborne girls will be intellectually enquiring and imaginative; they will seek challenge and inspiration in the pursuit of excellence.

Courageous – Sherborne girls will be bold and adventurous; they will have the courage to take risks, the resilience to overcome adversity and the inner confidence to lead others.

Compassionate – Sherborne girls will be principled, considerate and kind; they will have a sense of responsibility to make a positive contribution to the communities in which they live and work.

Adaptable – Sherborne girls will be resilient and flexible; they will be able to adapt to the demands of the modern day and to respect and celebrate the differences of others.

Spiritual – Sherborne girls understand Christian values, they value reflection and well-being in themselves and others.

Safeguarding

Sherborne Girls School is committed to safeguarding and promoting the welfare of children and young people. Applicants must undergo child protection screening, including checks with past employers and DBS and barred lists checks. The school expects all staff and volunteers to share this commitment. Sherborne Girls School is an equal opportunities employer.



Working in Sherborne

Sherborne is, without doubt, one of the most beautiful towns in England. With its abundance of medieval buildings, superb Abbey, world famous schools, picturesque Almshouse and two castles, Sherborne has much to offer. Ideally located on the Dorset and Somerset border it has excellent transport links enabling the town to flourish.

Sherborne is a popular centre of activity for locals and visitors alike. It is known for its cultural events and festivals as well as its attractive high street. Sherborne is surrounded by the beautiful Dorset countryside of Thomas Hardy's Wessex and is close to the spectacular Jurassic coastline.



