

MARKETING & ALUMNAE  
RELATIONS OFFICER

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CANDIDATE PACK



James Allen's Girls' School

## JAMES ALLEN'S GIRLS SCHOOL

JAGS has been inspiring and educating pupils for over 270 years. It is the oldest girls' independent school in London. While we are proud of our history – it's made us who we are – we are very much a school of the present and the future. We celebrate the best of the old while embracing the latest innovations and technology.

Our day school pupils are drawn from a dynamic variety of cultural, social and economic backgrounds, with 50 languages spoken at home. We currently have 126 pupils on our own bursaries, with 51 of them on free places and an average of 89% fee subsidy paid. Diversity is our strength, but we share a common purpose: to help all our pupils fulfil their potential. We know we are lucky and that we gain from sharing what we have. 'Good Neighbours' has been our policy for many years. We look outwards and draw people in. We are part of the world around us.



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## MESSAGE FROM THE HEAD



As Headmistress, it's absolutely my belief that all girls should be given the opportunity to grow and flourish in an environment where there is no limit to their ambitions.

At JAGS you will find a happy, diverse and dynamic community, rooted in academic excellence and yet fully committed to the breadth of a holistic education both in and out of the classroom. This is a school where the students combine their scholarly talents with a dizzying array of commitments to activities, enrichment and the wider community.

It is an enormous privilege to lead this exceptional school, where passionate individuals thrive in an atmosphere of compassionate challenge, and I look forward to welcoming you soon.



*AMS Hutchinson*

## WORKING AT JAGS

Working at JAGS is more than just about working. JAGS is a community and a family that strives to create a warm and supportive environment for both the girls that come to learn here, but also for the staff that come to work here.

From your first day at JAGS you will have access to some of the best facilities in the country and will be encouraged to take part in the many activities here.

JAGS works hard to attract the best staff and therefore the benefit package at JAGS is very generous. We have our own pay scale which is above the national average and we also offer all staff a discount on school fees. You will have access to our multipurpose sports centre which includes tennis courts, a 25m swimming pool, spin studio and a rock-climbing centre. You will receive free lunches as well as free parking and free access to the Dulwich Picture Gallery.

Working at JAGS is a great opportunity for anyone, whether a teacher, a gardener or an IT technician and we work with all our staff to offer development opportunities wherever possible.



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# MARKETING & ALUMNAE RELATIONS OFFICER

## SCOPE OF ROLE

This role will oversee day to day relations with JAGS alumnae including management of the JAGS alumnae and donor database. In addition, this role will support the Head of Marketing & Communications and the Press & Communications Officer with day to day marketing and communications support delivering the whole school marketing strategy.

### **Main areas of responsibility:**

- To initiate, develop and nurture JAGS alumnae relations and communications.
- To form the first point of contact for alumnae contacting the school
- To work with the Press & Communications Officer on alumnae newsletters and publications
- To manage and update the school's alumnae and donor database
- To manage and update the alumnae section of the school website.
- To build and maintain alumnae communities via social media
- To develop strong links with alumnae and so encourage them to volunteer to support current students in careers related events at school
- To collaborate with the Events Officer, to organise and manage alumnae events.
- To assist with updating the School's main website.
- To assist with the production and distribution of JAGS print and digital publicity material within given timescales.
- To assist with promotional and advertising opportunities on and offline.
- To ensure school branding is consistent across all printed and online material and to assist with production of branding and signage as appropriate.
- To contribute to the annual marketing and communications plan.
- To assist with the co-ordination and implementation of e-newsletters.
- To liaise with staff and pupils regarding news and events
- To contribute to the annual marketing and communications plan.
- To respond to day to day queries into the department.
- To promoting a positive and effective team environment working closely with all other members of the department to deliver the Marketing and Communications Strategy.
- Such other duties associated with the above tasks as may be reasonably required.

# PERSON SPECIFICATION

## ESSENTIAL

- Excellent interpersonal skills
- Excellent copywriting and proof-reading skills
- Experience working with databases and good knowledge of excel and mail merge
- Good IT skills
- Excellent organisational and planning skills
- Work well as part of a team
- Creative thinker
- Ability to initiate and develop ideas
- Committed to operating as part of the School community
- Committed to diversity, inclusion and anti-racism in the School community
- Committed to safeguarding and promoting the welfare of children and young people.
- A satisfactory Enhanced Disclosure from the DBS. • Excellent interpersonal skills with the ability to build strong relationships with colleagues and the wider school community, gaining the confidence and respect of peers
- A positive outlook with an enduring sense of humour
- Ability to support and challenge decision making with professional integrity

## DESIRABLE

- Educated to degree level
- Previous experience working with alumnae
- Experience working with CMS
- Photoshop and InDesign knowledge
- Experience of working in the education sector

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Ages 4-18

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