



## Application pack

### Senior Marketing Executive

I am delighted to provide an application pack for the role of Senior Marketing Executive at Guildford High School.

Founded in 1888 and located in Guildford, Surrey, Guildford High School is an academically selective day school for girls aged 4-18. Girls learn how to learn, how to think creatively and how to take responsibility for their work.

Our staff are integral to delivering high quality education to the girls in our care, inspiring them to think and learn creatively. Guildford High provides a highly stimulating and collaborative working environment and we seek to recruit and retain dynamic and inspirational teaching and non-teaching staff that share in our vision and commitment. I would encourage you to visit our website or view our latest film to find out more about our school: <http://www.guildfordhigh.surrey.sch.uk/> and <https://www.youtube.com/watch?v=eGqp3WRcEcg>

The application pack contains the following documents:

- Job description and person specification
- Terms and conditions of service
- How to apply and guidance for applicants
- Safeguarding and equal opportunities statements
- Application Form
- Applicant Monitoring Form
- Confidential Disclosure

Please ensure that you return your completed application form, applicant monitoring form and confidential disclosure to me via email: [human.resources@guildfordhigh.co.uk](mailto:human.resources@guildfordhigh.co.uk) no later than 9.00am on Monday 9<sup>th</sup> October 2017.

Unless you stipulate otherwise, we retain all applications for up to six months.

If you have a disability that requires any specific requirements, please let me know when applying so that I can make the necessary arrangements.

May I take this opportunity to thank you for the interest that you have shown in employment at Guildford High School and for the investment of your time in this process. Please do not hesitate to contact me, or my colleague Maria Drew, on 01483 543 862 if either of us can be of further assistance.

Yours sincerely,

Susie Mooney  
HR Manager

Headmistress: Fiona Boulton BSc (Hons), MA



Guildford High School  
London Road, Guildford  
Surrey GU1 1SJ  
T: 01483 561440

United Learning comprises: UCST (Registered in England No: 2780748. Charity No. 1016538) and ULT (Registered in England No. 4439859. An Exempt Charity).  
Companies limited by guarantee. VAT number 834 8515 12. Registered Office: Fairline House, Nene Valley Business Park, Oundle, Peterborough PE8 4HN [E: guildford-office@guildfordhigh.co.uk](mailto:guildford-office@guildfordhigh.co.uk) [www.guildfordhigh.surrey.sch.uk](http://www.guildfordhigh.surrey.sch.uk)

# **Guildford High School - Job Description**

## **Senior Marketing Executive**

Reporting to the Director of Marketing and Admissions, the Senior Marketing Executive is responsible for all day-to-day marketing activity for Guildford High School. The role requires an enthusiastic marketing professional with experience in online marketing (website and social media), design and print, branding, public relations and event management. The ability to manage multiple projects on deadline and within budget is essential, as are excellent written and verbal communication skills. Exceptional attention to detail, good interpersonal skills and high levels of computer literacy are also necessary for this role.

### **Strategic Marketing**

- Assist the Director of Marketing and Admissions in the development and implementation of a comprehensive marketing strategy for the school
- Develop and manage the school brand ensuring consistency across all digital and off-line channels
- Acquire an in-depth knowledge of parent needs and of local market trends and developments to inform school marketing strategies
- Liaise with the Director of Marketing and Admissions to ensure a cohesive approach to all aspects of marketing and admissions
- Manage the marketing budget and ensure activities and publications are planned within agreed budgets

### **Online Marketing**

- Monitor, develop and maintain the school's website ensuring that it is an innovative and true reflection of the academic and co-curricular life of the school
- Lead procurement of web design agency and oversee creation of new GHS website
- To use content management systems to create and update web pages
- Responsible for developing and implementing a social media strategy across all platforms including Facebook, Twitter, Instagram and other appropriate media. Champion new ideas and initiatives
- Engage actively with online communities, at all times appropriately and positively representing the aims and ethos of the school
- Responsible for the use of film, video and photography across digital channels
- Develop and create a YouTube channel in conjunction with the Audio Visual Director
- Proofread, edit and create accurate and engaging copy from a range of sources for use on the website, social media and parent portal

### **Media and Events**

- Identify media opportunities and liaise with the media locally and nationally as appropriate to secure coverage
- To ensure that GHS is appropriately advertised in educational and regional publications including the design and supply of artwork

### **Alumni**

- Develop and relaunch the Old Girls' database and network
- Oversee and develop the Old Girls' LinkedIn account
- To produce the annual newsletter
- To organise the old girls' reunions as required

### **Publications**

- Proactively plan, edit and write content for a variety of internal publications
- Coordinate the advertising schedule including the design and supply of artwork
- Ensure consistency of the school's brand on all materials
- Oversee the design and production of all major publications including prospectuses and newsletters

- Design and print (in house and externally as required) all minor and ad hoc publications including posters and programmes, leaflets, flyers etc.
- Liaise with external photographers for events and specific publications

**Other**

- Be the key point of contact for school staff with regards to advice on best-practice, parent communications, school branding, content generation and photography
- Monitor and evaluate the effectiveness of all school marketing activities and admissions data
- Ensure the photographic library of the school is regularly updated
- Regularly update marketing displays around school
- Facilitate the online ticketing for school productions
- Attend United Learning meetings and training days as required
- Develop a working knowledge of the admissions function to ensure smooth links between the two functions
- Carry out such duties as the Director of Marketing and Admissions or the Headmistress may reasonably require.

**Hours:** Full-time, all through the year, 37.5 hours per week. Some evening and Saturday morning attendance is also required. We are unable to consider applications for term time only working.

# **Guildford High School – Person Specification**

## **Senior Marketing Executive**

The Marketing office is a varied and fast-paced environment. A flexible approach to duties is required as the range of tasks is wide and varies throughout the school year.

Applicants will already need to have the legal right to work and reside in the UK.

<b>Specification</b>	<b>Essential</b>
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Honours degree (2.i or above) in marketing or relevant subject</li><li>• English A' level would be advantageous</li><li>• A minimum of English and Mathematics GCSE grade A (or equivalent)</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Experience in a busy, varied marketing role</li><li>• Track record of effectively promoting business through social media</li><li>• Experience in the design and launch of new websites</li><li>• Proven creative, design and copy-writing skills</li><li>• Knowledge and experience of maintaining a website through a CMS</li></ul>
<b>Skills</b>	<ul style="list-style-type: none"><li>• Excellent interpersonal skills</li><li>• High levels of written and oral communication skills</li><li>• Diligence about process and procedural tasks and exceptional attention to detail</li><li>• Excellent organisational skills and the ability to manage projects efficiently Good negotiation skills required for negotiating on budgets, timelines, and expectations</li><li>• A proactive attitude and ability to use own initiative</li><li>• Ability to work flexibly and as part of a team</li><li>• Confident IT skills including all Microsoft Office</li><li>• Ideally, proficient in Adobe Creative Cloud</li><li>• Confident building relationships and working with external contacts and key suppliers</li></ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"><li>• A commitment to safeguarding and promoting the welfare of children and young people and</li><li>• High levels of discretion, tactfulness, confidentiality and awareness of data protection</li><li>• Personal confidence and energy with a creative flair</li><li>• Personal warmth to gain confidence of pupils, staff, parents</li><li>• Appropriate levels of professional, personal presentation, suitable to represent the school</li></ul>

## **Guildford High School – Terms and Conditions**

### **Senior Marketing Executive**

#### **Contract type**

Permanent, full time, all year.

#### **Salary**

c. £32,500 per annum.

#### **Hours of work**

37.5 hours per week Monday-Friday. Some evening and Saturday morning attendance is also required.

#### **Holiday entitlement**

25 days per year, in addition to bank holidays. Support staff are expected to take their leave during normal school holiday periods, not during term time.

#### **Accountability**

This post is accountable to the Director of Marketing and Admissions.

#### **Start date**

4<sup>th</sup> December 2017.

#### **Benefits**

A range of benefits are offered including staff development, contributory pension scheme, cycle to work scheme, childcare vouchers, car lease scheme, discounted gym memberships, health and dental plans, Tastecard and lunch is provided free of charge during term time.

## **Guildford High School – How to apply**

### **Senior Marketing Executive**

A completed application form, applicant monitoring form and confidential disclosure for the attention of Mrs Susie Mooney, HR Manager, to [human.resources@guildfordhigh.co.uk](mailto:human.resources@guildfordhigh.co.uk)

Applicants selected for interview will be informed within 10 days of the closing date for application. We do endeavour to respond to all applications; however, applicants who have not heard from the School by this time must assume that, on this occasion, their application has been unsuccessful.

Short-listed candidates will need to bring proof of their qualifications and their right to work in the UK to interview and be aware that references will be requested prior to interview.

Closing date: 9.00am on Wednesday 4<sup>th</sup> October 2017

## Guidance for Applicants

*We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment.*

The application form, as opposed to curriculum vitae (CV), is used to ensure that information is presented in a standardised format and that only the details that we require are provided. This ensures that all applicants are treated fairly and equally.

As the information contained on the form is used during the selection process, it is essential that you complete all sections as fully as possible. If there is not enough space provided on the form, please continue on a separate sheet of paper rather than attaching a CV. On each additional sheet that you use, please write your name and the post applied for, together with the section that you are answering.

- It is preferable that you complete this form in typescript. If this is not possible please use black or blue ink as parts of the form may be photocopied.
- If any section does not apply to you, please write N/A.

The following notes are intended to assist you with the completion of the application form:

### Current Employment

This section requests the details of your current employment. You should:

- Provide a brief description of the duties and responsibilities held during this employment.
- Include any duties that you consider to be of particular relevance to the position for which you are applying.
- Provide the name and address of your present employer.
- Provide details of your current salary or rate of pay.
- Indicate how much notice you are required to give to your current employer.
- If you are not currently employed, please mark the section N/A.

### Employment History

- Provide details of all previous employment, including that of a voluntary nature. The information should be provided in date order, starting with the most recent and working back.
- Include the dates of employment, a brief summary of your responsibilities in the role, your final salary and reason for leaving. Please do not include details of your current employment in this section.
- If you have any gaps in your employment history, please provide the dates and a brief explanation.

### Education

Provide details of the secondary school(s) that you attended and include details of any examinations taken, results obtained, scholarships and other distinctions awarded.

### Further Education

- Provide details of the college(s) or university(ies) that you attended and include details of any examinations taken, results obtained, scholarships and other distinctions awarded.
- Please attach photocopies of documentary evidence of your qualifications.

### Professional and Vocational Qualifications

- Provide details of technical, professional and occupational training.
- Provide details of relevant training, apprenticeships, articles, evening, full-time day or day release courses, correspondence courses or company courses.
- Please attach photocopies of documentary evidence of your training or qualifications.

## Personal Statement

Use this section to provide relevant information about yourself and how you meet the criteria detailed in the person specification for the role. Please limit this section to no more than two sides of A4.

## Referees

- Please provide the details of two people who may be approached for a reference.
- If you are employed, one referee must be connected to your current employer i.e. your line manager.
- Where you have previously worked with children but are not currently doing so, please provide reference details in respect of the last employer for whom you worked with children.
- If you are a college or school leaver, please give details of a teacher or tutor.
- A suitable second referee would be a previous employer, business associate or leader/organiser of a voluntary organisation.
- Personal referees, such as friends, family or those with whom you have any other significant relationship, are not suitable.
- Please note that references may be sought prior to interview.

## Personal Relationships

Please provide the name and position of any relative, friend or acquaintance employed or associated with United Learning, or if you have daughter at the school.

## Declaration

Please ensure that you read this statement and that you sign and date the application.

## Applicant Monitoring Form

Please complete this form to facilitate applicant monitoring. This form will be removed from your application form as soon as we receive it and will not be used as part of the selection process.

## Confidential Disclosure

By virtue of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975, Section 4(2) of the Rehabilitation of Offenders Act does not apply to this application as the post involves substantial opportunity of access to children. This means that you may not withhold information about previous convictions, cautions, reprimands, bind-overs or warnings on the grounds that it is otherwise 'spent'.

All criminal convictions must be declared. Failure to do so may result in your application being disqualified or, if discovered after appointment, may be regarded as grounds for dismissal.

If you wish, you may submit information in a sealed envelope, marked for the confidential attention of the Head Teacher of the School to which you are applying.



## Safeguarding

Guildford High School is committed to safeguarding and promoting the welfare of children and young people and expects all who work at the School to share this commitment. Successful applicants will be subject to child protection screening appropriate to the post including an enhanced disclosure through the Disclosure and Barring Service (DBS) and checks with previous employers

### United Learning Child Protection Statement

United Learning is fully committed to the safeguarding of children – ensuring the wellbeing of the child is paramount. For pupils to feel that they are able to do their best and achieve their true potential, it is important that they feel safe and supported in the school environment.

Everyone working within our schools and academies, whatever their role, is acutely aware that issues to do with the protection of children are of the highest possible importance. Trust underpins everything that we do in schools. The parents of our pupils entrust the care of their children to us and together we are all responsible for their wellbeing.

In relation to safeguarding, United Learning aims to ‘prevent’, ‘protect’ and ‘support’ all its pupils by addressing child protection in the curriculum, pastoral activities and in the management of the school, and by empowering and enabling staff to be vigilant for vulnerable students through training and information dissemination.

### Policies and Procedures

All United Learning schools have policies which deal with safeguarding, child protection and safer recruitment, which are in accordance with the relevant local authority procedures and which comply with the DFE’s safeguarding children and safer recruitment statutory guidance. The individual school policies are available via each school’s website or by contacting the school directly.



## Equal Opportunities Statement

United Church Schools Trust and United Learning Trust (“United Learning”) have an Equal Opportunities Policy, which has been agreed by United Learning Trust’s recognised trade unions.

Below is United Learning’s Equal Opportunities Statement. If you would like to see the complete Policy, it can be accessed on The Hub or by contacting your school.

**To ensure that United Learning develops and maintains a working environment in which each individual has complete equality of opportunities.**

**To ensure that individuals do not suffer discrimination directly or indirectly as a result of their employment with United Learning or deny their application for a position within United Learning.**

Yours sincerely



**Mandy Coalter**  
**Director of People**

