



Headteacher: Mr M Albrighton BA MA (Cantab)

www.burford.oxon.sch.uk

Day | Burford School, Cheltenham Road, Burford, Oxfordshire, OX18 4PL
Boarding | Lenthall House, Church Lane, Burford, Oxfordshire, OX18 4SA

01993 823303
01993 823283

Job title:	Administrator with Responsibility for Marketing and Educational Visits
Reporting to:	HR Manager
Salary:	Grade 6, points 8 - 13
Contract status:	Permanent. Term time only plus five additional days
Hours:	37 Hours per week
Start Date:	1 st June 2026

Job description

Job Purpose

This is a dual-role position, split equally between Educational Visits Co-ordination and Marketing & Communications.

The postholder will:

- Ensure the safe, compliant, and effective planning and delivery of all educational visits
- Support and deliver a high-quality marketing and communications function, promoting the school's ethos, achievements, and community engagement

The role plays a key part in ensuring the school's values of Respect, Participate, Reach are reflected in both its public presence and enrichment opportunities.

Key Responsibilities

Educational Visits Co-ordinator

- Act as the school's Educational Visits Co-ordinator (EVC) in line with national guidance



- Oversee the planning, approval, and monitoring of all school trips and visits
 - Undergo specific training for the EVC role and maintain currency with that training thereby ensuring that school trips remain legal and within the HSE guidelines
 - Ensure all visits meet safeguarding, health & safety, and risk management requirements
 - Support staff in organising visits, including:
 - Risk assessments
 - Trip documentation
 - Transport and logistics
 - Maintain accurate and up-to-date records of all visits including any lessons learnt and any accident/incident reports
 - Liaise with external providers and venues
 - Ensure compliance with relevant policies and statutory guidance
 - Deliver or coordinate training and guidance for staff leading trips
 - Monitor and evaluate visits to support continuous improvement
-

Marketing & Communications

Strategic Support

- Support delivery of the school's marketing and communications strategy
- Promote the school's achievements, values, and community engagement

Content & Communications

- Manage and update the school website, ensuring content is current, accurate, and engaging
- Assist in producing the fortnightly school newsletter where required
- Develop and maintain a strong social media presence (e.g. Facebook, Instagram, LinkedIn)
- Write and edit content for a range of audiences, including parents, prospective families, and the wider community

Branding & Publications

- Assist in the design and production of:
 - Promotional materials
 - Event communications
 - Print and digital content
- Ensure all materials are consistent with the school's brand and values

Events & Promotion

- Support the organisation and promotion of key school events (e.g. Open Days, Business Breakfasts)
- Attend events (including occasional evenings/weekends – TOIL provided)
- Capture events through photography and/or video

Media & External Relations

- Develop relationships with local and regional media
 - Assist with press releases and external communications
 - Maintain and organise the school's digital media library
-

General Administration

- Provide efficient and professional administrative support as part of the Admin Team
 - Manage correspondence and respond appropriately to enquiries
 - Support wider school operations as required
 - Maintain confidentiality and professionalism at all times
-

Professional Responsibilities

- Promote and safeguard the welfare of children and young people at all times.
 - Demonstrate a strong commitment to equality, diversity and inclusion.
 - Participate fully in the School's performance development process.
 - Maintain up-to-date professional knowledge, including engagement with relevant training.
 - Contribute positively to the wider life and ethos of Burford School.
 - Comply with reasonable requests from the Headteacher commensurate with the grade of the post.
 - Enhanced DBS clearance is required.
-

Person Specification

Qualifications

Essential

- GCSEs (or equivalent) including English and Mathematics
-

Experience

Essential

- Administrative experience
- Experience of working with digital systems and content

Desirable

- Marketing or communications experience
- Experience in an educational setting
- Experience of coordinating events or visits

Knowledge & Skills

Essential

- Excellent ICT skills (Microsoft Office and digital platforms)
- Strong written and verbal communication skills
- High level of attention to detail and proofreading ability
- Strong organisational and time management skills
- Ability to work independently and as part of a team
- Initiative, flexibility, and a proactive approach

Desirable

- Social media management
 - Website management (e.g. WordPress)
 - Email marketing (e.g. Mailchimp)
 - Design tools (e.g. Canva, Sway)
 - Basic photography and/or video editing (e.g. Filmora)
-

Personal Qualities

- Professional, reliable, and adaptable
 - Positive, enthusiastic, and resilient
 - Strong interpersonal skills and ability to build relationships
 - Discreet and trustworthy
 - Willingness to support school events beyond core hours
 - Good sense of humour
-

School Values

All staff are expected to uphold and promote the school's core values of **Respect, Participate and Reach**, supporting a culture where every member of the school community is valued, encouraged to engage fully in school life, and supported to achieve their potential.

Safeguarding

The school is committed to safeguarding and promoting the welfare of children and young people. The successful candidate will be required to undertake an enhanced DBS check and comply with the school's safeguarding policies.

Equality, Safeguarding & Compliance Statement

Burford School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

The School is committed to equality of opportunity and to fostering a culture consistent with its values of Respect, Participate and Reach.

Reasonable adjustments will be made to enable individuals with disabilities to carry out the duties of the role.