



READING BLUE COAT SCHOOL

VACANCY INFORMATION PACK

MARKETING & COMMUNICATIONS OFFICER



Closing date for applications: Friday 8 March at 09:00

Interviews will be held during the week of 18 March 2019.

Applications may be submitted by CV or School Support Staff Application Form, which can be downloaded from our website "Vacancies" page www.rbc.org.uk/vacancies/

This should be submitted with your letter of application, by email to recruitment@rbc.org.uk. You will be required to complete an Application Form if invited to attend an interview.

Contact for questions about the application process should be addressed to: Mr Ian King, HR Manager, Reading Blue Coat School, Holme Park, Sonning Lane, Sonning-on-Thames, RG4 6SU.



READING BLUE COAT SCHOOL

BACKGROUND

Reading Blue Coat School (RBCS) is a leading independent day school with 760 pupils. Boys aged 11 – 18 and girls aged 16 – 18. The School was founded in 1646 by Richard Aldworth, a merchant of The Skinners' Company and a Governor of Christ's Hospital. The School was established near St Mary's Minster Church in Reading and was originally known by its historic name of Aldworth's Hospital.

In 1947, Reading Blue Coat School moved to the magnificent 46 acre estate of Holme Park in the Berkshire Thames side village of Sonning, four miles east of Reading, where it remains today. The ethos of the School derives from its Christian foundation and traditions, fostering care and consideration within the community. The School aims to provide a stimulating and friendly atmosphere in which each pupil can realise his or her full intellectual, physical and creative potential. Pupils are encouraged to be self-reliant and adaptable, and the School intends that they will learn the basis of good citizenship, founded on honesty, fairness and understanding of the needs of others. The curriculum provides a balanced blend of academic and non-academic activities that combine to meet these objectives.

The School employs in excess of 170 salaried staff, of whom about 50% are academic staff.

FACILITIES

The School enjoys excellent facilities and continues to invest in the site.

Key developments over the past five years include;

- the Richard Aldworth Building, a 25-classroom block that provides first-class teaching facilities for a number of major departments including English, Mathematics, Modern Languages, Classics, Geography, Art and a common room for Middle School pupils with views over the sports pitches;
- the Sixth Form Centre;
- a Psychology and Geology Centre;
- a riverside boathouse;
- an IT Centre;
- a Design & Technology Centre;
- a Drama Studio;
- and various other amenities have been completed.

The new buildings add to an already impressive list of facilities including the Sports Complex, the Science Centre, Reception and the Messer Building.

The Governors have further ambitions for the School and we have planning permission for the next phase in our development which will include:

- a new Grounds, Maintenance and Activities Centre;
- a new Performing Arts Centre.

ACADEMIC LIFE

The academic curriculum at Reading Blue Coat is based on the principle that all pupils should experience a broad and balanced range of basic subjects and skills. From Year 9 onwards, this range is gradually modified, by elements of choice, enabling both the interests and aptitudes of individual pupils to be reflected. Most lessons are taught initially in classes of mixed ability, although setting occurs in Mathematics and French in Year 7, Languages in Year 8 and Science in Year 10.



READING BLUE COAT SCHOOL

Geology is also a thriving subject, with a new Geology and Psychology Centre supporting the increased levels of interest.

In Year 11, all pupils take qualifications in English, Maths and Science (all IGCSE) and a Modern Foreign Language. They also take three GCSEs from a broad range of eleven subjects. All pupils take a GCSE in Religious Studies in Year 10.

In the Sixth Form pupils can choose from a range of 24 subjects, including subjects most will not have studied before, such as Economics, Government and Politics and Psychology. Enrichment opportunities in the Sixth Form include the Extended Project Qualification (EPQ), visiting speakers and the School's own UP (university preparation) programme. Reading Blue Coat School always seeks to stretch and challenge pupils and the School's Learning Support Department ensure that pupils with specific learning needs are supported effectively.

The School's Learning Research Group ensures a sustained focus on developing teachers and pedagogical enrichment. 2017 academic results were impressive; the A Level results were Blue Coat's best ever with 82.7% achieving A*-B and at GCSE the School has achieved 90% A*- B five years running.

Virtually all Year 13 leavers proceed to degree courses at universities of which approximately 70% go to the Russell Group of universities. Each year, four or five students attain places at Oxbridge. In 2017 just under 90% of students achieved places at their preferred university.

PASTORAL

Pastoral care focused on the individual is at the heart of the School. Reading Blue Coat's pastoral structure is based around the tutorial system within the framework of four houses: Aldworth, Hall, Malthus and Rich. All pupils are part of a tutor group that is overseen by a member of staff who is responsible for their well-being and the development of their character and intellectual curiosity. The School prides itself on mutual respect, tolerance and courtesy, and all activities seek to strengthen these values. The house system enables pupils to take part in activities that foster the development of these ideals through music, sport, drama and public speaking.

SPORT

Reading Blue Coat has an enviable reputation both locally and nationally for the high quality of its sporting teams. Sport plays a key role in developing every pupil's potential – physical fitness and skill, teamwork and learning how to win and lose. Sports are coached to a very high level while providing for, and encouraging, those for whom participation rather than excellence is important. Major sports are athletics, cricket, football, rowing, rugby and girls' hockey and netball. Other competitive sports include, but are not limited to, badminton, basketball, boys' hockey, cross country, golf, tennis and touch rugby.

DRAMA, MUSIC AND THE ARTS

Reading Blue Coat School has a reputation for drama performances of the highest quality, with an extensive programme of performances throughout the year. The main expressions of artistic undertakings at Reading Blue Coat are music, drama, public speaking and painting. Pupils' endeavours in the arts are highly successful and widely acclaimed, including internationally. Music is at the heart of the School; all boys are auditioned for the choir and many learn a musical instrument. The breadth and depth of musical and dramatic talent at the School is evident in the wide range of plays, concerts, "Swing into Summer time" – an outdoor festival of the arts, and other eclectic events that take place across the year.



READING BLUE COAT SCHOOL

CO-CURRICULAR

Co-curricular activities are designed to enable pupils to develop practical and social skills such as leadership, enterprise and communication. As part of the extensive co-curricular programme, Reading Blue Coat School offers a number of exciting options from which pupils can choose for their weekly activities session. Activities offered include Combined Cadet Force (all services), Duke of Edinburgh, Young Enterprise, Film Club, Archery, Creative Writing and Journalism.

COMMUNITY

Reading Blue Coat pupils are encouraged to be aware of their place in the wider world and to show consideration for all those with whom they come into contact. These principles are based on the ideas handed down by our founder, Richard Aldworth. Today the School has strong links with the wider community and pupils have many opportunities to engage with the world beyond the School gates. The Sports Leaders programme is particularly popular, as it prepares Sixth Formers to go out into primary schools in Sonning, Caversham and Maidenhead to coach a number of sports. Reading Blue Coat's Primary Schools Placement programme also gives pupils the opportunity to assist with tuition in Maths, English and languages in local primary schools and A Level Philosophy pupils have delivered an introduction to Philosophy in a nearby school. Further afield, the School has an established partnership with a school in Ghana.

Further information is available on the School's website at www.rbc.org.uk.

Contact for questions about careers at the School and the application process should be addressed to: Mr Ian King, HR Manager, Reading Blue Coat School, Holme Park, Sonning Lane, Sonning-on-Thames, RG4 6SU or by email to recruitment@rbc.org.uk



READING BLUE COAT SCHOOL

THE ADMISSIONS & MARKETING DEPARTMENT

The Admissions & Marketing team comprises of six staff led by the Director of Marketing & Admissions, and supported by a Marketing & Communications Officer, Admissions Manager, Admissions Assistant and three Receptionists (one full time and two part time).

Our Reception welcomes over 2500 visitors each year.

For an informal telephone conversation about the role, contact Mrs Jane Jarrett, Director of Marketing & Admissions, on 0118 944 1005 or email jj@rbc.org.uk



READING BLUE COAT SCHOOL

JOB DESCRIPTION

MARKETING & COMMUNICATIONS OFFICER

Line Manager: Director of Marketing & Admissions

Department: Admissions and Marketing

Main Purpose of the job:

The main purpose of the role of is to successfully create and implement marketing and digital communication strategies in support of the Director of Marketing & Admissions.

Will also provide support to the Admissions team from time to time.

Main Responsibilities:

1. To create marketing and digital strategy plans.
2. To maintain the School's Social media platforms, sourcing and writing updates on a daily basis. This includes Facebook, Twitter, Pinterest and Instagram.
3. To maintain the content of the School website, ensuring content is always up to date, and to liaise with the website provider as and when required.
4. To monitor and report on website traffic using Google analytics.
5. To maintain the school's profile and inclusion in schools' guides e.g. the Good Schools Guide.
6. To design and create advertising for School events for local and national press / local schools and liaise with publications regarding placement of these materials.
7. To produce Press releases and liaise with the press for the submission of these items.
8. To produce a range of school publications, e.g. study guides, programmes.
9. To produce the School's annual magazine publication, "The Aldworthian."
10. To take photographs and/or video at school events for use in school publications, website and on digital media platforms. NB: this may require attendance outside of normal working hours for which time off in lieu will be given.
11. From time to time the school will employ professional photographers which will require the post holder to plan for and assist on these days.
12. To collate and archive all school photographs.
13. To assist staff with the production of materials for external presentations – e.g. presentations at other schools.
14. To assist other departments in the production of information / photographs to ensure that display boards around School are kept up-to-date.
15. To assist in the production of Open events publications.
16. To attend Open events to promote the School (two Saturday mornings and one evening per year).
17. To create posters and other advertising material to advertise School events.
18. To produce invitations for School events.
19. To assist with pupil Taster Days.



READING BLUE COAT SCHOOL

20. To assist the Development Office when required with creating publications for the Blue Coat Community.
21. To liaise with the Development Office on media campaigns.
22. To work alongside the Development Office in producing the annual Alumni publication.
23. To support the Admissions team when necessary (e.g. at peak times for processing school admission applications).

ADDITIONAL DUTIES

24. Perform any other reasonable task required within the limits of capability.
25. Promote and safeguard the welfare of pupils at the school.
26. Use technical and operational knowledge to ensure a safe environment.

Please note that this Job Description is not exhaustive and the employee may be expected to undertake additional duties if required.



READING BLUE COAT SCHOOL

PERSON SPECIFICATION

MARKETING & COMMUNICATIONS OFFICER

This person specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively. It is expected that the successful applicant will have and can demonstrate:

Essential

- A degree in a relevant subject (for example, English, Marketing, Journalism or Publishing).
- Relevant experience.
- Sound understanding of the principles of marketing.
- Strong understanding of appropriate technologies and how they can be applied to marketing and the production of publicity material.
- Confident user of Information Technology, in particular web content management and use of social media.
- Strong communication skills.
- Excellent grammar and writing skills.
- Strong IT skills, and a thorough knowledge of all the main Microsoft programmes.
- Creative and innovative.
- Good attention to detail.
- The ability to produce well written articles and press release materials.
- The ability to proof read accurately.
- Willingness to learn.
- Organised and well-motivated.
- The ability to work unsupervised.
- An interest in education and working with young people.
- To be able to take an active role in the promotion of the School and its aims and ethos.
- A confident, warm and welcoming manner in both person and on the telephone.
- Reliability.
- Smart professional appearance (male staff are expected to wear jackets and ties and female staff appropriately for a school and customer interaction).

Desirable

- The technical ability to use Adobe Creative Suite and in particular In-Design software would be an advantage but not a necessity.
- A relevant professional qualification.
- Genuine flair for design.



READING BLUE COAT SCHOOL

SUMMARY TERMS & CONDITIONS OF EMPLOYMENT AND BENEFITS

- **Contract Status:** Permanent contract. Commencing on Tuesday 23 April 2019, or as soon as possible thereafter.
- **Salary:** In the range £27,000 to £32,000 per annum, dependent upon experience and qualifications.

Salary is paid by bank transfer on the 25th of the month, or next working day thereafter, in 12 equal payments throughout the year.
- **Place of Work:** Reading Blue Coat School, Sonning on Thames, Berkshire
- **Working hours:** A total of 37.5 hours per week on average.

Normal working hours are from 08:30 to 16:30, Monday to Friday.

This includes a 30 minute unpaid meal/rest break.
- **Leave entitlement:** Your paid holiday entitlement 6.6 weeks per annum (including 1.6 weeks of public and bank holidays). Paid leave is pro rata to the contracted period of service in year of commencement/leaving.

Holiday year runs from 1 April to 31 March annually.
- **Pension:** A contributory employer's pension scheme is available (5% employee contribution; 8% employer contribution).
- **Meals:** Lunch and refreshments are provided free by the School.
- **Parking:** Free Car parking is available on site
- **Discounts:** Reduction in RBCS school fees for employees' children offered after 6 months service.
 - 50% reduction for all full time staff, pro-rated for part time staff
 - Fees (from 1 September 2018) are currently £5,565 per term
- **Sports facilities:** Membership of the School Sports Centre with access to fully equipped gym and swimming pool.
- **Cycle to Work Scheme:** Our Cycle to Work enables you to purchase a bicycle and/or cycling safety equipment and pay for it through your salary via Salary Sacrifice saving you over 30% off high street prices.
- **Employee Assistance Programme:** Confidential independent support service available to staff when you most need it.
- **Professional Development:** Strong commitment to support professional development.

Full details and terms and conditions of employment will be issued when an offer of employment is made.



READING BLUE COAT SCHOOL

POLICY STATEMENT

CHILD PROTECTION and DATA PROTECTION

- Reading Blue Coat School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
- This post may involve unsupervised contact with children and young people.
- The successful candidate will be required to undertake the Disclosure & Barring Service (DBS) enhanced criminal records clearance process.

Interview

- The selection process will test and assess the above issues. As required by regulation, the interview will be based on;
 - 'competency questioning',
 - and where appropriate will address: the candidate's attitude towards children and young people;
 - his/her ability to support the School's agenda for safeguarding and promoting the welfare of children;
 - gaps in his/her employment history;
 - Concerns or discrepancies arising from the information provided by the candidate and/or a referee.
- In addition to the candidates' ability to perform the duties of the post, the interview will also explore related issues including:
 - motivation to work with children and young people;
 - ability to form and maintain appropriate relationships and personal boundaries with children and young people;
 - emotional resilience in working with challenging behaviours;
 - Attitudes to use of authority and maintaining discipline.

Recruitment, selection and disclosure policy and procedure

- Candidates are advised to read the School's policy on recruitment, selection and disclosure before submitting an application for employment. This can be downloaded on the School website, "Policies" page.

Data Protection

The School will process personal data in accordance with the Data Protection laws and its Privacy Notices. If you wish to read our privacy notices and how we handle your data please follow this link: <https://www.rbc.org.uk/privacy-notices/>