



**MAGDALEN COLLEGE SCHOOL**  
INDEPENDENT DAY SCHOOL FOR BOYS 7 - 18 AND SIXTH FORM GIRLS



## **INFORMATION PACK**

### **Marketing Assistant**

Closing date: Midday, Monday 25<sup>th</sup> March

Interview date: Thursday 28<sup>th</sup> March

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## Introduction from the Master, Helen Pike

Magdalen College School is a remarkable place. We are now well into our sixth century, and our former pupils include scholars, war heroes, musicians, Olympians, two Nobel Prize laureates, a Hollywood film director, and a saint. Our success in public examinations, in securing places at top universities, and in an astonishing array of extra-curricular pursuits ensures that we continue this proud tradition. We do so by nurturing the individual potential of each of our pupils, and above all we believe that learning is as fun as it is fulfilling.



Magdalen College School was founded in 1480 by William of Waynflete: schoolmaster, bishop of Winchester and Lord Chancellor of England. Being of humble origins, Waynflete was determined that others of ability should be given the opportunity to learn, to serve and to prosper as he did. And so MCS offers a transformative education in our global university city, the community to which we contribute.

We attract and retain the best staff and MCS is a stimulating, welcoming and thriving environment in which both to learn and to work.

A lot happens at MCS. The various sections of our website ([www.mcsoxford.org](http://www.mcsoxford.org)) including the recent [News](#) will give you an impression of our school.

Thank you for your interest.

*H. C. Pike*

## **Marketing Assistant**

### **General Information**

#### **The School**

Magdalen College School, founded in 1480 by William of Waynflete, is one of the country's leading independent day schools. It is situated in an enviable location at the heart of Oxford beside the River Cherwell.

#### **The Role**

The school is seeking to appoint a Marketing Assistant. This is a full-time appointment, reporting to the Marketing & Communications Manager, and will play a crucial role in helping to promote Magdalen College School to current and prospective parents and students, prospective staff, feeder schools, the local community and the wider public to encourage engagement with the school.



The successful applicant will support the Marketing & Communications Manager in all aspects of promoting and advertising Magdalen College School. He/she will work alongside, and closely with, the Admissions team and will also support the team during seasonal peaks. The Admissions team will likewise support the marketing activity at busy times.

The tasks and responsibilities are as detailed below. This list is not exhaustive and there may, within reason, be additional items, which the candidate will be asked to undertake.

The key duties of the Marketing Assistant will be:

- Producing copy for and creating the school's termly newsletter, in conjunction with an external designer





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- Assisting the Marketing & Communications Manager with production of the school's literature including Prospectuses, Admissions Information, Year in Pictures, Open Day programmes, Newsletters, Sixth Form Curriculum booklet, Activities Booklet and help with Views from the Bridge and the Arts Festival brochure
- Updating and maintaining the school's social media, including Facebook, Twitter and Instagram
- Writing effective and engaging press releases and liaising with local and national media to increase awareness of MCS
- Diagnosing/identifying advertising opportunities, in conjunction with Admissions and the Waynflete office
- Producing copy for and creation of the school's yearly publications, in conjunction with an external designer, including the *Year in Pictures*
- Ensuring that brand consistency is maintained throughout all marketing activity in ethos, style and content
- Writing press releases and liaising with press contacts for major school news/events
- Identifying opportunities to take photographs of events/activities using the marketing office's camera/using professional photographers
- Researching and developing new opportunities, strategies and media for marketing the school (such as film) and, also, identification of new promotional opportunities.

**Skills required:**

- Proven experience of marketing in education or a similar field
- An ability to communicate effectively both orally and in writing
- Strong IT skills, including excel, adobe software and social media
- Capacity to carry out independent research and analysis
- First rate organisational skills, including the ability to manage multiple projects on deadline and within budget
- Strong people skills (all ages)
- Photographic skills and an interest in photography would be an advantage
- An awareness of branding, image and style



### **The Candidate**

This is a permanent, full-time post (not term time only). The salary will be appropriate to the experience and qualifications of the successful candidate. The successful candidate will ideally have demonstrable experience in a similar role and any experience gained within an educational environment will be highly desirable, but this is not essential. Accuracy and thorough attention to detail, as well as first-rate organisational skills are paramount. Proficient use of Microsoft programmes is expected, including Word, Outlook and Excel. The ideal candidate will have a good standard of general education and a high level of written and oral communication. We are looking for a team player with a positive, cheerful attitude and a willingness to become involved in the life of the school. Given that the range of tasks is wide and varies throughout the school year, a flexible approach to work is required.

### **Application Process**

Candidates should submit the Application Form for Support Staff, which, can be found on the Job Vacancy link of the website ([www.mcsoxford.org](http://www.mcsoxford.org)). To access [Click here](#). This should be emailed together with a cv and covering letter of application to the Recruitment Officer, Mrs Sarah Hunter, ([applications@mcsoxford.org](mailto:applications@mcsoxford.org)). All documentation should be sent no later than Monday March 25th at noon. The school's preferred method of communication is by email and it will not be necessary to send a hard copy of the documents by post.

We anticipate holding interviews on Thursday March 28th and we will be in contact with shortlisted candidates by telephone.



### **Safeguarding Policy**

Magdalen College School is committed to the safeguarding of pupils, and any offer of employment will be subject to an enhanced DBS disclosure, the receipt of satisfactory references, the school's pre-employment medical questionnaire, plus sight of relevant original ID documentation and degree certificate(s).

### **Pension**

Non-teaching staff are automatically enrolled in the school's contributory Group Pension Scheme. This is a defined contribution pension scheme into which the employee contributes 5% of gross salary and the employer contributes 10%.



### **Other Benefits**

All staff are entitled to the use of School sports facilities when available. A free lunch (when on duty) is provided in the Dining Hall during term time.

Please note that MCS is an inner-city school, with limited parking. Candidates who have been offered a post will be invited to make representations in the preceding Trinity Term to the Usher (Senior Deputy Head) for a parking space.

### **Additional Information**

If you have any questions or require additional information, please contact the HR office: 01865 253401.