



Dame Alice Owen's School

NoR: 1,458, Sixth form: 442

Ofsted: "An outstanding school", "Students achieve outstandingly well",
"Behaviour ... is excellent"

ALUMNI RELATIONS and MARKETING MANAGER

Responsible for Alumni, Marketing & Communications and Administrative Support

Required as soon as possible

Part Time Post, 16 Hours per week (with potential for further hours for event planning),

Term Time Only

Pay Scale H5/9 Full time Annual Salary £23,194

Actual Annual Salary £8,328

Closing date: Noon, Monday 28th November 2022

Interview date: Thursday 1st December 2022

We reserve the right to make an appointment before the closing date, so early applications are encouraged.

The governors of this highly successful, partially selective, mixed school, wish to invite applications for the post of Alumni Relations and Marketing Manager to join our busy support staff team. This is a new role established with the aim of ensuring that Dame Alice Owen's good name and successes are promoted within the Alumni and the wider community.

We hope that this postholder will be able to establish and maintain good relations with our Alumni and Old Owenian family with a view to raising interest, support for our students and the school and much needed funds. This role covers many administrative functions and the post holder must be IT literate. The School would like to hold events specifically for our Old Owenians and the post holder will be expected to manage all aspects of these events. Experience gained in a large secondary school /academy is desirable but not **essential**. The post will appeal to a flexible, enthusiastic, proactive and conscientious person who enjoys working on their own initiative as much as part of a team.

The Governing Body is committed to admitting the children of staff in line with our admissions procedures.

Please download our [Support Staff application form](#) from our website to make your application. Please note that applications cannot be considered unless the application is completed in full. We are not able to accept CVs for any posts based in school. To apply, please email your completed application forms together with a covering letter stating why you are well placed to take this position at our school to recruitment@damealiceowens.herts.sch.uk by **noon, Monday 28th November 2022**.



Dame Alice Owen's School

Dugdale Hill Lane | Potters Bar | Hertfordshire EN6 2DU

Headteacher | Mrs Hannah Nemko MA

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admin@damealiceowens.herts.sch.uk

www.damealiceowens.herts.sch.uk

INFORMATION FOR APPLICANTS

Name of post: Alumni Relations and Marketing Manager
Location: Potters Bar, Hertfordshire
Closing date: Noon, Monday 28th November 2022
Interview date: Thursday 1st December 2022

Thank you for your interest in applying to Dame Alice Owen's School. Though much of the information we have about our school is available on our website, we have put some key information together here to help you through the application process.

The school is committed to safeguarding children, young people and vulnerable adults and promoting the welfare of children and expects all staff to share this commitment. Please take time to read our Safer Recruitment and Safeguarding and Child Protection policies available in the vacancy section of our website.

The selection process includes scrutiny of the information provided in your application form and a request for references including a reference from your current/previous employer.

If you have any general enquiries about the recruitment process, or to arrange a tour or informal discussion about this position, please do not hesitate to contact Jackie Campbell, School Business Manager, via campbellj@damealiceowens.herts.sch.uk

Applicants shortlisted for interview must bring original evidence of their qualifications for verification. Applicants will also be asked to complete a declaration regarding convictions and working with children as posts in schools are exempt from the provisions of the Rehabilitation of Offenders Act 1974. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced Disclosure and Barring Service disclosure check.

Please email your completed application form together with a letter of application to recruitment@damealiceowens.herts.sch.uk by **noon, Monday 28th November 2022**.

We look forward to receiving your completed application.

Hannah Nemko
Headteacher



About the school

Dame Alice Owen's School is a mixed, partially selective secondary school with over 1,440 registered pupils and a vibrant and highly successful sixth form. Our school was founded 400 years ago by Dame Alice Owen, a remarkable philanthropist with an unusually modern vision for education. She established the first school in Islington and as demand outstripped space, it moved to its current setting in the Hertfordshire countryside. Because of its roots and its close and important relationship with the Worshipful Company of Brewers, there are 20 places each year for 11-year-old students from Islington. It also offers 65 places to the highest scoring applicants who sit the entrance exam each year and a further 10 places for the most talented or able musicians who apply for a place in Year 7. The remainder of the places in an annual cohort of 200 go to siblings, local pupils on the basis of proximity to the school and to those with priority need.

It is this combination of students and its truly outstanding record of achievement and added value that makes our school such a special place. It is oversubscribed by 5 applicants per place every year. Our dedicated staff, parents' association, governing body and school (staff and student) leaders constantly appraise and re-appraise the various aspects of school life, learning and achievement so we are never complacent. Our school faces the usual challenges of all educational establishments in the public sector, and ensuring that their impact is felt least by the students is a key objective.

We were delighted to be recognised as The Sunday Times Regional School of the Decade in November 2020 and the country's highest ranking non-fully selective state school of the year in 2021. Securing a place at Owen's has been described as "winning the lottery" in the Good School Guide and "the golden ticket" in Tatler. Our school benefits from some of the most able students in the country. Many of our school leavers from Year 13 have offers from top universities to choose from, including on average 20 places at Oxbridge each year.

Our Foundress left a number of fields in the then village of Islington to the care of the Worshipful Company of Brewers which now generate over one million pounds of additional income for the school annually, to support the school and especially the Sports Department. This creates a very special ethos and fosters the very positive staff working environment. The students and staff benefit from a number of traditions including Beer Money, staff awards and Visitation.



Job Description

Post title: Alumni Relations and Marketing Manager

Reports to: School Business Manager

Purpose of the post:

- To foster, manage and maintain a feeling of connectedness and good relations between the school and Alumni.
- To ensure that the great name and achievements of the school are celebrated across relevant social and other media as well as throughout the Alumni.
- To support the current students by creating networking, information and supportive opportunities with our Alumni.
- To provide administrative support to the school at a senior level.
- To identify fundraising opportunities to enable the school to continue providing exceptional additional activities and opportunities to all our students.

Duties include:

- To adhere strictly to the rules of GDPR, maintain, moderate and update the Alumni database to maintain the highest quality of data and usefulness of the information.
- To continue to grow the Alumni database by maintaining and developing links and ways to engage with Alumni so that they continue to feel connected to the school.
- To engage with outgoing Year 13s to encourage Alumni involvement.
- To ensure and maximise Alumni involvement by helping to promote the Old Owenians Careers Talks, facilitating reunions and organising targeted Alumni events as part of a strategic plan.
- To assist with attracting, organising and facilitating speakers for Careers Week, and opportunities for work experience and other work-related events alongside the school's Careers Advisor.
- To manage bulk mailings using In Touch and/or through the Owenians.com system and alike.
- To collate material for, write and distribute Old Owenians newsletter twice a year.
- To maintain and update the Owenians.com website and social media accounts.
- To promote job opportunities amongst Owenians in order that the school can attract the very best candidates for the school.
- To analyse Alumni trends and opportunities to improve relations with Alumni.
- To catalogue and maintain archives of historical material relating to Dame Alice Owens's School.
- To deal with all enquiries from Old Owenians and their families including requests / allow access to archives to Alumni on request, where appropriate.
- To manage the Honours Boards.
- To actively seek out opportunities for the school to promote itself within the local press and online, maintaining the 'News' section of the Dame Alice Owen's School website as well as a strong social, and other media presence.
- To be responsible for updating all areas of the Dame Alice Owen's School website.
- To support the school with administrative tasks.
- Any other duties and responsibilities relating to our Old Owenians, and any other duties deemed relevant to the role by the Headteacher or School Business Manager.



Person Specification

Personal	Desirable / Essential
Flexibility	E
Ability to use own initiative	E
Resourceful, patient and resilient	E
Calm, unflustered manner	E
Ability to work as a team and alone	E
Approachable, friendly, helpful and able to find solutions	E
Organised and methodical	E
Motivated and a self-starter	E
Old Owenian or close connection with the school	D
Communication skills	
Commitment to equal opportunities	E
Possess excellent communication skills	E
Ability to maintain a professional manner in challenging situations	E
A friendly manner and good sense of humour	E
Competence	
Experience of working within an Alumni network	D
Able to confidently handle a diverse range of queries and challenges	E
Work in an organised and methodical way and have sound organisational and coordination skills	E
Work accurately to deadlines	E
Demonstrable awareness relating to the welfare and protection of children	E
Experience of working in an educational and/or social care setting with young people.	D
Effective communication with children, carers and other professionals	E
Ability to display an understanding of social/welfare issues as they affect children, families and schools.	E
Ability to work on own initiative within department protocols/procedures	E
Be able to work under pressure, whilst continuing to prioritise and perform effectively	E
Be able to develop and maintain positive working relationships with other team members, parents, staff and students	E
A positive attitude to personal development and training	E
Knowledge of the education system	D
Experience in working within statutory/voluntary agencies dealing with children and families	D
Excellent knowledge of Microsoft packages including Word and Excel	E
Excellent IT skills and the willingness and ability to pick up new packages such as SIMS and Google Suite with ease	E
Good knowledge of confidentiality issues and Data Protection legislation	D
Experience with Google Suite	D
Qualifications and Training	
5 GCSEs or equivalent including grade C or equivalent in English and Maths	E
Degree level or equivalent	D