



SHERBORNE

Sherborne School is a boys' independent school situated in the shadow of Sherborne Abbey. Founded by Royal Charter in 1550, the School has roots going back to the origins of the See of Sherborne in 705. There are eight boarding Houses accommodating a total of about 600 boys (aged 13-18).

The School is an extraordinary community with a rich heritage and ambitious outlook. The students are talented, engaged and interesting, and staff are likewise.

JOB DESCRIPTION

Sherborne School Recruitment and Selection Policy Statement

Sherborne School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants for this post must be willing to undergo child protection screening, including reference checks with previous employers and a criminal record check with the DBS.

<i>Job Title:</i>	Head of Marketing – Temporary Maternity cover for approx. one year from end of July 2019
<i>Location:</i>	Abbot's Acre, Sherborne School
<i>Reporting to:</i>	Director of Admissions who is a member of the School's Senior Leadership Team.
<i>Hours of Work:</i>	37.5 hours per week. Hours of work are likely to be 8.30am to 5.00pm Monday to Friday (less an unpaid hour for lunch daily). Flexibility in hours will be required on occasion to meet the demands of the post in particular to support evening and weekend events.
<i>Holidays:</i>	5 weeks holiday per year + Bank Holidays. Attendance may be required on Bank Holidays that fall during term time, for which time off in lieu will be given. Holiday can only be taken following authorisation from the Director of Admissions taking account of the School's busy periods.
<i>Salary:</i>	Up to £40,000 per annum
<i>Probationary Period:</i>	In accordance with School policy, this appointment will be subject to a six-month probationary period.
<i>Medical Fitness:</i>	The offer of appointment will be conditional upon the provision of a self-declaration of physical and mental fitness to discharge the responsibilities of the role.

DBS Disclosure (Police Check)/References: As Sherborne School is registered to ask 'exempted questions' under the Rehabilitation of Offenders Act 1974, successful applicants will be subject to a criminal record check from the Disclosure and Barring Service before the appointment is confirmed. This will include details of cautions, reprimands or final warnings; further details are available upon request. This post is also subject to receipt of two satisfactory written references, one of which must be your current/last employer.

Post-holder's Responsibility: You share with all staff the responsibility to promote and safeguard the welfare of children and young people for whom you are responsible, or with whom you come into contact. In doing so, you are expected at all times to adhere to and ensure compliance with the School's Safeguarding (Child Protection) Policy. If you become aware of any actual or potential risks to the safety or welfare of children in the School, you must report any concerns to the School's Designated Safeguarding Lead (Child Protection Officers).

Core Purpose

Sherborne is seeking a creative and dynamic marketing professional, with significant experience across the full marketing mix. The Head of Marketing will lead on the development and delivery of the School's marketing plan to drive pupil recruitment and retention in line with the School's growth requirements.

In conjunction with the Headmaster and the Director of Admissions, this post plays a central role in driving forward Sherborne's strategic marketing, with innovative and exciting campaigns and creative initiatives designed to grow the School's audiences, raise its profile and maximise the success of specific activities.

The Head of Marketing will provide regular statistical admissions data for analysis and use this to inform the development and implementation of the School's marketing plan which promotes the Sherborne brand, supports the strategic plan and within which all marketing activity sits.

Main Responsibilities

1. Brand management

- manage and protect the use and development of Sherborne's brand, acting as the 'brand guardian' to ensure that everything the School produces (off and online) embodies our brand and enhances our reputation

2. Marketing collateral

- gather content and manage the design, production and distribution of marketing material
- manage existing print and e-publications and make recommendations for any additional/alternative publications
- produce additional communication materials, merchandising, branded items and signage as required
- manage the School's relationship with external contractors e.g. designers, printers, video production and agencies etc

3. PR & Advertising

- implement and develop the earned media plan to build on the profile and reputation of the School amongst appropriate media personnel and increase our share of media
- monitor all media mentions, highlighting risks/opportunities and managing appropriately
- oversee the implementation and management of the image library and the work of external photographers and other media companies
- manage the School's advertising schedule (printed, online and via directories)
- develop the School's online presence and e-marketing campaigns to support the work of the School

4. Digital Marketing

- oversee the management and promotion of the School's social media activity, advising on appropriate channels, messages and tone of voice
- manage the development and performance of the School's website
- plan, execute and evaluate other digital marketing activity, including paid social, SEO, PCC and display
- oversee and monitor the effectiveness of all owned digital marketing activity including content, web management and social media

5. Admissions

- work closely with the Director of Admissions to provide statistical data for analysis and using this to inform the development of all marketing activities
- co-ordinate the marketing of admissions events, recruitment fairs and overseas recruitment opportunities
- support, where required, with mailshots and email campaigns for admissions communications
- assist the department to maximise the interaction and value exchange with prep schools

6. Events

- take ownership of discreet elements of event organisation as required
- manage specific event promotion, advertising and liaising with relevant departments before and during events, preparing media releases and invitations as requested

7. Project and Campaign Management

- end-to-end management of a range of marketing project requirements
- planning and delivery of existing and new go-to-market campaigns designed to raise our profile and reputation amongst key audience segments
- manage the creation and implementation of new campaign assets and content (in collaboration with external agencies and internal stakeholders)

8. Other

- line manage the Marketing Officer
- manage the School's marketing budget
- provide training and on-going support to selected school personnel in order to enhance their use and understanding of marketing tools
- work closely with Sherborne trading subsidiaries (Sports Centre, Shop and Café) to provide marketing support
- Support School events where requested
- organise appropriate market research on a periodic basis to enhance market understanding

Personal Attributes and skills sought

We are looking for an experienced individual who has significant marketing expertise in a multi-channel capacity, as well as the personal qualities to drive the School's marketing forward during an exciting period of growth for Sherborne. Prior experience of marketing an independent school would be beneficial but not essential.

The successful candidate will be a team player, who will be able to confidently and appropriately liaise with a number of stakeholders including the Headmaster, teaching staff and support staff. Life at Sherborne is exceptionally busy and as such the candidate will need to have strong organisational skills, be able to manage multiple projects and be capable of working both quickly and independently.

Candidates for this post are likely to have:

- proven high quality experience of marketing
- creativity, imagination and well-developed problem solving skills
- the ability to lead a team as well as to operate within one
- experience in managing corporate identity, including branding, imagery, tone of voice and style – understanding what influences customers and persuades families to choose a particular school for their child
- experience in managing earned channels; proactively identifying and securing PR opportunities to build on the profile and reputation of a brand
- knowledge and experience in digital marketing, including website management, social media, SEO and paid digital
- the ability to write, edit and produce engaging and distinctive marketing materials, publications and PR collateral
- skill in managing budgets and obtaining best value from suppliers such as designers, photographers and printers
- strong and persuasive communication skills
- meticulous administration, planning and the ability to meet targets and deadlines
- tact, sensitivity and the ability to handle confidential material with discretion
- a high degree of personal motivation, initiative and drive
- the ability and willingness to adopt a flexible attitude to working hours

- an interest and empathy with the ethos and aims of independent education
- a willingness to take an interest and become involved in all aspects of the School
- a relevant degree, professional marketing qualification or equivalent professional experience

This list is not exhaustive and the successful candidate may be required to carry out other duties as instructed by the Director of Admissions,

Training Requirement for Administrative Staff – this list is not exhaustive and the post holder may be required to undertake other training as required by the School

Training	To be completed by	Frequency of training
Safeguarding (Child Protection) and Prevent Training	Before employment commences	Every year
Emergency First Aid Training (if required within the Department)	Within the first term of employment	Every 3 years but offered annually
Fire Awareness	Within the first term of employment	Every 3 years
Manual Handling	Within the first term of employment	Every 3 years
Display Screen Equipment (DSE) User	Within the first term of employment	Every 3 years
Induction training with Line Manager	Within the first 3 months of employment	
ECDL & iSAMS training	iSAMS training will be covered as part of induction. There is a requirement for anyone working with computer systems to be qualified to ECDL level 2. This training will be given in post if the post holder does not already have it.	

TERMS AND CONDITIONS

Sports Centre Membership: Reduced membership of the Sherborne School Sports Centre (including swimming pool, gym and classes) is available for all employees.

Non-Smoking Policy: It is the policy of Sherborne School (encompassing Sherborne International, Sherborne School Leisure and Sherborne School Trading) that all our workplaces are smoke free, and all employees have a right to work in a smoke free environment. Smoking is prohibited in all areas of the School, both internal and external; this includes company vehicles. This policy applies to all employees, contractors and visitors.

Pension: The post-holder will be able to join the Sherborne School Support Staff Pension Scheme on the first day of the month after completion of two months' service. Where eligible the post-holder will be auto-enrolled into the Pension Scheme as per current legislation; further details may be obtained from the Head of HR (Bursary).

Method of Application

Please complete and return the Sherborne School Support Staff Application Form. Please do not send in a curriculum vitae (applications received that have sections crossed through marked 'see attached cv' will be returned)

In the event of any queries please contact: Mrs Samantha Belgeonne - Recruitment Manager
Sherborne School
Abbey Road
Sherborne
Dorset
DT9 3LF
Tel: 01935 810502
Email: hr@sherborne.org

Closing date for applications: 9am on Wednesday 19 June 2019

Interviews are likely to take place: on Thursday 27 June 2019
PLEASE INDICATE ON YOUR APPLICATION FORM IF YOU ARE UNAVAILABLE TO ATTEND INTERVIEW ON THIS DATE.

Anticipated Start Date: Ideally end of July 2019