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Recruitment Information Pack

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## Marketing Manager

Location - Holt, North Norfolk, UK

Required for: September 2019

*Gresham's School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.*

# Message from Douglas Robb, Headmaster

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I am delighted that you are considering Gresham's as an employer and hope that you will want to apply for this position once you have found out a little more about us.

Gresham's is an independent co-educational boarding school based in the beautiful Georgian town of Holt, in North Norfolk. The School occupies a large campus across three sites: Nursery and Pre-Preparatory, Preparatory and Senior Schools, with approximately 800+ pupils ranging from 2 years to 18 years. We currently employ almost 400 staff in positions such as teaching and pastoral care, finance, information technology, administration, site services and maintenance, and catering.

We take great pride in our reputation and recognise that this is built on the commitment and skills of our staff. The success of the School and the well-being of staff and its pupils depends very largely on co-operation, trust and respect between us.

We recognise that much time and thought goes into preparing an application and we, in turn, will give your application serious consideration, should you decide to apply.

If you would like to visit the School before sending in your application, please do not hesitate to contact our HR department (01263 714623) who will make the necessary arrangements.

With best wishes,

A handwritten signature in black ink, reading 'Douglas Robb', with a long horizontal flourish extending to the right.

# HOW TO APPLY

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## Marketing Manager

If you would like to apply for the position of Marketing Manager, you will need to complete an application form. Completing the application form is the first stage of the selection process. The information you provide will be used to decide whether or not you will be shortlisted for further stages/an interview. It is therefore very important that you complete your application form accurately and as fully as possible, including all the information you think is relevant.

### Completing your application form

- Please read through all information provided before completing your application form;
- We require information about all applicants to be presented in a consistent format. Please include a CV if you wish, however this must not be submitted in place of the application form;
- Complete all sections; do not leave any blanks enter N/A if not applicable and provide as much information as possible;
- Continue on a separate sheet if you require more space to complete any section.

### Guidance for the completion of the section 'Statement of Qualities/Attributes'

This is an important section of the application form as it gives you the opportunity to tell us specifically why you think you should be considered for the job, showing how well your skills, abilities and experience meet our requirements. Please provide clear examples when outlining all your experiences whether relevant or not.

For teaching staff it is important that you use this section of the application form to outline how you will contribute to extra-curricular activities at Gresham's.

### References

All offers of employment are subject to the receipt of a minimum of two satisfactory references. One of your references must be from your current or most recent employer. If your current/most recent employment does/did not involve working with children, then the second referee should be from the employer with whom you most recently worked with children (this applies to teaching posts). **Neither referee should be a relative or someone known to you solely as a friend.**

- Shortlisted applicants for teaching posts are advised that references will be taken up **prior to interview**.
- Shortlisted applicants for support posts are advised that references **may be taken up prior to interview**.

**Please note, unless you ask us not to we will assume it is acceptable to contact your referees at any time.**

**Submission of applications** – Please return all completed applications to [applications@greshams.com](mailto:applications@greshams.com) or by post to,

Gresham's School  
HR Department  
Church Street  
Holt  
Norfolk  
NR25 6BB

Please submit your application by the closing date of **Thursday 25<sup>th</sup> July 2019 (12 Noon)**. If your application is submitted after this time, we will be unable to accept it.

***Please note we reserve the right to appoint to the post, prior to the closing date.***

**Start Date:** September 2019

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Please be aware that if you have not heard from us within 21 days of the closing date, unfortunately, your application has been unsuccessful. Due to the overwhelming response, we receive to our vacancies we provide feedback only to those applicants who are interviewed.

# JOB DESCRIPTION AND PERSON SPECIFICATION

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The Job Description contains the main details of the tasks and responsibilities of the post.

The Person Specification lists the criteria that applicants are required to demonstrate in order to be successful in undertaking the role. These are listed in terms of qualifications, personal qualities and professional experience and skills and will be used in the shortlisting process and to form the basis for questions asked at interview.

## Personal Details

**Eligibility to work:** For all posts, we are legally obliged to confirm that the appointee is eligible to work in the UK before they start working for us. When you apply for positions it is important that you are aware of your eligibility status as government restrictions apply to the employment of migrant workers. If an applicant selected to be appointed requires permission to work in the UK, Gresham's may issue a conditional offer of employment subject to the School being able to sponsor the applicant.

For more information, visit the Home Office website at <http://www.bia.homeoffice.gov.uk/workingintheuk/>

## Equal Opportunities Monitoring Form

In order that we can continue to develop our commitment to equal opportunities you are asked to complete the Monitoring Form. This will be detached from your application on receipt and kept securely within the HR Department. It is used purely for monitoring the effectiveness of the School's Equal Opportunities Policy Statement and will not be seen by those responsible for shortlisting and interviewing. A copy of the School's Equal Opportunities Policy Statement is available on request.

## Retention of Records

The application forms of unsuccessful candidates will be held confidentially in the HR Department and destroyed after three months.

All documents resulting from the interview process will be retained on file by the HR Department and destroyed after six months (Data protection policy available on our website: [www.greshams.com](http://www.greshams.com)).

**Disclosure and Barring Service:** Gresham's aims to promote equality of opportunity for all and therefore welcomes applications from a diversity of candidates. Criminal records will be taken into account for recruitment purposes only where the conviction is relevant.

As the School meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974, your offer of employment will be subject to an enhanced disclosure from the Disclosure and Barring Service (DBS) before the appointment is confirmed.

## Interview Process

If you are invited to attend an interview you will be required to provide evidence of identity, from the following examples:

- **Passport and/or UK driving licence (including a photo-card);**
- **A UK birth certificate**
- **UK firearms licence**
- **EU photo identity card**
- **A utility bill or bank/building society statement showing your name and home address (less than three months old);**
- **Documentation confirming your National Insurance Number (P45, P60 or National Insurance Card);**
- **Original documents confirming any educational and professional qualifications referred to in your application form.**

If you have changed your name by deed poll or any other mechanism (e.g. marriage, adoption, and statutory declaration) you will be required to provide documentary evidence of the change.



In advance of your interview you will be asked to complete an application form for an enhanced Disclosure which you should bring with you, along with your identity documents. In the event that you are unsuccessful please be assured that your DBS application form and photocopies of documents taken will be destroyed immediately.

**For Teaching Posts:** You will be contacted prior to your interview with the details of at least one teaching lesson that you will be expected to take. The interview process will involve a number of interviews with different members of staff and a tour of the School and/or department.

**Support Posts:** As well as a face to face interview, the selection process may include some other form of assessment e.g. administrative test, demonstration of practical skill, a presentation, etc.

### **Conditional Offer of Appointment**

Any offer to a successful candidate will be conditional upon the following:

- receipt of a minimum of two satisfactory references;
- verification of identity and qualifications;
- a satisfactory DBS (Disclosure and Barring Service) disclosure;
- verification of professional status such as Qualified Teacher Status (QTS), where required, verification of successful completion of statutory induction period (applies to those who obtained QTS after 7 May 1999);
- Where the successful candidate has worked or been resident overseas in the previous five years, such checks and confirmations as the School may require in accordance with statutory guidance;
- Verification of medical fitness. Completion of a medical declaration and satisfactory medical examination in certain circumstances;
- Completion of Educare Child Protection Training.

### **Safeguarding**

All adults working at Gresham's should be aware of their responsibility to safeguard and promote the welfare of every pupil, both physical and emotional both inside and outside the school. This involves ensuring that pupils are protected from significant physical or emotional harm and having a positive commitment to ensure the satisfactory development and growth of the individual. Everyone working in the School should be aware of, and when necessary, to follow the School's Child Protection Guidelines, which are in line with the Safeguarding Children's Board (OSCB's) practice and procedures.

Gresham's has a Child Protection Policy, and guidelines to follow in the event of being told of, or becoming aware of child abuse. It is a mandatory requirement that all staff are trained in generalist safeguarding as part of their terms and conditions of employment.

### **Warning**

Where a candidate is found to be on the DBS Children's Barred List or the Protection of Children Act List, or the DBS disclosure shows he/she has been disqualified from working with children by a Court; or found to have provided false information in, or in support of, his/her application; or the subject of serious expressions of concerns as to his/her suitability to work with children the facts will be reported to the Police and/or the DfES Children's Safeguarding Operation Unit.

### **Queries**

If you have any queries at all about your application or the recruitment process, please contact the HR Department on 01263 714623 or email [hr@greshams.com](mailto:hr@greshams.com).

# JOB DESCRIPTION: MARKETING MANAGER

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**Responsible to:** Director of Marketing and Admissions

Gresham's is seeking to appoint an experienced Marketing Manager with responsibility for developing and implementing marketing plans which will lead to the effective positioning and promotion of Gresham's in support of the school's strategic plan.

The successful candidate will join the existing Marketing and Admissions team which consists of the Director of Marketing and Admissions, Admissions Manager, Marketing Manager (Part-time) and Admissions Officer.

**Key responsibilities:**

- Develop and implement campaigns to raise the profile of Gresham's and convey its key messages.
  - Create and execute annual marketing plans to recruit and convert pupils in line with objectives.
  - Ensure brand guidelines are applied consistently across all marketing communications.
  - Produce digital and printed marketing materials in line with brand guidelines including website, films, prospectuses, advertisements, e-shots, newsletters, posters etc.
  - Ensure the systematic collection, review and analysis of information on competitors, existing markets and potential markets, as well as current parents and prospective parents.
  - Maintain a programme of on-going communication with new enquirers and prospective parents.
  - Monitor and maintain a programme of contact and communications with feeder schools.
  - Identify the news value of school, pupil and OG achievements and activities and promote them accordingly.
  - Organise and attend events as necessary.
  - Ensure the school keeps abreast of new and emerging social media and the opportunities presented by mobile technologies
  - Effectively manage and develop good working relationships with external suppliers and agencies.
  - Work within agreed budgets.
  - Undertake any other duties, which the Director of Marketing and Admissions may reasonably request.
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## KEY REQUIREMENTS

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Qualifications	Essential	Desirable
Educated to degree level or equivalent		✓
Recognised marketing qualification or equivalent marketing experience	✓	
Professional Experience, Personal Competencies and Skills	Essential	Desirable
A marketing professional with a minimum of five years' marketing experience	✓	
Significant knowledge and experience of developing and implementing marketing plans and integrated campaigns to reach different audiences	✓	
A track record of proven delivery, demonstrating both creative and analytical skills	✓	
An ability to manage projects with two or more stakeholders, using a collaborative and professional approach	✓	
Experience of managing marketing and media agencies	✓	
Experience of web development and maintenance including a CMS	✓	
Planning, reporting and budget management	✓	
Experience of reviewing and analysing market information	✓	
Excellent IT skills, including MS Outlook, Word, Excel and PowerPoint and familiarity with social media platforms	✓	
Excellent organisational skills with an attention to detail	✓	
Able to work under pressure, to multiple priorities and strict deadlines, prioritising own workload	✓	
Willing to occasionally travel within the UK if required		✓
Willing to work extended hours, including evenings and weekends when required		✓
Experience of working with children and/or young people		✓
Clean driving licence		✓

### Remuneration & Benefits

The salary for this full time role is up to £40,000 per annum depending on experience.

- Free school meals during term-time
- Car parking on site
- School's Contributory Pension Scheme (after completion of 3 months' service)
- Private Medical Insurance Scheme
- 5 weeks holiday pay
- Life Assurance



*THE GRESHAM'S ETHOS IS THAT RESPECT SHOULD BE SHOWN TO ALL:  
TEACHER TO PUPIL, PUPIL TO TEACHER AS WELL AS PUPIL TO PUPIL AND TO THE WIDER COMMUNITY.*



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Registered Charity No: 1105500