



CELEBRATING
OUR SCHOOL'S
VALUES AND
UNIQUE ETHOS



COTHILL HOUSE
THE INSPIRATIONAL BOYS' BOARDING PREP SCHOOL

2022-23

RECRUITMENT BOOKLET

Dum Spiro Spero - Whilst I breathe, I hope



MESSAGE FROM THE HEAD



Thank you for declaring your interest in Cothill House. Cothill is a wonderful place to work but before you consider submitting an application, I thought it might be helpful if I gave you a brief introduction to the school. By doing this, I hope you might begin to understand why the school is so fondly remembered by its past pupils – including myself – and so highly regarded in the prep school world.

Established in 1870, Cothill is recognised globally as one of the country's leading boys' boarding prep schools with an exceptional record of preparing boys for the top public schools. Set in the heart of the Oxfordshire countryside, but only fifteen minutes from the dreaming spires of Oxford, Cothill House has been providing an inspirational all-round boarding education and unrivalled opportunities for boys aged 8-13 for more than 150 years.

Our aim is to foster a boy's happiness, confidence and individual passions, helping him to achieve his potential, cultivate a love of learning and stimulate his love of life. Cothill boys are proud of their school and flourish in an environment where hard work, integrity and originality are both valued and rewarded. The staff play a vital role in inspiring the pupils to be the best versions of themselves and the friendly atmosphere ensures that everyone feels appreciated.

A unique element of the School's offer is the time boys spend at the Château de Sauveterre, where they are immersed in the culture and language of the Gers in the south of France. This is a memorable experience and delighted boys and parents usually deem it to have been transformative.

There is a tremendous breadth to a Cothill education and boys will be involved in sport, music and the arts most days. Taught by an outstanding, enthusiastic and committed staff, boys are encouraged to 'get stuck in' and challenge themselves. As a result, Cothill boys learn the benefits of teamwork, become self-assured and thrive within our vibrant community.

You are applying at an exciting time for Cothill, with a new Headmaster starting in September 2023 and we are close to completing our new £6.5 million Sports Hall which is due to open in June.

Cothill is a fantastic place to work, and there are so many ways in which one can contribute to the life of the school. It goes without saying that our parental body is extremely supportive of everything we do to put their sons' wellbeing and progress at the heart of all our activities. In short, Cothill is an outstanding school with a terrifically positive, sociable and supportive staff.

We look forward to receiving your application; if you have any questions, please get in touch.

A handwritten signature in black ink that reads "Duncan".

Duncan Bailey, Headmaster

Cothill House, Cothill, Oxfordshire, OX13 6JL Tel: 01865 390800 www.cothillpst.org

ROLE DESCRIPTION

Marketing Manager

Context

Cothill House is seeking an energetic, creative and enthusiastic Marketing Manager. You will be responsible for developing an integrated marketing programme to achieve maximum benefits for the school. You will also be tasked to shape and develop highly effective growth strategies and continue to build the school's strong profile and global reputation.

The Marketing Manager will report to the Head of Juniors and work closely with the Head, Cothill House Senior Management Team and Prep Schools Trust Director of Marketing and Communications. They will be part of a team with the Admissions Officer and Alumni and Development.

Key Responsibilities

1. **Strategy and Planning**
 - Produce, develop and deliver the annual marketing strategy and budget in conjunction with the Head of Cothill Juniors and Head
 - Submit termly reports on activity and expenditure to the Head of Cothill Juniors and Bursar
 - Promote and monitor the use of the School's brand
 - Lead and develop a whole-school communications programme to ensure highly effective communication with pupils and families
 - Undertake research to inform future marketing strategy
 - Identify and develop new ways to attract and recruit pupils.

2. **Public Relations**
 - Develop and lead a positive public relations strategy. This includes writing weekly news stories (promoting the work and successes of our pupils, staff and the school)
 - Gather information from the staff and produce a newsletter for parents
 - Develop strong relationships with local/regional/national journalists and with key influencers (e.g. IAPS, Good Schools Guide and Tatler)
 - Promote the School externally, attending events such as schools and other exhibitions, networking events etc.
 - Leverage all media coverage by communicating widely to all stakeholders.

3. **Marketing**
 - Create, develop and deliver effective advertising campaigns
 - Develop, lead and deliver a pro-active online presence – including the website and all social media
 - Create engaging content for social media channels and plan weekly schedules of postings on different platforms
 - Organise events to promote the school, working closely with the Admissions Officer on events such as open mornings
 - Organise, produce and update the School's marketing materials e.g prospectus and yearbook



- Support, where needed, with mail shots and email campaigns for admissions events
- Liaise with and support the Admissions Officer in monitoring the admissions figures, to use in the development of all marketing activities.

4. General

- Liaise with the marketing and admissions teams across the Prep Schools Trust to share best practice and contribute to the Trust marketing strategy
- Support teaching and non-teaching staff in their roles as marketeers of the School
- Uphold and enforce School rules and work in co-operation with colleagues to promote the high standards of behaviour and concern for others
- Attend INSET sessions and other such meetings as may be necessary
- Be fully aware of and implement the School's policy on Safeguarding and Health and Safety
- Develop and maintain excellent working relationships with children, staff and parents
- Undertake any other duties, which the Head of Cothill Juniors, Head or Director of Marketing may reasonably request.

Duties

The following job description covers the principal tasks required of the Marketing Manager. It is not necessarily a complete list of everything required for the full professional discharge of duties. The duties outlined in this job description may be modified with your agreement, to reflect or anticipate changes in the job.

Person Specification

Essential Criteria

- Empathy with the ethos and aims of the independent school sector and of Cothill House in particular
- An understanding of the motivations, attitudes and aspirations of parents, children and other stakeholders in the community, interested in independent school education
- A sound knowledge of marketing practices and principles
- Proven expertise and interest in digital marketing
- A marketing qualification and/or experience
- Educated to degree level or equivalent
- Excellent communication and presentation skills, both verbal and written
- Strong attention to detail, particularly copywriting and proofreading
- The ability to work as part of a team and sometimes under pressure
- Exceptional people skills, self-motivation and the ability to relate quickly and easily with pupils, parents and staff
- A sense of initiative, creativity, a sense of humour and a calm and unflappable manner
- Excellent organisational skills
- The ability to build strong working relationships with teaching and support staff
- Willingness and availability to attend open days and events and work occasional evenings and weekends

Salary, Hours and Benefits

This is a part time role, 24 hours per week. The role is mainly term time only with 4 working weeks in the holidays. The post will attract a salary equivalent to a full time salary of between £33,000 and £38,000,



depending on experience (which would then be pro rata for the number of hours and weeks worked).

The post is school-based during term time.

Benefits

- Great colleagues and engaging pupils
- Freedom to make the most of one's strengths
- Ongoing professional development
- Spacious, modern classrooms, well supported by IT
- Large and well-stocked school library and cafe, with a World Championship snooker table!
- Vibrant music and arts
- Excellent in-house catering
- Superb sports fields and golf course, indoor swimming pool, climbing wall with a new Sports Hall opening in June 2023
- Extensive grounds and rural setting close to Oxford
- Generous paid holiday entitlement of 5.6 weeks (including bank holidays)

Conditions of Employment

Cothill House is committed to the safeguarding and welfare of the pupils in its care. All staff must adhere to the school's safeguarding policy. Offers are subject to references and 'Disclosure and Barring Services' enhanced checks. The school is fully committed to the principles of equal opportunity, diversity, and inclusion. Cothill House does not discriminate on the grounds of race, nationality or national or ethnic origins, religion or belief, sex, sexual orientation, pregnancy or maternity, marital or civil partnership status, gender reassignment, age, and disability. Applications are welcome from a diverse range of backgrounds.

How to apply

Applicants are asked to provide the Head of Juniors, Mr Tom Aubrey-Fletcher with a letter of application which should offer a personal insight into the skills and aspirations of the candidate. Letters should be sent to Rebecca Zaracaro, HR Advisor rzaracaro@prepschoolstrust.org. Applications will only be accepted from candidates completing the school's application form in full. This can be found on the school website.

The deadline for applications is Thursday 6th April 2023 at 9am.

Interview dates will be Tuesday 18th or Wednesday 19th April 2023.

