



**BURFORD  
SCHOOL**  
FOUNDED 1571



**JOB INFORMATION**

# **Marketing and Admin Assistant**

**APPLICATION DEADLINE: 12.00 pm Monday 10 February 2025**



## THE SCHOOL

*Burford School has been delivering an excellent education for over 450 years. Today, we continue to offer the best of education to day and boarding girls and boys, aged 11 to 18 years old.*

We know our students will need superb academic foundations to flourish in the future, and we support each one to reach for their very best. We consistently achieve outstanding examination results, well above national and Oxfordshire figures. We are proud that a high proportion of students go on to university, including Oxbridge; secure competitive apprenticeships at companies including BMW Group and JP Morgan; and enter dream careers in performing arts to forensic science or physiotherapy. In our Learning Zone, we tailor learning to enable all students to reach their full potential. While outside of the classroom, our renowned Burford Institute of Music and Athletic Foundation support them to excel.

To achieve the most from life, our students will also need character. From sport, music, conversational Chinese, chess, Young Enterprise, drama and the Duke of Edinburgh's Award, we offer over 35 activities and clubs, with every student encouraged to participate. Through these experiences and the many trips and enrichment opportunities we provide, our young people develop resilience, commitment, problem-solving and communication skills they can use long after they leave us.

With our history to guide us, we teach our students traditional values and the importance of respect. We prepare them to meet 21st-century challenges and equip them with the tools to build happy and successful lives. Sometimes, we know, young people need extra support. Our large and experienced Pastoral Team works tirelessly to ensure that all students have the foundations to thrive while at Burford School.



## Vision

We are fortunate to enjoy 40 acres of Cotswold countryside on site, and we make the most of our idyllic setting on the edge of the bustling historic market town of Burford.

We look forward to meeting you soon.

### Mr Albrighton

Headteacher of Burford School



Our ethos is to provide the **'best of education'** to our students, supporting them to achieve excellent academic results, while not compromising on their enrichment and care.

Our core values are:

### Respect

*Inclusive, Sustainable, Community-led*

We empower our students to respect one another and themselves.

### Participate

*Inspiring, Enriching, Diverse*

We encourage our students to participate in a broad range of opportunities, whatever their interests or skills.

### Reach

*Ambitious, Bespoke, Nurturing*

We support our students to reach to be the best versions of themselves.



## THE ROLE

- Salary:** Grade 5, points 5 – 7, £21,223 - £21,903 pro-rata (£24,790 - £25,584 FTE)
- Contract:** Permanent, term time plus five additional days, to be agreed
- Hours:** 37 per week
- Starting date:** March 2025
- Reporting to:** External Relations Manager

We are seeking a professional and enthusiastic Marketing Assistant to join our growing Marketing and External Relations team. This role will suit a recent graduate, or someone early in their marketing career who is eager to develop new skills and improve, with the aim of moving into a more senior role. Having an active interest in social media trends is essential, as we will want you to bring fresh ideas for different types of content.

The successful candidate will be creative and diligent, and will play an active part in maintaining the school's online presence and nurturing new avenues for raising brand awareness. You will need to be confident taking high-quality photographs, creating videos and developing marketing and advertising materials as required. Additionally, you will support with promoting events, including generating appropriate copy for journals etc. You will also assist the Receptionist in their duties.

A flexible approach regarding working pattern is essential to be able to support occasional evening/weekend events. You will work with a number of stakeholders in all areas of the school.



## Job description

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### Job Purpose

To support the External Relations Manager in delivering the annual marketing strategy. The Marketing Assistant role is a marketing and communications function, aimed at ensuring that Burford School's excellent reputation is maintained publicly and staff and students' achievements are celebrated widely.

### KEY RESPONSIBILITIES

- To assist with the school's press coverage, website and social network content and impact
- Assist with the design and production of all marketing content
- To ensure all content is accurate, up to date and consistent with the brand and values of the school

### KEY DUTIES

Work with the External Relations Manager to:

#### Advertising & Marketing

- Assist with designing and checking print advertising for campaigns run throughout the year
- Assist on research for new advertising placements
- Assist with refreshing marketing material and merchandising for the school
- Assist with the production of event invitations and other printed material related to an event
- Help with the organisation of school events in order to promote the school
- Photograph visitors and events at the school
- Assist with writing articles for local magazines
- Liaise with printers and designers on projects to include flyers, business cards, adverts, etc.
- Presenting the school ready for public events such as Open Day
- Assist in developing and maintaining links and relationships with local and national press
- Support and attend events (which may be outside of your normal working hours) as directed by the Headteacher (TOIL will be offered for such events)
- To provide administrative support for Business Breakfast events



## **Electronic and digital media**

- Maintain the school's website with news and information, calendar events, picture refreshes and galleries
- Co-ordinate production of a fortnightly newsletter, encouraging contributions from staff and students
- Maintain a prominent presence on all search engines, especially Google
- Nurture a social media presence - e.g. Facebook, Instagram, LinkedIn etc. as a key means of communication
- Manage the library of digital photography and coordinate the photographic needs of the school, ensuring the library bank of photographs is sufficient
- Assist with professional photographic shoots as required

## **General Administration**

- To provide professional and efficient administrative support as a member of the Admin Team
- Undertake routine administration such as, photocopying, registration, absence recording and parent contact
- Process day to day correspondence in an efficient manner, drafting responses where appropriate and ensuring that priorities are dealt with swiftly
- Ensure all visitors are aware of safeguarding procedures, security and safety issues, including evacuation procedures
- Provide hospitality / refreshments as necessary
- Ensure that the reception and adjacent areas are neat and tidy, free from clutter or hazards and present Burford School in a positive, professional light as the first point of contact at all times.
- To act as a First Aider as required, including providing lunch time cover in the medical room. Training will be provided
- Assist the Receptionist in their duties, to include signing in and briefing all parents, visitors and contractors to the School site
- Other relevant duties as reasonably requested. A flexible approach regarding working pattern is essential to be able to support occasional evening/weekend events.

## **General Responsibilities**

- Contribute to the overall ethos/work/aims of the school
- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person
- Be aware of and support difference and ensure equal opportunities for all
- Appreciate and support the role of other professionals
- Attend and participate in relevant meetings as required



## Person Specification

Criteria	Essential	Desirable
<b>Qualifications</b>	5 GCSEs including Mathematics and English (or equivalent)	
<b>Experience</b>	Administrative	Marketing Sales Working in Education
<b>Knowledge and Skills</b>	<p><b>Job Related</b></p> <ul style="list-style-type: none"> <li>• Excellent ICT skills e.g. confident and adept in use of Microsoft applications</li> <li>• Excellent written and verbal skills</li> <li>• Experience in Social Media</li> <li>• Eye for detail</li> <li>• Ability to proofread</li> <li>• Shows initiative</li> </ul> <p><b>Personal</b></p> <ul style="list-style-type: none"> <li>• Excellent organisational skills, including time management</li> <li>• Excellent proofreading skills and attention to detail</li> <li>• Reliable, dynamic, positive, resilient and enthusiastic</li> <li>• Ability to form good relationships</li> <li>• Ability to work well in a team</li> <li>• Versatile</li> <li>• A willingness to give generously of their time to support school events</li> <li>• Discreet</li> <li>• Good sense of humour</li> </ul>	Video editing e.g. Filmora Wordpress Mailchimp Writing skills Canva Sway





# Working at Burford

Burford is an oversubscribed school, situated in an area of outstanding natural beauty. It is an excellent school, with a superb environment for learning and priority given to teacher development. Our aim is to recruit colleagues who will be stimulated by the prospect of working hard to share in our success.

Visits to the school are warmly welcomed so you can see for yourself what makes Burford School such a special place to work – please contact Mrs Evans, HR Manager, to arrange this.

## **Additional Staff Benefits**

- Supportive continuous professional development and growth opportunities
- Health and wellbeing support including access to an employee assistance programme, free flu vaccinations and a subsidised Healthcare Plan
- Local Government pension scheme membership
- The school is located within a short walk of a picturesque Cotswold town

As we are a heavily oversubscribed school, children of staff have priority for admission to Burford School.

\* Please see relevant Admissions Policy on the school website.



# HOW TO APPLY

Applications should be made by way of the Burford School application form. We are happy to accept a CV that accompanies an application form but cannot accept a CV alone.

**If you are applying from outside the UK please contact us prior to applying.**

Please download job details and an application form from our TES page: <https://www.tes.com/jobs/vacancy/marketing-assistant-oxfordshire-2165150>

or

Contact Mrs S Evans, HR Manager, at the following email address:

**[s.evans@burford.oxon.sch.uk](mailto:s.evans@burford.oxon.sch.uk)**

Burford School is committed to safeguarding children and young people. All post holders in regulated activity are subject to appropriate vetting procedures and a satisfactory Disclosure and Barring Service Enhanced check.

As part of the vetting procedures, shortlisted candidates will be subject to an online search. This isn't part of the shortlisting process, and there will be a chance to address any issues of concern should it be necessary.

Application deadline: **Monday 10 February 2025 (12.00 pm)**

Interviews will be held week commencing **10 February 2025**



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[www.burford.oxon.sch.uk](http://www.burford.oxon.sch.uk)

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