



The Abbey School

The independent day school in Berkshire for girls aged 3 - 18

Head: Mrs Rachel S E Dent, BA (Hons); QTS

Marketing Officer – Media and Communications.

Background

The Abbey School is an independent day school for girls aged 3 to 18 years. Founded in 1887 the school enjoys an enviable reputation of academic excellence, a rich history, a caring pastoral environment and a wide breadth of extra-curricular activity for each individual. With exceptionally high ratings in the national league tables and a thriving International Baccalaureate diploma programme, The Abbey School is the only independent school in the Berkshire area to offer such outstanding opportunities to academically able girls. The girls themselves are motivated, enthusiastic and co-operative and there is a happy, purposeful atmosphere to the school.

The staff at The Abbey School form a strong and professional community of highly skilled, dedicated and enthusiastic people. The governors and management team are committed to supporting the continuing development of its staff and maintain a good working environment with the necessary policies and procedures in place to support this. We recruit only the highest calibre staff, who are enthusiastic and committed. In return we aim to provide opportunities for employees to reach their own full potential for their benefit and the benefit of the school as a whole

An energetic and fast-paced marketing department within a leading girls school looking for a creative and enthusiastic marketing officer. This is a great all-round role and the post holder will be expected to work with a range of communication, media, advertising, publication and public relations skills. The key areas of productivity are content creation and copywriting for digital and print platforms, event support, press releases, communications, advertising and the coordination of any crossover work within the External Relations department as per instructions from the Head of External Relations and the Senior Manager – Marketing and Development. In a rapidly changing world, particularly in marketing and communications, there will be variations in these duties and responsibilities over time.

General School Administration

- To assist in the production of key documents, circulars, programmes as directed by the post line-manager
- To maintain good communication with other members of the support team and External Relations department.

Kendrick Road, Reading, Berkshire RG1 5DZ

Tel: 0118 987 2256 Fax: 0118 987 1478 E-mail: schooloffice@theabbey.co.uk

www.theabbey.co.uk

Company Limited by Guarantee. Registered in England No 133676. Registered Charity No 309115

The Abbey School exists to educate academically able girls





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Accountability

- The Head has overall responsibility for all employees of The Abbey School and this is delegated to Heads of Department – this post falls under indirect report to the Head of External Relations
- This post holder reports directly to the Senior Manager - Marketing and Development and will work closely with the Manager – Alumnae Relations.

Specific Skills and Attributes

- Very good copy writing skills
- Good verbal and written communication skills
- Good understanding and appreciation of the key marketing principles
- Good understanding of the principles of public relations/communication
- Appreciation of the principles and practices of education marketing
- Developed and proficient writing skills
- Interpersonal skills and the ability to interact well with people at all levels and build relationships, especially with prospective families and other audiences such as feeder schools
- Good IT skills
- Strong desk research skills
- Good photography skills
- Some experience within a marketing, advertising and PR environment
- Some experience in writing for and overseeing publications, both real and virtual
- Some experience in negotiating good rates (e.g. print, media space)
- Good level of computer competence (Photoshop and MS Office including MS Word, MS Excel, MS Publisher)
- High level of professionalism and integrity
- Ability to respect confidentiality
- Ability and willingness to work enthusiastically as a member of a team, within prescribed guidelines and on own initiative
- Ability to organise and prioritise work, meet deadlines and work effectively under pressure
- An understanding of the priorities of an educational establishment.

Hours of Work

- The hours of work will be from 08.00 to 17.00, Monday to Friday with a total of one-hour unpaid refreshment breaks per day.
- This is a whole school role and a flexible attitude to working hours is essential as you will be required to work 'out of hours' from time to time.
- There will be a probationary period of six months.

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Holiday Entitlement

- 20 days of paid holiday entitlement per year. After each completed year of service, this increases by 1 day in the following September, up to a maximum of 25 days' holiday per year after 5 years of completed, continuous service.
- In addition, the 8 UK public holidays and also 4 concessionary days, to be awarded at the School's discretion (usually at Christmas).
- Holidays to be agreed beforehand with the Head of External Relations.

Salary and Benefits

- The salary offered is £25,000. Staff are paid monthly and in arrears.
- The School offers a non-contributory pension scheme worth 8.35% of salary, which all non-teaching staff are automatically enrolled onto from the start date of their employment.
- Lunch is provided
- Staff fee concession is available to employees' daughters who satisfy the entrance requirements and for whom there is a place available.
- Parking is normally available, but not guaranteed.

Health and Safety

It is a duty of employees:

- To be familiar with, and conform to, the School's Health and Safety Policy and procedures
- To take reasonable care of themselves and other persons who may be affected by their acts or omissions at work
- To co-operate with employers in order to ensure that employers' duties can be performed and complied with
- To report all accidents and damage immediately
- To report all observed hazards or dangerous occurrences immediately
- To neither intentionally, nor recklessly, interfere with any equipment provided.

Security

- All employees are required to remain vigilant on the school premises and to report any security issues to the Head of Finance and Resources immediately.

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Child Protection

- The Abbey School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
- This post may involve unsupervised contact with children and young people. The School therefore expects from the successful candidate the level and degree of adult leadership of children and young people expected in a School environment.
- The successful candidate should expect to undertake the Disclosure and Barring Service (DBS) clearance process.

Equal Opportunities

The Abbey School aims to promote equality of opportunity for all with the right mix of qualifications and abilities, talent, personal qualities, skills and potential. The Abbey School welcomes applications from candidates of diverse backgrounds and personal circumstances. A detailed Equal Opportunities policy is available on request.

Terms of Employment

Under current legislation, we are required to advise applicants that this appointment will be subject to a satisfactory Disclosure and Barring Service enhanced disclosure. Details of any criminal record (spent or unspent, due to exemption from the Rehabilitation of Offenders Act 1974) must be disclosed at interview. Only relevant convictions and other information will be taken into account so disclosure need not necessarily be a bar to obtaining a position at this School. For further information, contact the Disclosure and Barring Service on 0870 9090 811 or visit the Disclosure website at www.disclosuresdb.co.uk

For more information on our lively and well resourced school and for an application form, please visit the Vacancies Page on our website www.theabbey.co.uk.

To apply for this position, please complete an application form in full, including details of suitable referees as instructed, then send this with your full CV and covering letter by email to recruitment@theabbey.co.uk

Interviews will only be arranged following our receipt of a completed application form.

For enquires please contact recruitment@theabbey.co.uk

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