

School Secretary, Marketing and Social Media Assistant

School Secretary roles and responsibilities:

Purpose of the role:

To provide the Prep School staff with a comprehensive administrative and secretarial support service so that they can undertake their roles with maximum effectiveness.

Main Duties and Responsibilities

Communication & Administrative Services:

- Supporting the School's commitment to safeguarding children and promoting their welfare at a level appropriate to this role.
- Administering first aid and medicines to Prep School pupils.
- Being aware of and comply with all policies and procedures relating to health and safety, security, confidentiality and data protection, reporting all concerns to the appropriate person.
- Contributing positively to the overall ethos/work/aims of Thorngrove.
- Participating in training and undertake any performance development activities as required.
- Attending and participating in meetings and forums as required, both internally and externally.
- Being aware of and responsive to the changing needs of the school and maintain a flexible and pro-active approach to work.
- Providing administrative and secretarial support to the Deputy Heads.
- Daily recording of class registers, checking pupil absence and ensuring all absent pupils are accounted for.
- Recording absences in SchoolBase, and CPOMS where appropriate, and emailing staff in pupil absence.
- Reception duties and dealing with enquiries from visitors, staff, parents and pupils.
- General secretarial duties for the Prep School including preparing and emailing letters to parents, dealing with queries from parents.
- Supporting in the Whole School Calendar and preparation of the Week Ahead activities.
- Assisting in the production of the Prep School weekly newsletters
- Preparing template Curriculum Overviews each half term and sharing them with relevant stakeholders.
- Preparing and processing documents, reports and presentation materials, using appropriate software packages and ensuring that the quality of work produced is appropriate for its purpose and produced within required timescales.
- Planning and organising internal and external meetings/interviews as required by senior staff, ensuring that appropriate information, facilities and refreshments are provided, and making travel arrangements if necessary.
- As part of the administrative team, contributing to the smooth running of the school office, including providing cover for colleagues as required, and provide general administrative assistance to the Headmaster and other senior staff
- To work on the main reception desk on a Monday and Friday

Social Media and Marketing:

- The creation, scheduling and publishing of content across multiple social media platforms.
- Identifying key events, dates and achievements for promotion via our social media platforms, including Instagram, Twitter, Facebook, YouTube, LinkedIn and Flickr.
- Producing engaging posts and content for 'of the moment' stories/events, with a target of around 3-4 posts a week.
- Liaising with the school community to bring content to life. Build relationships across the school, working with all departments to execute social ideas and encourage staff to produce social content.
- The creation of detailed monthly social media content calendars.
- Employing community management and social listening across social media channels.
- Researching and identifying social strategies/trends, news and updates. Perform regular analysis of key competitors and industry leaders.
- Reviewing hashtag strategy to improve impact across our channels.
- Shooting and capturing content for social media, blogs and news stories.
- Optimising website content and landing pages on an ongoing basis.
- Assisting in the generation and repurposing of content for blogs, vlogs, podcasts and website news stories.
- Assisting in the development of lead generation opportunities for our Admission department
- Building a strong library of media assets that cover content.
- Attending marketing and admissions events and activities.
- Entering the school in annual school awards, working carefully on the content of the applications to maximise results.
- Any other marketing activities as required by the department.
- Previous experience required in producing content across a range of channels, particularly social media.
- Updating the school website as and when required.
- To be a confident, enthusiastic and creative individual.
- To be passionate about social media, content and brand development on platforms.
- To be a skilled social copywriter and to easily adapt to the school's visual branding, brand voice and brand tone.
- Exceptional written and communication skills with great attention to detail.
- Ability to work independently on your own projects or as part of a team.
- To be experienced in using cameras to capture content.
- Some knowledge of Canva and Photoshop and the creation and manipulation of digital video and image assets.

School Events and Public Occasions:

- To assist in the co-ordination and organisation of events.
- Assisting with the organisation of Parents' Evenings and Welcome Evenings.
- Assisting with the organisation of fundraising events in conjunction with the Friends of Thorngrove
- Organising and overseeing the running of the Prep School individual and sibling photograph day.
- Attending and ensuring the smooth running of particular key events, including School Open Days.

- Ensuring that visitors and callers to the school receive an efficient, professional, approachable and welcoming service, in line with the ethos of the school.
- Liaising with the School's Catering Manager and Facilities Manager for key school events.

General

Good interpersonal and organisational skills are essential. A confident, engaging, warm and hardworking, professional manner is key to this role, as is the ability to work well under pressure. A good understanding of independent education is also highly desirable. A friendly and warm telephone manner is essential, as well as a kind and reassuring manner with children. In addition to this, a good sense of humour and ability to work in a very busy school office is crucial. Above all, the ability to remain calm and have a consistent approach to life and work is necessary. The desire to become fully involved in the life of a busy co-educational day school is also essential. Experience with social media platforms and marketing activities required.

Working hours

The post is part-time. Mondays and Fridays 8am to 5pm are required, and 1.5 days in between, to be discussed with the candidate. The occasional Saturday morning is required for school open days and events. Holidays will be taken during the school holiday period (to come in line with the maintained sector holiday period). This will be approximately 12 weeks a year. This will allow the school office to remain open and operational for several days during Thorngrove school holidays. Out of these hours, the office staff take turns to check emails during the holiday period. The successful candidate will also be expected to work a couple of hours a week during school holidays (on a flexible basis) to allow the School to keep a presence on their social media platforms.

Remuneration

The salary for the post will depend on qualifications and experience. A free lunch is provided every day and there is ample parking on site. A workplace pension scheme is also provided.

Application Process

The closing date for applications is 12 noon on Friday 2nd June 2023.

In addition to the application form, applicants are asked to provide the Headmaster with a CV, a covering letter (no more than one side of A4) and a photograph.

Thorngrove is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. This post is subject to an enhanced disclosure from the DBS.

At the short list interview, the applicants will be interviewed by the Headmaster, as well as other members of the office team. Interviews are expected to take place between Wednesday 7th and Friday 9th June 2023.

For any questions or to discuss the role further, please email our team at recruitment@thorngroveschool.co.uk