



The  
**Birkenhead Park**  
School

*Job Vacancy*

# Marketing & Events Officer

Are you looking to use your marketing expertise and enthusiasm to raise the profile of a school that is on a journey of transformation?

We are looking for a proactive, ambitious and conscientious Marketing & Events Officer to run our day-to-day marketing activity to enhance the profile of the school, attract new students and engage the existing school community. This is a dynamic, fast-paced role that covers online and offline marketing activity, running events and managing the school's PR activity. The role could suit an experienced marketing professional looking for a part-time, term time position or a new marketing graduate who is creative and driven.

## ABOUT THE *Role*

The Birkenhead Park School is well underway on its journey of transformation and marketing is playing a key role in changing historic perceptions of the school. We have developed a strong visual brand identity and our ambitious marketing plans mean that we are always challenging ourselves to improve and make a difference. No two days are ever the same and we are looking for someone to be proactive and find innovative ways of promoting and sharing all the exciting opportunities that are available to students inside and outside the classroom.

Key responsibilities include:

- Social media – manage the school's social media platforms and drive engagement through interesting and timely content
- Website – keep content up to date and informative whilst being Ofsted compliant
- Events – plan and organise key school events e.g. open evening, awards afternoon
- News stories – write news stories to share online and if required, produce a press release. Collate into termly newsletter.
- Advertising – implement and manage social media advertising campaigns
- Design – produce/update simple artwork using InDesign e.g. web banners
- Email/direct mail campaigns – deliver personalised campaigns
- Photography – take photos/film as required and edit
- Internal communications – support the SLT with staff communications and events

Please note: The Birkenhead Park School is part of the Be PART Educational Trust and the school sources its central services such as Marketing, Finance and IT from the trust. You will be based in the school and your line manager is the Director of Marketing, Be PART Educational Trust, who is based at Birkenhead Sixth Form College.

**Role:** Marketing & Events Officer

**Reports To:** Director of Marketing,  
BePART Educational Trust

**Hours:** Term time only, 21 hours per week (occasional evening work plus 2 days in August for GCSE results)

**Salary:** Grade 6, SCP 11 - 13  
£10,667.30 - £11,098.20  
(FTE £21,166 - £22,021)

**Start Date:** September 2020



*Ambition* **AND EXCELLENCE FOR ALL**





## ABOUT *You*

Along with an understanding of the key principles of marketing, we are looking for a proactive, energetic and enthusiastic person who thrives in a fast-paced environment and enjoys the challenge of working with lots of different stakeholders. The successful candidate needs to be able to understand the school's strategic vision and reflect this in day to day marketing activity. Creativity, organisational ability, attention to detail, accuracy and the ability to meet tight deadlines are also key skills that are required to be effective in this role. We would also expect the role holder to demonstrate the school's values of Positivity, Ambition, Resilience and Thoughtfulness in everything they do.

## ABOUT *Us*

The School is part of the BePART Educational Trust which was set up by Birkenhead Sixth Form College, an Ofsted Outstanding post-16 specialist, awarded TES Sixth Form College of the Year 2018. The School and the College work together collaboratively to share and develop educational best practice and create an inspiring culture with opportunities for career development. The Birkenhead Park School aims to achieve "Ambition and Excellence for All" and we are committed to providing the best possible education for every student. The School is driven by the values of Positivity, Ambition, Resilience, and Thoughtfulness, and building character is seen as a fundamental priority in securing our students' future success.



In May 2017, Ofsted recognised the significant progress the School has made in its journey of transformation. This has been further confirmed by our 2019 Ofsted inspection:

- "Leaders' actions are having a positive effect on pupils' achievement in their GCSE examinations."
- "Leaders have designed curriculums to allow pupils to build on earlier learning"
- "Since the previous inspection, leaders have acted to improve the quality of education for pupils..." Ofsted, Nov 2019

[www.birkenheadparkschool.com/about/Ofsted-Report](http://www.birkenheadparkschool.com/about/Ofsted-Report)

In addition to the opportunities for career development offered through the BePART Educational Trust, we are the only school on the Wirral to be working in partnership with The Ambition Institute. This exciting initiative is focused on developing our staff through high quality bespoke training that will support career development and offer a progression pathway to expertise.

<b>Qualifications</b>	essential	desirable
Degree or equivalent		✓
A Level or equivalent	✓	
Marketing/design qualification	✓	
<b>Experience</b>	essential	desirable
Knowledge and/or experience of marketing	✓	
Experience of using social media in a professional capacity	✓	
Experience of managing website content	✓	
Experience of planning and organising events	✓	
Experience of using design packages such as Adobe Indesign and Photoshop		✓
Experience of copywriting and editing	✓	
Experience of Mail Chimp (or similar)		✓
<b>Knowledge / Skills / Abilities</b>	essential	desirable
Up to date knowledge and understanding of marketing practices, in particular digital	✓	
Ability to work flexibly as part of a team	✓	
Ability to respond flexibly and creatively to new challenges & opportunities	✓	
Ability to prioritise and meet deadlines	✓	
Able to use IT effectively, including word, excel, outlook etc.	✓	
Excellent written & verbal communication, interpersonal and organisation skills	✓	
Excellent attention to detail and accuracy	✓	
<b>To demonstrate a commitment to</b>	essential	desirable
The School values of Positivity, Ambition, Resilience and Thoughtfulness	✓	
Personal development and training	✓	
Safeguarding and promoting the welfare of students	✓	
Equality and diversity	✓	

### Any questions?

If you would like any further information or would like to arrange an informal phone conversation about the role, please email Sarah Crosbie, Director of Marketing [scr@bsfc.ac.uk](mailto:scr@bsfc.ac.uk)

## HOW TO Apply

Application packs are available from:  
[www.birkenheadparkschool.com/job-vacancies](http://www.birkenheadparkschool.com/job-vacancies)

Completed applications should be returned to the HR Department at the below address or by email to:  
[recruitment@birkenheadparkschool.com](mailto:recruitment@birkenheadparkschool.com)

The closing date for receipt of a completed application form is:

**12 noon, Friday 12th June 2020**