

September 2024

Dear Applicant,

Thank you for your interest in the post of **Communications and Marketing Manager**

The following documents will assist you in your application:

- Job Description and Person Specification
- Summary of Terms and Conditions for Support Staff
- Benefits summary
- Application and Monitoring Form

Godalming College is committed to equality of opportunity and to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. Therefore, candidates must complete a full College application form and are required to complete a self-declaration of their criminal record or information that would make them unsuitable to work with children. If you would like further details the College's Safer Recruitment, Data Protection and Safeguarding and Child Protection policies are all available on our website.

Completing and returning your application

Please complete the application form giving full details in each section as requested in order to demonstrate how you feel your skills and experience are suited to the role. This will enable the selection panel to assess each applicant's relative strengths in addressing the key responsibilities identified in the job description as well as against the criteria detailed in the person specification.

Please return your application form by e-mail as an attachment to hr@godalming.ac.uk

The closing date for receipt of applications is **Monday 7th October 2024 at 9am.**

Short-listing and interview arrangements

Since we may not be able to respond to all applicants, if you have not been contacted by **11th October 2024**, please assume that you have been unsuccessful. All applications are considered carefully and objectively against pre-determined criteria. Please feel free to contact HR if you would like to enquire about the progress of your application. **We plan to hold interviews the week commencing 14th October 2024 at the College and will notify short-listed candidates as soon as we can after the closing date.**

Thank you for your interest in the College. I hope you will find the information useful and look forward to receiving your application.

Yours sincerely,



Emma Young
Principal

Godalming College

Godalming College is one of the best performing sixth form colleges in the country and a great place to work and study. We are very proud of the achievements of all our students and have a strong track record of consistently high results. Value added scores are excellent and the College was rated Outstanding by Ofsted in our inspection in December 2019. It was noted in that inspection that:

'Leaders support staff very well. They take the well-being and workload of their staff into account when determining new processes and policies. Staff benefit from extensive investment in professional development opportunities, which helps them develop both their subject and classroom skills. Staff are highly positive about working at the College.'

More recently in our 2022 Staff survey, 96.8% of staff said they were proud to be a member of staff at the College and 96.2% of staff would recommend working at Godalming College. The following quotes are from members of our current team:

'It is a supportive, positive, happy environment, which is great for both students and staff.'
'As a member of staff I am given autonomy but always know that guidance, direction and support is available'
'Senior Leaders do care and do consider staff welfare more than any other school/college that I have worked at.'

The College currently employs around 250 teaching and support staff on both a full and part time basis.

The success of Godalming College is also about community with students from all walks of life enjoying a whole range of opportunities in a welcoming and friendly environment. Students enjoy a stimulating, lively and challenging learning and social experience; they are treated as adults by specialist and dedicated teaching and support staff in facilities that have seen major investment over many years.

The campus comprises of nine newer large buildings and our older main building, which was the original grammar school, built in the 1930's. Since the 2000s there has been a phased refurbishment and expansion of the College which included a new English and Modern Foreign Languages block, Media suite, netball and tennis courts and an 11 acre site for Rugby and Football pitches. We would invite you to take the virtual tour on our website to see for yourself the facilities of which we are so proud.

The College is within walking distance of Godalming town centre and the railway station, is easily accessible from the A3 and provides free car parking with EV charging stations for staff.

Full-time Support Staff working hours are 36.42 hours per week excluding a lunch break. Start and finish times will vary depending on the role or department and will be as agreed with your manager on commencement, however the main College hours are 8.45am to 4.15pm.

The College offers a minimum of 22 days holiday entitlement per year for full-time members of staff in addition to the closure period between Christmas and New Year and public/bank holidays. Part-time members of staff are entitled to a proportionate number of days. Those working term time only, 39 weeks of the year, are expected to take leave within the College holiday periods. The term dates are included in the Application pack for reference. Salary calculations are based on a formula which takes holiday entitlement into account.

Support Staff salaries are paid according to the Sixth Form College pay scale for Support Staff. The Academy Trust Board reviews salary scales against any nationally determined pay agreements on an annual basis, the changes being implemented from 1st September. Incremental progression is subject to satisfactory performance review. The current pay spine is included in this application pack as is an infographic of the additional benefits we offer.

All offers will be subject to the receipt of satisfactory references, enhanced DBS disclosure, medical clearance, right to work in the UK and proof of necessary qualifications. As the post is based in a Sixth Form College we have a responsibility to ensure that all staff are suitable to work in this environment and referees will be asked to confirm this.

Communications and Marketing Manager

The College is looking for a creative and dynamic leader to fulfil the role of Communications and Marketing Manager. This is an exciting new role, joining a successful and expanding team. Experience in similar roles is essential.

The role is a full time Support staff role working Monday to Friday, approximately 35 – 37.5 hours per week depending on what is agreed with the successful candidate. This is a term time role, with an additional 2 weeks (41 weeks a year). The successful candidate must be available to work from the day before A Level results day (usually the 3rd week of August). The additional time is also to partly cover the occasional early evening work that is required as part of this role.

Core college hours are 8.45am-4.15pm, but there is flexibility in specific working hours.

The Communication and Marketing Department

The Communications and Marketing department are a dynamic and collaborative group of expert individuals who have their own areas of responsibility but work together as a brilliant unit.

This team plays a pivotal role in shaping the College's image and ensuring effective communication with all stakeholder groups, both internally and externally.

The department responsibility covers, but is not limited to:

- All externally-facing marketing campaigns and materials
- Governance over all communications tools and channels including the website
- Management of communications strategy and execution
- All mass communications
- Content creation
- School liaison
- End to end admissions process and associated events
- Staff events
- Student events
- Student Union/Clubs
- Staff training
- Curriculum administration
- Frontline communications (reception)

This team works closely with all areas of the College, with both staff and students, and enjoy being closely tapped into College life.

Job Description

Job Title: Communications & Marketing Manager

Line Manager: Assistant Principal - Communications

Summary of Job

To lead College communications and marketing activity, supporting the AP in executing the Communications Strategy. To create and manage the overall communications calendar covering all college channels, touchpoints and audiences. To lead the execution of all college communications including parent/student comms, internal comms, social channels and external marketing materials. To work closely with the digital team in maintaining and evolving communications tools. To act as a brand guardian of the College, protecting and maintaining the core brand identity. To line manage the College receptionist and administrators.

Responsibilities

To lead and manage College communications and marketing activities including:

Communications

- To support the Assistant Principal, Communications in developing and implementing the communications strategy
- To produce and manage an annual communications plan and corresponding communications calendar incorporating all College channels, touchpoints and audiences. This should include all owned channels, and paid media where appropriate
- To be the primary contact for all student and parent communications distributed by the College
- To support the Assistant Principal, Communications in ensuring internal communications are optimized and constantly seeking ways to improve
- To implement a process for gathering regular feedback from staff, students and parents on College communications, and make recommendations for improvement to SLT
- To work with the Digital and IT team to monitor and update the communications tools (portals) in relation to feedback
- Work with the Admissions Manager and Digital Marketing Officer to develop a comms plan specifically targeted at prospective students

Marketing

- To work with the Digital Marketing Officer to develop a social media strategy, with a view to growing our channels and defining key roles per platform
- To create bespoke content for our social channels, and support in development of content for our website and wider marketing materials. Maintain an asset bank of photography, videography and other content for future use
- To keep records and regularly audit Departmental activity on social media
- To work with the digital marketing officer to set up, test and report on campaigns across social media and extend reach to potential students, influencers and stakeholders
- To build strong relationships across the college in order to keep updated on news, stories, events etc. with which to populate the social calendar, website and news bulletins
- To work with the wider Marketing, Admissions and Events team to create marketing materials in support of key college dates/events e.g. Open Days, Careers Fairs, School Liaison.
- To be the logistics lead for Open Evenings which run twice per year.
- To work with the Student Union on a community outreach programme in order to build positive sentiment, and provide good news stories

- To measure the effectiveness of marketing activity, working with Digital Marketing Officer.
- To take a key role in promoting and protecting the College's visual and written identity, ensuring it is reflected consistently across all channels, touchpoints and communications across the College
- To liaise with external providers (e.g. printers, design agencies) to ensure value for money in contracts, working with AP

Admin

- To line manage the College Receptionists and Communications Administrators, and ensure they are always fully briefed on outgoing communications to support their frontline communications
- To ensure that the administration of the College works efficiently for the maximum benefit to students, staff and parents as well as other stakeholders
- To support the Comms Administrators in adoption and execution of the Comms Strategy.
- To manage the admin budget with oversight of the Assistant Principal, Communications

Additional Responsibilities:

- To support the wider team when required e.g. reviewing application forms
- To occasionally attend key events out of hours e.g. Open Evenings, Concerts, performances etc.
- To be willing to work on occasional evenings to assist with College/School Liaison events
- To be available to work in A Level and GCSE results weeks to deliver results comms activity
- To actively seek to maintain and extend expertise in appropriate areas and pursue relevant training
- To demonstrate an awareness and commitment to safeguarding, equality diversity and inclusion, health and safety and data protection, in line with College policies
- To do other tasks as reasonably requested by the Principal from time to time

This job description may be varied according to the needs of the College from time to time.

Last review date: September 2024

Review carried out by: Principal and Assistant Principal Communications

Person Specification

The successful candidate will have the following essential qualifications, experiences, skills and qualities:

Experience

- Possess a degree or equivalent qualification
- Experience working in communications and/or marketing roles
- Strong understanding of the core principles of communications and marketing
- Strong understanding of social media
- Ability to create content for multi-channel use
- Experience of working with external companies/agencies (managing third party relationships)
- Experience of line managing
- Experience of working effectively as a part of a team
- Experience of building strong relationships with internal and external stakeholders and managing their needs.
- Experience of capturing and executing 'customer' feedback (in this case students/staff/parents)
- Experience of producing and managing a budget
- Excellent IT skills including Microsoft 365 and experience using creative tools eg Canva

Personal Skills

- Excellent communication and interpersonal skills
- Enthusiasm, energy and flexibility
- Understanding and empathy with the pressures that students and staff operate under
- Well organised, able to prioritise and delegate effectively
- Committed to high standards with strong attention to detail
- Collaborative working/understanding and building relationships
- Ability to be forward-thinking and creative
- Proactive, self-starting and able to manage own time
- Flexible and adaptable – willing to learn and move with new technologies
- Regularly demonstrates initiative and continuous desire to improve

Desirable

- Marketing accreditation
- Design capabilities (including use of appropriate design programs)
- Copywriting experience
- Have previous experience of working in a school, college, educational environment

Staff Benefits:

Health & Wellbeing



College Gym

The College has a high specification gym based in our sports centre, staffed by a certified Personal Trainer, which is available for staff use.



Free Flu jabs

Staff are invited to have a free yearly flu jab by a visiting Pharmacist organised by our onsite Health and Wellbeing Co-ordinator who is also able to support staff with health and wellbeing advice and support.



Employee Assistance Programme

The College provides an Employee Assistance Programme (EAP) to all staff which is available 24 hours a day, 365 days year. This offers in the moment support and counselling for home-life and work related issues as well financial and legal support, specialist information and signposting services.



Canteen

The College employs its own team of in house caterers who provide delicious and inexpensive hot and cold food across a number of outlets, including a Starbucks and a Costa with a weekly menu of favourites and staff pre-ordering service available.



Training and Development

The College invests heavily in staff training and development and has a designated Staff Development and Wellbeing Lead who supports induction, identifies and addresses staff training needs and is responsible for social activities across the College.

Financial



Pensions

Eligible employees will be automatically enrolled in the Teacher's Pension Scheme (Teachers only) or the Local Government Pension Scheme (Support Staff only) unless they choose to opt out. These are well funded schemes with generous Employer contributions. Full details can be found on the relevant websites.*



Car parking

There is free on site parking for staff.



Cycle to Work scheme

The College is partnered with Cyclescheme.co.uk and staff have the opportunity to purchase a tax-free bike including electric bikes with a generous £3,000 upper limit.

Godalming College Support Staff Payscale March 2024

Additional Surrey Allowance on all points of £1222 per year

Scale 1	18	21725
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Scale 2	19	21874
	20	22312

Scale 3	21	22735
	22	23175
	23	23640
	24	24464
	25	25299

Scale 4	25	25299
	26	26123
	27	26950
	28	27774

Scale 5	29	28574
	30	29374
	31	30317
	32	31251

Scale 6	33	32291
	34	33357
	35	34424
	36	35486

Senior Officer	37	36454
	38	37422
	39	38391
	40	39362
	41	40328

Management 1	42	41298
	43	42265
	44	43332
	45	44398
	46	45460

Management 2	47	46525
	48	47691
	49	48755
	50	49913
	51	51077

Management 3	52	52238
	53	53401
	54	54568

Management 4	55	55757
	56	56973
	57	58220
	58	59494
	59	60793
	60	62123

Management 5	61	63481
	62	64868
	63	66286
	64	67735
	65	69217

Support Staff Salary Calculations

Salaries for term time only staff are calculated using a denominator of 1659 which is the nominal full time equivalent annual hours taking into account holiday entitlements.

Full time working hours are 36.42 per week.

To calculate pro-rata payments

Hours x weeks x annual salary divided by 1659

Example: point 20 = £22,312 + £1,222 = £23,534

36.42 hours per week x 39 weeks per year = 1420

1420 x £23,534 divided by 1659 = £20,143.62 pa = £1,678.63 gross per month paid for 12 months

Hourly rate calculation

Full time annual salary / 365 x 7 /

36.42

updated 01/03/2024