



SHERBORNE

Sherborne School is a boys' independent school situated in the shadow of Sherborne Abbey. Founded by Royal Charter in 1550, the School has roots going back to the origins of the See of Sherborne in 705. There are eight boarding Houses accommodating a total of about 600 boys (aged 13-18).

The School is an extraordinary community with a rich heritage and ambitious outlook. The students are talented, engaged and interesting, and staff are likewise.

JOB DESCRIPTION

Sherborne School Recruitment and Selection Policy Statement

Sherborne School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants for this post must be willing to undergo child protection screening, including reference checks with previous employers and a criminal record check with the DBS.

<i>Job Title:</i>	Engagement Officer – part time, term time only
<i>Location:</i>	The Admissions Office, Abbot's Acre, Sherborne School
<i>Line Manager:</i>	Director of Admissions
<i>Day to day reporting to:</i>	Director of Admissions
<i>Hours of Work:</i>	22.5 hours per week, term time only (34 weeks per annum). To be worked over three days each week; hours 9am to 5pm with 30 mins lunch. Due to the demands of this role, there will be an expectation to work some evenings and weekends and for flexibility in the hours to meet the demands of this post for which time in lieu will be given. There is an opportunity for this role to develop potentially to full time when COVID-19 restrictions are lifted and meetings, visits and in-person visits resume. There may also be a requirement to travel within the UK from time to time.

<i>Holidays:</i>	The post holder will be required to work 34 weeks of the year during term time, as per the working week calendar provided by the Director of Admissions. The remaining Sherborne School annual holidays can be taken as holiday. Holiday cannot be taken during School term time. You will be required to work on any Public Holidays during term time when the School is working, for which you will be given a day off in lieu.
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- Salary:** £13,500 to £15,750 per annum ACTUAL (FTE £30,000 to £35,000) depending on skills and experience. The salary includes payment for working 34 weeks plus 5 weeks paid holiday.
- Probationary Period:** In accordance with School policy, this appointment will be subject to a six-month probationary period.
- Medical Fitness:** The offer of appointment will be conditional upon the provision of a self-declaration of physical and mental fitness to discharge the responsibilities of the role.
- DBS Disclosure (Police Check)/References:** As Sherborne School is registered to ask 'exempted questions' under the Rehabilitation of Offenders Act 1974, successful applicants will be subject to a criminal record check from the Disclosure and Barring Service before the appointment is confirmed. This will include details of cautions, reprimands or final warnings; further details are available upon request. This post is also subject to receipt of two satisfactory written references, one of which must be your current/last employer.
- Post-holder's Responsibility:** You share with all staff the responsibility to promote and safeguard the welfare of children and young people for whom you are responsible, or with whom you come into contact. In doing so, you are expected at all times to adhere to and ensure compliance with the School's Safeguarding (Child Protection) Policy. If you become aware of any actual or potential risks to the safety or welfare of children in the School, you must report any concerns to the School's Designated Safeguarding Lead (Child Protection Officers).

Principal Role

As an integral member of the External Relations team, this role will be pivotal in continuing to drive forward Sherborne's Admissions and Marketing strategy. The core purpose of the role is to deliver a sector-leading engagement and outreach service to Sherborne's feeder schools and partners, at home and longer term, overseas. The Engagement Officer will co-ordinate the School's Prep School Engagement Strategy, establishing and nurturing strong relationships through a series of events, activities and communications, both virtually and in person.

This dynamic and varied role would be ideal for someone with a background in Marketing and a track record in relationship management and engagement with partners/stakeholders. The post-holder will be working with multiple stakeholders, both internally and externally so excellent interpersonal and communication skills are a must, as well as a flexible approach to the role.

The Engagement Officer role would suit someone brimming with ideas, who has the experience to hit the ground running and is able to drive activity forward using their own initiative. The landscape for Prep School engagement is ever evolving, and now, in particular, is an exciting time for the right candidate to make their mark through capitalising on the increased virtual engagement opportunities.

Core Responsibilities

Events

Manage a Prep School event management plan; co-ordinating existing activity and using data and insight from the Feeder School strategy to introduce new activity, both externally and internally to nurture and develop relationships within this influential segment.

External Feeder Prep School Events

- Representing Sherborne School at Prep School fairs events off and online, ensuring all exchanges are reflective of key messages and on-brand
- Executing the engagement plan to deliver bespoke outreach events and activity at target Feeder Schools off and online
- Working with internal stakeholders, including Heads of Department to resource and deliver outreach events and activity off and online
- Monitoring and researching competitor outreach programmes, highlighting new initiatives, conducting gap analysis and escalating risk/s
- Planning, communicating and delivering new events for target Feeder Schools and partners
- With the Director of Admissions, researching, planning and executing off site Sherborne events for Feeder School Heads to attend across the UK
- Developing and maintaining a log of all staff visits to Feeder Schools and Feeder School Head visits to Sherborne School

Internal Feeder Prep School and Admissions Events

Alongside the Admissions Officer to work on:

- Researching and managing external event agencies (when relevant) to delivery specific event elements
- Leading on the continual improvement of internal events and activity, working with the internal Events Manager to brief and manage relevant stakeholders to deliver support event elements
- Consulting with the Head of Marketing to ensure that all exchanges are reflective of key messages and on brand

Joint Events with Sherborne Girls School

- As part of our strategic partnership with Sherborne Girls (SG), identifying and implementing joint events (new and existing) for Feeder School Heads and prospective families to promote our separate yet together market positioning both in the UK and overseas.
- Working closely with the Head of Marketing, identifying and executing opportunities to collaborate more effectively with SG's events cycle

Communications

- Acting as the conduit for all Prep School communications, ensuring messaging is consistent and relevant at all times
- Working closely with the Head of Marketing to:
 - Create and distribute personalised communications to Prep School Feeder Heads, prospective parents and their sons

- Prepare any marketing collateral required in support of the event programme. Including: literature, signage and merchandise
- Maximise engagement on digital communications channels pre and post events when relevant

International Events and Recruitment

- To work with the Director of Admissions on the planning and organisation of international events, including the booking of accommodation and flights, liaising with overseas agents and schools.
- To coordinate overseas events with SG where applicable and ensuring that the appropriate level of marketing is carried out for these events
- Organisation of familiarisation trips or agent visits to Sherborne School and coordinating these with SG, SI and Sherborne Prep School

This list is not exhaustive and the successful candidate may be required to carry out other duties as instructed by the Director of Admissions

Training Requirement for Administrative Staff – this list is not exhaustive and the post holder may be required to undertake other training as required by the School

Training	To be completed by	Frequency of training
Safeguarding (Child Protection) and Prevent Training	Before employment commences	Every year
Emergency First Aid Training (if required within the Department)	Within the first term of employment	Every 3 years but offered annually
Fire Awareness	Within the first term of employment	Every 3 years
Manual Handling	Within the first term of employment	Every 3 years
Display Screen Equipment (DSE) User	Within the first term of employment	Every 3 years
Induction training with Line Manager	Within the first 3 months of employment	
ECDL & iSAMS training	iSAMS training will be covered as part of induction. There is a requirement for anyone working with computer systems to be qualified to ECDL level 2. This training will be given in post if the post holder does not already have it.	

Skills, Experience & Personal attributes required

Essential:

- Track record in Marketing and/or demonstrable experience in developing, implementing and evaluating engagement strategies and action plans
- Demonstrable project management skills
- Strong administrative and organisation skills, with meticulous attention to detail
- Excellent interpersonal and communication skills; ability to influence and persuade others
- A confident and approachable individual with proven ability to work with different stakeholders such as prospective parents, feeder school Heads, members of staff at the School and other representatives from partner Schools.
- Highly professional with a genuine enthusiasm and interest in education.
- A self-starter with a positive 'can-do' attitude who has the ability to drive their area of work forward independently
- Commercially orientated, with a strong business acumen
- Flexibility to meet the demands of the role
- Driving Licence holder

Desirable:

- A university degree in a relevant subject or equivalent professional qualification
- Knowledge and understanding of the independent school sector, including a working knowledge of the stakeholder mix
- Previous event management experience and/or experience overseeing a programme of events

TERMS AND CONDITIONS

Sports Centre Membership: Reduced membership of the Sherborne School Sports Centre (including swimming pool, gym and classes) is available for all employees, subject to facilities being open.

Non-Smoking Policy: It is the policy of Sherborne School (encompassing Sherborne International, Sherborne School Leisure and Sherborne School Trading) that all our workplaces are smoke free, and all employees have a right to work in a smoke free environment. Smoking is prohibited in all areas of the School, both internal and external; this includes company vehicles. This policy applies to all employees, contractors and visitors.

Pension: The post-holder will be able to join the Sherborne School Support Staff Pension Scheme on the first day of the month after completion of two months' service. Where eligible the post-holder will be auto-enrolled into the Pension Scheme as per current legislation; further details may be obtained from the Head of HR (Bursary).

Method of Application

Please complete and return the attached Sherborne School Support Staff Application Form. Please do not send in a curriculum vitae (applications received that have sections crossed through marked 'see attached cv' will be returned).

In the event of any queries please contact: *Mrs Samantha Belgeonne - Recruitment Manager
Sherborne School
Abbey Road
Sherborne
Dorset
DT9 3LF
Tel: 01935 810502
Email: hr@sherborne.org*

Closing date for applications: **9am on Monday 18 January 2021**

First round (remote) interviews to take place: On 25 or 27 January 2021

Second round interviews to take place: Shortly thereafter

PLEASE INDICATE ON YOUR APPLICATION FORM ANY DATES YOU ARE UNAVAILABLE TO ATTEND INTERVIEW.

Anticipated Start Date: **February 2021**