



Marketing and Design Assistant

required for March 2018 or as soon after as possible

St George's School

St George's is an independent boarding and day school with approximately 300 pupils aged from 11-18 years about 45% of whom are boarders and with a Sixth Form of approximately 80 students. The school operates as an Educational Trust administered by a Board of Governors, is a member of the Girls' Schools Association (GSA) and is ISC accredited.

The School is approximately 25 miles west of central London, on a beautiful, leafy 30 acre site, within walking distance of Ascot High Street. We are close to Windsor, Eton and Bracknell and equidistant from the M3 and M4 motorways. Ascot High Street can be reached on foot in five minutes while Ascot Railway Station is less than a mile away.

We are a welcoming school with a warm sense of community and visitors often comment on the perceptible supportive and cheerful atmosphere. We believe that a happy and successful school is one where all pupils have the opportunities to develop their strengths. The richness of opportunities within and outside the classroom are fundamental elements of the St George's experience and this allows the girls to foster the confidence, independence and academic curiosity that lead to success. Our academic results are impressive, with the 'value-added' in public examinations a real strength. We understand how girls learn effectively and we regularly add at least one grade higher at GCSE and A Level than baseline testing would suggest.

Job Description.

St George's wishes to appoint a Marketing and Design Assistant to assist in promoting the school locally, regionally, nationally and internationally. The successful candidate requires knowledge of print, digital and social media and will play a key role in assisting and supporting the Admissions and Marketing Manager.

Key responsibilities (not in order of priority):-

- Providing support (including research, planning, administrative help and front of house at school events) to the Admissions and Marketing Department and the St George's Parent Association.
- Taking responsibility for the gathering of information, writing and designing of a full range of publications (print and digital) created by the school including newsletters, booklet, leaflets and display material.
- Updating the school's website and monitoring its success; reporting activity when required.
- Writing, supplying and following up press stories and editorials and building an up-to-date media database. Maintaining an up-to-date record of all press releases and cuttings and preparing reports when required.
- Developing and managing the school's use of social networking technology.
- Updating the School information screen on a daily basis.
- Undertaking mailings both on and offline.
- Taking general enquiries on advertising, educational directories, local and national press opportunities. Designing advertisements, monitoring the advertising schedule and liaising with feeder schools regarding advertising opportunities.
- Controlling the production and distribution of promotional material within agreed budget limits.
- Attending Schools' Fairs as required both locally and nationally.
- Promoting, supporting and attending Open Mornings and other promotional events, such as "Education Days" and "Admission Days".
- Conducting, editing and arranging photo and video shoots. Choosing, sizing, tagging and uploading of relevant photography and video.
- Providing cover for colleagues across the Department when necessary.
- Taking ownership of tasks and projects and be accountable for their successful implementation and results.
- All other tasks as reasonably requested by the Admissions and Marketing Manager.

Person Specification – Skills, Experience and Qualifications

- Qualified to at least A-Level with a good command of the English Language, with GCSE English essential and English A-Level desirable.
- Excellent demonstrable interpersonal and networking skills.
- Marketing experience with strong administrative skills.
- An ability to manage time effectively, use own initiative and work to tight deadlines to achieve objectives and targets; strong organisation skills and good attention to detail.

- Strong ICT skills, specifically with a basic working knowledge and understanding of website management and Microsoft Office; knowledge of publication and design programmes including and AdobeInDesign, Photoshop, Illustrator and Survey Monkey / Mail Chimp.
- A willingness to learn new skills and practices to improve the performance of the Department.
- An ability to work as part of a team but also to work autonomously with high expectations of what can be achieved.
- A commitment to the protection of children and young people, with a willingness to work within the School's Child Protection Guidance and follow the relevant organisational procedures.
- An existing familiarity or knowledge of publishing and design.

Terms of Service

1. Start Date: As soon as possible.

2. Normal Hours of Work: The normal hours of work are 0830 – 1700, Monday to Friday with one hour unpaid break for lunch. There will be a requirement to work occasional evenings or weekends for School events.

3. Remuneration: A competitive salary will be offered to the successful candidate, dependent on experience.

4. Probationary and Notice Periods: The first twelve months of employment will be a Probationary period. During this period, performance and conduct will be monitored. The School may extend the probationary period at its discretion. In the probationary period, the notice required to terminate the employment will be two weeks, increasing to one month by either side on the successful completion of the probationary period.

5. Pension: The successful candidate will be auto-enrolled into the School pension scheme.

6. Holiday entitlement: The successful candidate will be entitled to the statutory holiday entitlement of 5.6 weeks (to include Public and Bank Holidays). One week of the entitlement must be used to cover the Christmas shutdown period.

Disclosure and other Pre-Employment Checks

St George's School is committed to safeguarding the welfare of children at the School. Therefore, this appointment will be subject to a successful disclosure check from the Disclosure and Barring Service. This will give details of all spent and unspent convictions and

other recordable matters. A policy on the recruitment of ex-offenders is available, if required, from the School Office. The supplied references will be taken up and the School may approach previous employers for information to verify particular experience or qualifications. The successful candidate will need to complete a medical questionnaire.

Applications

Letters of application together with the completed application form must reach the School by 4.00pm on **Friday 9 February 2018** and be sent to:

Mrs T Barber, Resources Officer, St George's School, Wells Lane, Ascot, Berkshire, SL5 7DZ;
tbarber@stgeorges-ascot.org.uk