



BROMSGROVE WINTERFOLD

APPLICANT INFORMATION FOR THE POST OF

MARKETING ASSISTANT

Based at Winterfold School

APPLICANT INFORMATION FOR THE POST OF MARKETING ASSISTANT (based at Winterfold School)

Full time, term time only



BROMSGROVE SCHOOL MISSION STATEMENT

FLAIR : DISCIPLINE : ACADEMIC RIGOUR

Bromsgrove School aims to produce happy, creative, moral citizens who live motivated, fulfilled lives while enriching the lives of others.

It seeks to achieve this through an enlightened, disciplined and broad education that responds to global change while retaining core values.

The Core Values Bromsgrove seeks to foster in its pupils are: Humility and Confidence; Compassion and Ambition; Respect and Curiosity; Tolerance and Vision

AN OVERVIEW

Bromsgrove is one of the UK's largest, busiest and most successful independent schools. The Senior section has 1090 students, with another 720 students in Preparatory and Pre-Preparatory year groups. The Bromsgrove family of Schools includes Winterfold House School, which is situated 6 miles from the main Senior School campus and caters for 330 children aged 0 - 13.

WINTERFOLD SCHOOL MARKETING ASSISTANT

We seek to appoint a Marketing Assistant to work primarily at Winterfold School but also across the whole family of Bromsgrove School Schools. You will help promote Winterfold School and the holiday time Day Camps and International Summer School held at Bromsgrove School to current and prospective parents and students, prospective staff, feeder schools, educational agents, the local community and the wider public both nationally and internationally. This is an exciting opportunity for a Marketing professional to join a busy and thriving department at the heart of the School community.

We are looking for a team player with a positive, cheerful attitude and a willingness to become involved in the life of the School. Ideally we aim to appoint an individual with a strong working knowledge of the complete marketing mix from traditional PR through to social media. Candidates should have a track record of delivering successful marketing and PR campaigns and experience in an educational setting would be advantageous but is not essential.

The successful applicant will report to the Marketing Manager (based at Bromsgrove Senior School) and will support the whole-school Marketing team in all aspects of promoting and advertising Winterfold House School including advertising, generating press stories, updating social media platforms and the website. He/she will work alongside, and closely with the Admissions Manager. Additionally the successful candidate will be responsible for promoting Bromsgrove School's Day Holiday Camps and International Summer School.

The ideal candidate will have a good standard of general education and a high level of written and oral communication with a high level of attention to detail. Proficient use of Microsoft programmes is expected, including Word, Outlook and Excel, the ability to use desktop publishing software such as the Adobe Creative Suite including Indesign and Photoshop would be advantageous.

This is a full time, term-time only post and given that the range of tasks is wide and varies throughout the school year, a flexible approach to work is required. The post holder will be expected to work such hours as are reasonably necessary in order to fulfil the duties in a professional manner including attendance at some events such as Open mornings, sports events, concerts and drama performances that take place outside of usual working hours.



THE ROLE

Title:	Marketing Assistant
Hours of Work:	37.5 hours per week, term time only
Salary:	£11.50 per hour
Line Manager:	Assistant Head
Holiday	Paid entitlement is 6.4 weeks
Sick Pay:	During the probationary period Nil During the first year, two weeks of full pay During second year, six weeks of full pay During years 3-5, eight weeks of full pay During years 6-10, ten weeks of full pay During year 11 and thereafter 12 weeks of full pay
Pension Scheme:	A contributory pension scheme is available up to 7%.
Other Benefits:	Free lunch provided daily, free car parking

SKILLS AND REQUIREMENTS

Essential

- Accuracy and thorough attention to detail, as well as first-rate organisational skills
- Good working knowledge of Microsoft Office programmes
- Previous experience in a Marketing role
- Experience of working on CMS based websites and WordPress or equivalent; particularly, adding and updating pages, writing content to maximise SEO
- An ability to communicate effectively both orally and in writing
- Strong people skills (all ages)
- A keen awareness of branding, image and style

Desirable but not essential:

- Experience of using web analytics tools, such as Google Analytics
- Experience using digital advertising platforms such as Google Ads
- Photographic skills and an interest in photography
- Knowledge of the Adobe Creative suite, particularly Adobe Photoshop and InDesign

KEY DUTIES

- To support the whole-school marketing team in maintaining the Winterfold website, ensuring information is always up to date, writing news stories and producing content to maximise SEO
- To assist the Marketing team in monitoring conversion rates, to analyse and improve user journeys and assess the effectiveness of digital marketing campaigns
- To assist in managing the school's extensive image and video library, including the acquisition of new photography and video across all areas of the school.
- To help maintain the Schools' social media accounts, including Facebook, Twitter, Instagram and assisting the Social Media Manager in growing these platforms
- To assist with the production of School literature including Admissions Information, Open Day programmes, Newsletters, Holiday Club and Summer School brochures etc
- To ensure that brand consistency is maintained throughout all marketing activity in ethos, style and content
- To keep up to date with what is taking place in all sections of Winterfold School and to proactively source and identify news stories and write and distribute effective and engaging press releases.
- To liaise with local media to increase awareness of Winterfold School
- To take photographs of School events, performances, sports teams, and news related events.
- To identify advertising opportunities both in the local press and in the school's catchment area
- To act as editor for the twice yearly News Review and other occasional printed publications.
- To assist the Admission Manager with Open Events, supplying her with promotional materials and providing additional support during busy times.

This job description is not necessarily a comprehensive definition of the role and the Marketing Assistant may be directed to undertake other such tasks or duties, which may reasonably be given to them by the Assistant Head from time to time. It may be subject to modification or amendment after consultation with the post holder.

HOW TO APPLY

Please complete the online application form. The closing date is 11th December.

We will interview strong applicants as soon as possible after receipt of application.

For more information regarding the post, please contact Miss Rachel Scannell, Assistant Head, by email: rscannell@bromsgrove-school.co.uk

The School is committed to safeguarding and promoting the welfare of children and young people. Applicants must be willing to undergo child protection screening including checks with past employers and the DBS.