



SHERBORNE



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PREPARATORY SCHOOL



Sherborne Prep School is a vibrant independent school which celebrates childhood through a broad and stimulating curriculum. The school prides itself on nurturing happy, enthusiastic and independent children and seeks to instil six core (Dragon) values: kindness, perseverance, awareness, generosity, honesty and independence.

Sherborne Prep School merged with Sherborne School on 1 April 2021 to become part of the Sherborne Schools Group, which also includes Sherborne International.

Sherborne School is a boys' independent boarding 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 containing around 600 boys (aged 13-18).

JOB DESCRIPTION

Job Title:	MARKETING OFFICER
Location:	Registrar's Office, Sherborne Prep School
Line Manager:	Head of Marketing (Sherborne Group)
Day to day reporting to:	Head of Marketing (Sherborne Group)
Hours of Work:	This is a full-time, all year-round post. 37.5 hours per week. Hours of work are likely to be 9.00am – 5.00pm Monday to Friday less 30 minutes for lunch, but flexibility in hours will be required on occasion to meet the demands of the post in particular to support evening and weekend events.
Salary:	£20,000 to £25,000 per annum depending on skills, qualifications and experience. Salary paid monthly in arrears direct into nominated bank account.

Marketing Officer (Sherborne Prep)
June 2021

Holidays: 5 weeks holiday per year plus Bank Holidays. Attendance will be required on Bank Holidays that fall during term time, for which time off in lieu will be given. Holiday only to be taken following prior authorisation from the Head of Marketing, taking account of the School's busy periods.

Medical Fitness: Any offer of appointment will be conditional upon the provision of a self-declaration of physical and mental fitness to carry out the responsibilities of the role.

References/Police

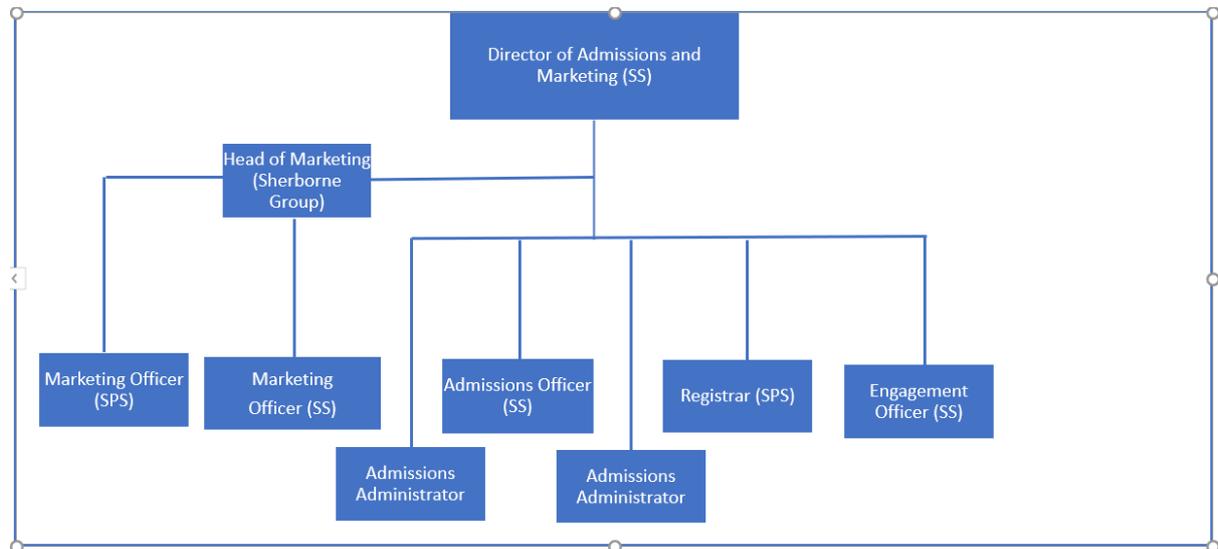
Check: As Sherborne School is registered to ask 'exempted questions' under the Rehabilitation of Offenders Act 1974, successful applicants will be subject to receipt of a satisfactory criminal record check from the Disclosure and Barring Service (a "Disclosure") before the appointment is confirmed. This will include details of cautions, reprimands or final warnings. This post is also subject to receipt of two satisfactory written references, one of which must be your last employer.

**Post-holder's
Responsibility:**

You share with all School 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 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 Officer).

Introduction: The Marketing Officer at Sherborne Prep, whilst working at and on behalf of Sherborne Prep School, forms part of the External Relations Department of the Sherborne Schools Group. Sherborne Prep School merged with Sherborne School on 1 April 2021 and subsequently a Head of Marketing (Sherborne Group) was appointed to oversee the marketing of the Sherborne Group. The role of Marketing Officer (SPS) is a key appointment within the External Relations Team, which is led by the Director of Admissions and Marketing at Sherborne School.

Organisational chart:



Purpose

- Sherborne Prep School is seeking a creative and dynamic marketing professional to raise the profile of the School locally, regionally, nationally and internationally and to maintain and improve pupil numbers in partnership with the Head of Marketing (SSG), Registrar (SPS) and the Head of SPS.
- The Marketing Officer will focus on the development, management and optimisation of the School's online and offline communications channels and will take an active participation in social media platforms.
- Reporting to the Head of Marketing (Sherborne Group), the Marketing Officer will champion marketing across all departments and areas of the School to facilitate an on-going, frequent flow of quality, useable content for curation across owned and earned marketing communications channels.
- The successful post holder will be creative, collaborative and passionate about marketing and growing the School's audience segments to maximise brand recognition and growth.

Principal Responsibilities

Digital and Design

- To source and create exciting stories and content to share on social media channels with the aim of optimising and achieving marketing objectives and generating enquiries for admissions.
- Create and manage a content calendar ensuring regular posts represent each section of the Prep School.
- Actively seek to promote annual events amongst staff and generate an enthusiasm for marketing, establishing a contribution culture to social channels and School news sharing.

Marketing Officer (Sherborne Prep)
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- Use content creation and editing software (such as Canva, iMovie and Adobe Photoshop/InDesign) to create quality content.
- Use school CMS to create pages and publish content as required.
- Liaise with the Registrar and work with all staff to produce marketing collateral as required
- Run advertising campaigns to align with admissions events, supported by the Registrar, Head of Marketing (Sherborne Group) and/or IT Manager.
- Support School events with collateral, photography and working to improve the customer experience.
- Propose and design new collateral where there is a need or perceived need.
- Manage the production of the termly School magazine and oversee the weekly bulletin to parents, assisting the Head's PA where required.
- Manage the reporting of key digital metrics, including Google Analytics and social media.
- Review website content on a termly basis (or as required) ensuring Search Engine Optimisation.

PR and Advertising

- Build and maintain good working relationships with editorial contacts and develop the current database.
- Write and produce quality editorial for relevant educational channels, sourcing new opportunities where possible.
- Manage and plan visits from external agencies such as the Good Schools' Guide and actively pursue opportunities for Sherborne Prep School to be represented externally through nominating the School for relevant awards to achieve external recognition and validation.
- Create positive working relationships with internal and external stakeholders including being a visible and known presence around the School.
- Develop and manage advertising campaigns in line with the School's strategic aims, and track its effectiveness.
- Create targeted adverts as required by the admissions calendar ensuring all adverts represent the brand identity of Sherborne Prep, each with the relevant call-to-action.
- Track, monitor and evaluate marketing activity – both offline and digital.
- Report on the impact and ROI/value for money.

Branding

- Guide and assist all staff in the application of the brand guidelines and corporate identity, and act as a brand ambassador.
- Represent the School (and, where appropriate, the Group) at external events as required.
- Manage the day-to-day photography whilst liaising with external photographers and designers to create high quality, impactful imagery that represents the brand essence of Sherborne Prep.
- Actively seek opportunities to promote Sherborne Prep and strengthen the brand.
- Consciously promote the wider Sherborne Schools Group where appropriate and actively seek to do so.

- Promote the School's strong relationship with Sherborne Girls in addition to that of Sherborne School and actively contribute to 'Destination Sherborne' (the promotion of Sherborne as a town destination in a rural location, with three outstanding and collaborative schools).

Budget

- Project the annual budget spend and work with the Head of Marketing (Sherborne Group) to identify opportunities for joint advertising and leveraging ROI across the Sherborne Schools Group.

Admissions

To support the Registrar in providing department cover during the School holiday periods and ensuring that any telephone calls or emails in admissions are dealt with in a timely manner.

The Successful Applicant

The role requires excellent organisational skills, strong interpersonal skills and the postholder will need to be able to work under pressure and multitask. Previous experience within a marketing, admissions or school office background is desirable.

Person Specification Requirement

Ideally, educated to Degree Level.

Recognised marketing and or social media qualification.

Experience/knowledge

Proven experience of sourcing and creating compelling stories

Broad understanding of social and digital media

An understanding of conventions and purposes of specific marketing processes and methods

An understanding of the conventions and 'best practice' of specific social media platforms

Experience of using scheduling tools

Intimate knowledge and understanding of SEO and Analytics

Practised in Facebook and Google Advertising.

Experience of using Content Management Systems (CMS)

Video production/editing

Desire to continually evolve personal understanding of marketing and social media trends

Experience in event organisation and marketing support

Key skills

Excellent interpersonal skills and a positive approach

Excellent verbal and written communications skills

Strong organisational skills and the ability to work independently

Digital media and social media savvy

Video and production editing skills

Excellent attention to detail and accuracy

Ability to manage workload and prioritise

Creative thinker

Ability to keep abreast of marketing and social media trends

Ability to collaborate and influence

An understanding of the Sherborne Schools Group and existing relationships between the schools, including with Sherborne Girls.

Personal Attributes

The successful candidate will:

Have ability to build strong working relationships with staff across the School and ensure a proactive, personal and professional approach to promoting the School.

Be an experienced social media user

Have passion for telling a story

Be versatile, dynamic, flexible and can do attitude

Keep abreast of key marketing and social media trends

Have a professional, helpful and friendly approach in order to ensure a positive image is conveyed.

Be motivated with drive and enthusiasm.

Be reliable and flexible with a “can do” approach to all duties and responsibilities.

Be resilient and able to cope with the rigors of a busy school office.

Have a clear understanding of working with other team members.

Be able to stay calm under pressure.

Be diplomatic, discreet, confidential and professional at all times.

Be committed to the School's values and ethos

Be willing to contribute to the wider needs of the School if and when required.

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	<p>iSAMS training will be covered as part of induction.</p> <p>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.</p>	

TERMS AND CONDITIONS

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).

Sports Centre Membership:

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

METHOD OF APPLICATION

Please complete a Sherborne School Support Staff Application Form and return it to the HR Department at the postal or email address below. ***Please do not send in a curriculum vitae as we are unable to use them when short listing.***

In the event of any queries please contact:

HR Department, Sherborne School, Abbey Road, Sherborne. Dorset. DT9 3LF

Tel: 01935 810502

Email: hr@sherborne.org

Closing date for applications: 9am on Monday 28 June 2021

First-round (remote) interviews are likely to take place: 2 July 2021.

PLEASE INDICATE ON YOUR APPLICATION IF YOU WOULD BE UNABLE TO ATTEND ON THIS DATE.

Candidates successful at first-round interview will be invited to attend a second-round interview at Sherborne School to be held on either 7th or 9th July. There will be a 10-minute presentation for second-round candidates to present a portfolio of work relevant to this role which should be submitted in advance.

Anticipated start date: July 2021