



ABINGDON



## JOB PACK

# Head of Marketing and Communications

Closing Date: Monday 13 September 2021 (midday)

Longlist Zoom: Wednesday 15 & Thursday 16 September 2021

Final Interview: Wednesday 22 September 2021

Abingdon School, Park Road, Abingdon, Oxfordshire, OX14 1DE  
01235 521563 [www.abingdon.org.uk](http://www.abingdon.org.uk)



ABINGDON

## Message from the Director of Finance & Operations, Justin Hodges

Thank you for your interest in the Abingdon School Foundation. I am delighted that you are considering working here. As a member of the support staff you would play a pivotal role in supporting the school deliver the very best academic, pastoral and Other Half opportunities to our pupils.



Please take some time to look at our website, [www.abingdon.org.uk](http://www.abingdon.org.uk), as this will tell you a lot about us and give you a taste of the atmosphere. The Abingdon Foundation is a community of some 1300 boys, currently 1050 at Abingdon School and 260 at Abingdon Preparatory School. Boarding houses are full with around 140 boarders and the sixth form has around 320 pupils. We employ some 350 teachers and support staff across the Foundation. The Board of Governors oversee the whole Foundation.

Abingdon School and Abingdon Preparatory School occupy large and beautiful campuses. The facilities are excellent with recent significant developments including a new Sixth Form Centre, library and Art department which followed the opening of a stunning Science Centre in 2015. New facilities for the Economics and Business Studies and Computer Science departments opened this autumn alongside two additional huserooms for the pupils. We have also added to our extensive sport facilities at Tilsley Park and on the school campus which now offer some of the best sport resources in the area. The Foundation benefits from a continuous refurbishment and redevelopment plan, adding further impressive facilities to a very well-resourced school.

We may be over 760 years old but we are a forward-looking, dynamic school. There is pride and commitment amongst those who work here and we always look for high calibre professionals to join us. I hope that you might see yourself joining this happy and purposeful community.

Justin Hodges  
Director of Finance & Operations

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## SUPPORT STAFF BENEFITS

### **Annual Leave**

Full time staff benefit from 25 days paid annual leave (plus eight statutory bank holidays). The entitlement is pro rata for staff working part time or on a term time or term time plus basis. In some departments, there is a requirement that annual leave is taken during school holidays unless otherwise agreed with the relevant line manager.

### **Closure Days**

Each year at Christmas, consideration is given as to whether up to two additional closure days, which will usually be Christmas Eve and New Year's Eve, will be granted.

### **Death in Service**

All support staff aged between 18 and 65 are members of the Abingdon Foundation Death in Service Scheme. The policy covers staff up to the age of 70 with anyone over the age of 65 needing to complete a medical questionnaire. This scheme is managed by Legal & General and in the event of death a benefit of three times annual salary will be paid.

### **Employee Assistance Programme**

The Abingdon Foundation provides staff with a range of benefits to support them in everyday life including an Employee Assistance Programme (EAP) and a Health Risk Assessment (HRA) tool.

### **Foundation Grant**

Qualifying permanent\* employees are eligible for a discount (of up to 50% for full-time staff, pro-rata for part-time staff) on tuition fees for their own children attending Abingdon School or Abingdon Prep in accordance with the School's "Foundation Grants Policy". Admission and entry to either School is subject to availability and satisfactory achievement in the admission requirements. If you consider that a Foundation Grant may be relevant we encourage you to request a copy of this policy.

### **Lunch**

When the School is open lunch is available for staff free of charge during term time.

### **Parking**

Free parking for staff is available on site on a first come first served basis.

### **Pension**

The Abingdon Foundation runs a group personal pension scheme with Royal London into which new staff are automatically enrolled on their first day of employment. The contribution rates are 3% employee and 6% employer.

In addition to the School's auto-enrolment pension scheme there is an enhanced support staff pension scheme (money purchase) which staff can voluntarily join whereby the contribution rates are 6.4% employee and 14.1% employer. These rates may be varied from time to time as the Governors see fit.

### **Private Healthcare**

Permanent\* employees are eligible to benefit from free private health insurance (taxable as a benefit in kind).

\* *Permanent employees are considered to be staff working under a contract of employment of more than a year's duration.*

## Sports Centre Membership

Members of staff have automatic membership of the Abingdon Sports and Leisure Club with free access to the gym and swimming pool at agreed times. Staff are entitled to a discounted membership that allows them to attend exercise classes free of charge. Further details are available from the Sports Centre.

## Ultimate Activity Camps

Currently staff are entitled to a 50% discount on school holiday courses for children with Ultimate Activity Camps. Childcare vouchers can be used as payment. Further information is available from their website [www.ultimateactivity.co.uk](http://www.ultimateactivity.co.uk).





## Head of Marketing and Communications

Abingdon School and Abingdon Prep School are seeking a Head of Marketing and Communications to coordinate the marketing and communications functions across the two schools.

The role has both strategic and 'hands-on' elements; it is a pivotal role within a busy and dynamic Admissions and Marketing team. The postholder will effectively and efficiently manage all aspects of the Abingdon Foundation's day-to-day marketing and be responsible for the implementation of the Foundation's strategic marketing plan. The successful applicant will have excellent communication skills, maintain a high level of efficiency and be calm, confident and professional. A sound understanding of independent education would be a distinct advantage. The postholder will oversee marketing across the Abingdon Foundation to strengthen the reputation of the two Schools in their marketplace and beyond. They will coordinate the development and delivery of outstanding marketing and communication strategies to convey the Foundation brand and values to a wide range of audiences. They will be a prominent ambassador for the two Schools.

The Head of Marketing and Communications will report to the Director of Admissions and Marketing.

They will work as part of a small specialist team as well as developing and fostering effective relationships with a wide range of academic and support colleagues. The role involves working closely with the Heads and leadership teams of the two schools.

The Head of Marketing and Communications line manages the Marketing Officer.

### JOB SPECIFICATION

The principal responsibilities of the role are:

#### Marketing & Brand:

- To assist the Heads of the two schools and the Director of Admissions and Marketing in the development and implementation of the marketing strategy.
- To articulate clearly the values, image and brand of the Abingdon Foundation and ensure this is adopted and maintained through all publicity, marketing materials and communication across the school. This will include working alongside external agencies to ensure proper usage of Abingdon Foundation brands.
- To be responsible for the design, development and placing of advertisements and editorial.
- To promote a culture where diversity, equality and inclusion are encouraged and students learn to respect differences, take responsibility for their actions, exercise leadership, actively build community and strive for academic excellence.
- To assist the Heads of the two schools and the Director of Admissions and Marketing in monitoring, reviewing and conducting regular marketplace research and analysis.

**Communications:**

- To deliver consistent, clear, concise and timely communications with both internal and external stakeholders.
- To plan, manage and execute communication plans for school announcements.
- To act as a focal/collection point for relevant communication material within the Foundation.
- To be the Foundation's communication/press officer for all media channels.
- To ensure articles and statements are written to a high quality and have a consistent message across all media outputs and to maximise media opportunities.
- To prepare and distribute press releases and similar material on a wide range of topics - liaison with colleagues as necessary.
- To maintain a library of press releases, editorials and other related materials.
- To play a central role in any necessary crisis communications in close consultation with Governors and the Senior Leadership team.
- To arrange and manage entries to directories and guides.

**Website:**

- To manage the school website (working with the marketing officer and the website development team) and ensure it is kept up to date with relevant, interesting content.
- To be responsible for managing the process for the design, development and establishment of a new website should the need arise.
- To undertake regular analysis of the website use, using analytics to track areas of interaction and adapting content and structure accordingly.
- To analyse and report the current market, competitor activity and industry best practice.

**Social media:**

- To oversee and continue to develop and execute the social media strategy in conjunction with the marketing officer.
- To oversee the Abingdon Foundation social media policy.
- To oversee use of all social media accounts and ensure that matters of data privacy are complied with in line with the law and Abingdon School policy.
- To conduct regular analysis of latest trends.
- To keep abreast of developments in the use of social media for marketing, advising the Director of Admissions and Marketing.

**Marketing materials and school publications:**

- To prepare and periodically revise marketing materials such as the prospectus, school films and videos and coordination/liaison with editors of school publications including Heads newsletters, school termly newsletters, school magazines and related electronic forms of communication.
- To edit and arrange production of the termly magazine of the senior school - Abingdon News.
- To oversee the production of the termly magazine of the prep school - Abingdon Prep News.

**Photography & videography:**

- To identify and work with photographers (professionally commissioned and colleagues) to ensure the capture of high quality photography of all key school events, plus day to day capture of 'school life'.
- To be confident and willing to take photos of day to day school events.
- To identify and work with videographers (professionally commissioned and colleagues) to create videos.
- To give oversight to the maintenance of the Foundation photographic libraries (managed and maintained by the Marketing Officer).

**Budget:**

- To manage the marketing budgets of both schools.

**General Admissions and Marketing support and Administration:**

- To administer periodic questionnaires to parents. This may sometimes include pupils and teaching staff.
- To collate and maintain media permissions lists.
- To play a key role within the organisation and administration of Open Days as well as other events attended by the public.
- Anything else reasonably requested in relation to the work of the Admissions and Marketing department within the Abingdon Foundation.

## PERSON SPECIFICATION

### Essential

- A good graduate degree
- A marketing professional with a track record of success in strategic marketing, communications and relationship management (preferably in education)
- Competent and proven understanding of the preparation and evaluation of marketing plans and appropriate use of marketing research tools
- Up to date in deploying new technologies in marketing, such as digital and social media to achieve strategic targets
- Strong interpersonal skills: excellent telephone manner and confident public speaking skills for communicating and building relationships
- Demonstrable track record of successful people management
- Demonstrable track record of successful project management
- Commissioning and management experience of specialist providers such as website agencies, designers
- Confident, energetic and self-motivated team player
- Proven ability to deliver under pressure and to tight deadlines in a very busy organisation
- Highly literate with excellent written communication skills
- A creative problem solver with the ability to think ahead
- Co-operative, reliable, customer responsive with a “can do” attitude essential
- An innovator, in mindset and practice
- A sense of humour with the ability to remain calm and cope with the unexpected
- A commitment to the protection and safeguarding of children and young people
- A commitment to valuing and respecting the views and needs of children and young people

### Desirable

- An excellent knowledge of the independent education sector
- Experience and knowledge of website content management systems
- Additional, relevant, postgraduate professional qualifications and/or professional memberships (CIM, IDM, CIPR, AMCIS)

## HEALTH & SAFETY AT WORK

All staff share responsibility for achieving safe working conditions. The postholder must take care of their own health and safety and that of others, observe applicable safety rules and follow instructions for the safe use of equipment.

The postholder has a responsibility under health and safety legislation to ensure that they:

- Cooperate on all matters related to health and safety including the investigation of any incident.
- Use any equipment or personal protective equipment (PPE) provided for them correctly, in accordance with training and instructions. Any equipment fault or damage must immediately be reported to the line manager. No member of staff should attempt to repair equipment unless trained to do so.
- Report any health and safety concerns to the line manager as soon as practicable.
- Report any accidents and injuries at work however minor.
- Familiarise themselves with the fire safety instructions which are displayed on notice boards and near fire exits in the workplace.

All staff are required to confirm that they have read and understood the Foundation's Health and Safety Policy.

## TRAINING REQUIREMENTS

The following mandatory training will be provided:

- Cyber Security Training
- Equality & Diversity
- Fire Awareness
- Health & Safety Induction
- Risk Assessment
- Safeguarding Training (Triennial)
- Safer Recruitment

## TERMS AND CONDITIONS

### HOURS OF WORK

It is expected that this will be a term time plus role (34 weeks inclusive of INSET days plus a further six weeks to be worked during evenings, weekends and school holidays).

The postholder will be required to work a 40-hour week, 8.30am - 5.00pm (with a 30-minute unpaid lunch break) during term time (34 weeks per year).

The additional six weeks will be worked, as required and as agreed with the Director of Admissions and Marketing, during evenings, weekends and school holidays. Additional hours/days are likely to include A Level and GCSE results days as well as days at the start and end of each term.

The full time equivalent (FTE) for this role calculates as follows:

8 hours per day x 5 days per week x 40 weeks = 1600 hours worked  
1600 hours worked uplifted by 14.5% holiday pay accrual = 1832 hours paid  
1832 / 2085.6 hours = **0.8784 FTE**

### REMUNERATION

The salary range for this role is £37,838 - £42,863 FTE (**£33,237 - £37,651 pro rata**) per annum dependent on skills and experience.

## **NOTES**

Applicants for the role should use their covering letter to expand on why they feel their previous experience is relevant to the job description and how they feel they will meet the person specific criteria, using examples to evidence their statements.

The successful candidate will ideally commence employment on 1 January 2022 with the opportunity for a handover during week commencing 6 December 2021.

## HOW TO APPLY

If you would like to apply for this position you will need to register and apply on our recruitment portal via the following link: <https://vacanciesatabingdonschool.ciph-irecruit.com>

### Completing your application

- Please read all the information provided before completing your application.
- Please note that prior to submission of your application you will be required to upload a covering letter which provides you with an opportunity to introduce yourself and explain your motivation for the role. This can be especially important if your circumstances are such that a significant pay change, career change or relocation is involved.
- Please do not send testimonials, certificates or examples of work etc., unless specifically requested in the Job Pack.

### Guidance for the completion of the section 'additional skills, experience and interests'

This is an important section of the application as it gives you the opportunity to tell us specifically why you think you should be considered for the job, showing how well your skills, abilities and experience meet our requirements. You should give clear examples rather than simply stating that you possess certain skills and abilities or simply outlining all your experiences whether relevant or not. For teaching staff it is important that you use this section of the application form to outline how you would contribute to Abingdon's 'Other Half' (extra-curricular) programme.

### References

All offers of employment within the Foundation are subject to the receipt of a minimum of two satisfactory references. One of the references must be from your current or most recent employer. If your current/most recent employment does/did not involve working with children, then the second referee should be from the employer with whom you most recently worked with children. **If you are or have been employed within a school, then one reference must be from the Head of your current school, or the last school at which you worked.** Neither referee should be a relative or someone known to you solely as a friend.

Shortlisted applicants for teaching posts are advised that references will be taken up **prior to interview**.

Shortlisted applicants for support posts are advised that references **may** be taken up prior to interview. Please note, unless you ask us not to we will assume it is acceptable to contact your references at any time.

### Interview Process

If you are invited for interview your visit will involve a brief session with our Human Resources Department, in order to undertake a number of checks we are required to carry out by the Department for Education (DfE).

These checks include the requirement for a satisfactory criminal records check at enhanced level through the Disclosure and Barring Service (DBS). A list of valid identity documents will be sent to you in advance of your interview.

In addition, we require evidence of the following:

**Identity** – passport or photocard driving licence

**Address** – document from Group 2b of the DBS List of Valid Identity Documents with current address

**Right to Work in the UK** – passport or full birth certificate

**Qualifications** - original documents confirming any educational and professional qualifications you refer to in your application

**Overseas Checks** – if you have worked or been resident overseas for three months or more in the previous ten years please bring original copies of any overseas police checks that have already been completed

If you have changed your name by deed poll or any other mechanism (e.g. marriage, adoption, statutory declaration) you will be required to provide documentary evidence of the change.

During your visit with our Human Resources Department, if you have not done so already, you will be required to sign your application form in order to declare that the information you have given is accurate and true.

In the event that you are unsuccessful please be assured that photocopies of documents taken will be destroyed.

Interviews are conducted in person and will explore your suitability to work with children. On occasion, applicants will be invited to participate in a preliminary Skype interview.

### **Teaching Posts:**

If you are invited to interview you will be required to teach a lesson which will be observed. You will be advised beforehand as to the lesson brief. You should expect to attend a number of interviews, tour the School and meet some colleagues.

### **Support Posts:**

As well as a face to face interview, if relevant to the role, the selection process may include some other form of assessment e.g. administrative test, demonstration of practical skill, a presentation etc.

### **Conditional Offer of Appointment**

Any offer to a successful candidate will be conditional upon the following:

- verification of identity;
- verification of qualifications and professional status;
- a satisfactory criminal records check at enhanced level through the Disclosure and Barring Service (DBS);
- a check against the Barred List;
- a Prohibition from Teaching check (if applicable);
- a Prohibition from Management check (if applicable);
- where the successful candidate has worked or been resident overseas for three months or more in the previous ten years, such checks and confirmations as the School may require in accordance with statutory guidance;
- verification of the right to work in the UK;
- receipt of at least two satisfactory references;
- a check for gaps in your employment history;
- verification of medical fitness - completion of a medical declaration and satisfactory medical examination in certain circumstances;
- satisfactory completion of the probationary period.

### **Safeguarding**

All adults working at Abingdon should be aware of their responsibility to safeguard and promote the welfare of every pupil, both physical and emotional, inside and outside school. This involves ensuring that pupils are protected from significant physical or emotional harm and that there is a positive commitment to ensure the satisfactory development and growth of the individual. Everyone working at Abingdon should be aware of and, when necessary, follow the school's Safeguarding Guidelines, which are in line with [Keeping Children Safe in Education 2020](#), [Prevent 2015](#), [Working Together to Safeguard Children 2018](#) and the Department of Education's (DfE) and Oxfordshire Safeguarding Children Board's (OSCB) practice and procedures (these are available online at <http://www.oscb.org.uk> and also refer to <http://schools.oxfordshire.gov.uk/cms/content/safeguarding>).

All new members of staff, including volunteers, agency workers and contractors are provided with the following documents and required to sign a declaration to confirm that they have read and understood them before they start work and at regular intervals thereafter:

- Keeping Children Safe in Education September 2020 (Part One and Annex A)
- Safeguarding Policy
- Staff Behaviour Policy
- ICT (Staff) Policy
- Health and Safety Policy
- Data Protection Policy
- Equal Opportunities Policy

These documents include all the relevant information about safeguarding, KCSIE, codes of conduct, missing children policy and whistleblowing policy.

In addition, individuals appointed to work in an Early Years Foundation Stage (EYFS) setting are required to complete a 'Staff Disqualification Declaration' before they start work and on an annual basis.

### **Warning**

Candidates should be aware that provision of false information is an offence and could result in the application being rejected or summary dismissal if the applicant has been selected, and possible referral to the police and/or DBS, and/or the Teaching Regulation Agency (TRA).

### **Queries**

If you have any queries at all about the recruitment process please contact the Foundation's HR Department on 01235 849136 or [recruitment@abingdon.org.uk](mailto:recruitment@abingdon.org.uk).

Abingdon School is an Equal Opportunities employer.