

DIRECTOR OF MARKETING AND DEVELOPMENT
(FULL TIME)
INFORMATION FOR APPLICANTS



Alderley Edge School for Girls
Wilmslow Road, Alderley Edge
Cheshire SK9 7QE
Tel: 01625 583028
Email: staffrecruitment@aesg.co.uk

ALDERLEY EDGE SCHOOL FOR GIRLS

Introduction

Alderley Edge School for Girls (AESG) was formed in 1999 from the merger of Mount Carmel and St Hilary's schools. Whilst we celebrate our past, we are a forward-looking school in many different ways.

AESG provides girls with outstanding pastoral support, innovative teaching, a broad curriculum and a fantastic array of extra-curricular activities. Each girl is nurtured and supported in small classes and it is our priority that each girl reaches her individual potential and becomes the best she can be.

We value the successes and achievements of all our girls; both academically and in other contexts, from dance to drama, music to sport. Girls leave as confident, articulate and mature young women who can achieve in the world beyond our school gates.

AESG is a community. All our girls, from those in Nursery at the age of two through to Sixth Form at the age of 18, feel safe and secure and benefit from being in a school positioned in a vibrant village environment.

AESG is a high-achieving, academic and dynamic school which fosters the well-being of each individual within an exciting, challenging and supportive environment. We recognize commitment, hard work and success, setting the girls the challenges they need to develop their talents to the full.

We are proud of our school and its Christian values, yet respect the beliefs of others in our community. We believe in social justice for all and feel a sense of responsibility for those less fortunate, for whom we provide support, both locally and globally, through our fundraising and community service.

The School has been awarded Apple Distinguished Status and Apple Regional Training Centre, after significant investment and development in Technology Enhanced Learning. Senior School girls bring their own iPads into school to enrich their learning experience. Each teacher is also given their own iPad to support their teaching and there are Apple TVs integrated throughout the School.

In June 2021, the Independent School Inspectorate (ISI) undertook a full inspection at AESG. The School was given the highest possible 'Excellent' rating. The inspection was focused on the pupils' academic and other achievements, as well as their personal development, with the school being found to be excellent across each area.

We are a proud member of the Girls' School Association and we value the importance of an all-girls' education and the benefits this provides for our students. There are numerous opportunities for girls to develop both team working and leadership skills and to help guide the school and their peers. In this way our students learn important life skills which prepare them for the world of work and they leave us as impressive young women who make a difference.

Aims and Vision

Aspire not to have more, but to be more.

We are a high-achieving, academic and dynamic school which fosters the well-being of each individual within an exciting, challenging and supportive environment. We recognise commitment, hard work and success, setting ourselves the highest academic challenges to develop our talents to the full.

We are proud of our school and its Christian values, yet respect the beliefs of others in our community. We believe in social justice for all and feel a sense of responsibility for those less fortunate, for whom we provide support both locally and globally through our fundraising and community service.

Our Aims

- 1.** We are an academic school, and we aim to ensure that every girl is a diligent and confident learner who achieves her full **academic** potential. Our broad, rich and balanced curriculum maximises opportunities for the girls to excel, with excellent teaching and high expectations in the classroom. Close monitoring and regular assessments, combined with knowing each girl as an individual, ensure that she is stretched, challenged and motivated to succeed. By providing a stimulating, challenging and exciting learning environment we aim to develop independent learners with inquiring minds, a thirst for knowledge and passion for lifelong learning.
- 2.** We provide an **enrichment** programme which offers a huge range of opportunities for girls to achieve outside the classroom. Whether it be through sport, music, drama, public speaking, subject specific activities, Duke of Edinburgh or Community Service, girls can – and do – succeed. Girls develop important skills for life and become interested, aware and empathetic, showing a genuine concern for others and are keen to do all they can to make this a better world, both locally and globally.
- 3.** We are proud of our Christian foundation which encourages girls to explore their **spirituality**, within a supportive, open and accepting environment. We are a Christian school and happily welcome others who share our values. We aim to ensure that all girls develop empathy for others and a strong moral compass based on Christian principles. Our supportive, pro-active pastoral care ensures that girls feel they belong to the school community and treat others with respect.
- 4.** Our aim is to educate **girls** aged 2 to 18 within a positive, empowering environment which encourages them to think creatively, aim high and play an active part within the school community. We value the importance of an all-girls' education and all the benefits this brings them. There are numerous opportunities for girls to develop both team working and leadership skills and to help guide the school and their peers forward. In this way they learn important life skills which prepare them for the world of work and they leave us as impressive young women who make a difference.

Leadership and Staffing

The School, which is split into Junior and Senior sections, is led by a newly-appointed Headmistress who joined the school in September 2020. The Senior Leadership Team comprises the Headmistress, Bursar, Director of Marketing and Development, both Senior School Deputy Heads (Academic & Pastoral), the Junior School Deputy Head, the Junior School Pastoral Co-Ordinator and the Head of Sixth Form.

In the Senior School, teaching staff comprise two Deputy Heads and 50 teachers (21 full-time and 29 part-time).

In the Junior School, teaching staff comprise one Deputy Head and 10 teachers (6 full-time and 4 part-time), supported by 4 teaching assistants. The Nursery is led by a Manager, who is supported by 5 assistants.

Support and Administrative Staff

The Support and Administrative Teams work closely with the teaching staff to support teaching and learning and ensure the smooth running of the school. Most of the teams are line managed by the Bursar, with a few members of staff line managed by the Headmistress or Deputy Heads.

The support staff teams comprise the following:

- Administrative and Secretarial Support
- Catering (External Provider)
- Cleaning (External Provider)
- Exams Officer
- Facilities and Site Team
- Finance Department
- IT support
- Librarian
- Marketing, Admissions and Development
- School Chaplain
- School Nurse
- School Transport
- Science & DT Technicians

Accommodation

In the last four years, an ambitious refurbishment and development programme has transformed the School estate.

The School's outdoor courts have been completely refurbished, along with the Junior Gymnasium. A new fitness suite and climbing wall have been installed.

Early Years provision has benefitted from the installation of outdoor play equipment and the refurbishment of all four classrooms from Nursery to Year 1. ICT suites have

been modernized and infrastructure upgraded, as have numerous specialist subject classrooms. The main buildings have been re-roofed and the main vehicle entrance and parking facilities have been improved, along with the interior of the School kitchen.

The Marketing, Admissions and Development Department

The department was restructured last academic year creating two full time roles who work all year round – Director of Marketing and Development and a Digital Marketing Officer. In addition, the school employs an Admissions Officer who works 4 days per week in term time and a set number of days during the holidays. The Director of Marketing and Development is the line manager for the Admissions Officer and Digital Marketing Officer and is also a member of the School's Senior Leadership Team.

Director of Marketing and Development

Job Description

Role Reporting to: Headmistress

Purpose of role:

- To lead on key areas of the School's development, including leading the School's marketing strategy and managing the marketing department.
- Responsible for developing and implementing the marketing strategy to increase awareness of the School's brand in the local area, target audiences and stakeholders.
- Developing relationships with the alumnae network.
- Managing community partnerships in line with Public Benefit initiatives.
- Establishing a fundraising strategy.
- Effectively promoting the aims and ethos of the School in a consistent manner.
- Ensuring effective targeting of resources through data analysis and evaluation of all activities, maximising return on investment.
- Management of the Development and Marketing budget.
- Member of the School's Senior Leadership Team.

Main Duties and Responsibilities:

Marketing and Communications

- Strategic leadership of the School's Marketing Strategy.
- Development and delivery of the School's annual Marketing Strategy
- Development of the School's digital media strategy (including website and social media).
- Line Management of the Digital Marketing Officer.
- Ensuring that the Alderley Edge School for Girls' ethos, vision and 'brand' is conveyed consistently, appropriately, and effectively through high quality external communications.
- Develop and oversee the production of all branded marketing printed materials, including but not limited to: prospectuses, open day literature, welcome packs, events brochures, academic publications and newsletters working across departments to ensure consistency and effectiveness of collateral.
- Leading on the continual development of the School's online systems, ensuring consistency of message and style, to include the School's website, social media profile and Alumnae website,

- Plan, devise and manage the implementation of fresh, dynamic website content, to include video, podcasts and blogging.
- Build, monitor and report on website analytics, SEO and internet marketing activity.
- Ensure online profile of the school is aligned with new key messaging, across all online school directories and other external websites.
- Oversee the development of social KPIs and content strategy to reach all audiences across the correct channels.
- Forecasting, analysing and reporting on all marketing and admissions data, statistics and post event feedback to SLT and Governors.
- Co-ordination and management of the publication of the School's "Aspire" magazine against an agreed publication schedule.
- Co-ordination and submission of applications for awards (TES / ISA etc.)
- Develop annual advertising plan for recruitment and events, targeted to segmented audience groups

Admissions

- Working with the Admissions' Officer to develop and oversee the highest standards of communication with prospective and existing parents and pupils.
- Building and developing relationships with feeder schools.
- Line Management of the Admissions Officer.

Alumnae Relations

- Establishing links and engaging with the School's Alumnae, maintaining and building good relationships, organising publications and displays which focus on the School's extensive history and organising events (such as reunions) with the School's alumnae.
- Maintenance of the Alumnae database to ensure it is utilised to the full.
- Liaison with the Careers' Department to organise the biennial Careers Fair and Careers lunches.
- Raise awareness with current students, parents and staff of AESG's history, the sense of legacy and the importance of philanthropy in the longer-term development and future of the school.
- Attendance at Alumnae and relevant school events as a visible and convincing ambassador of the school.
- Promote and share Alumnae successes in the school and wider community.

Development and Fundraising

To work with the Bursar on the:

- Creation and delivery of a Development Strategy to raise funds for Bursaries and future Capital Projects.
- Identification, cultivation and development of a broad base of donors and in particular major donors.
- Effective stewardship and recognition of donors, including maintaining relationships with donors.
- Designing and delivering high-quality fund-raising events (including an annual fundraising ball).

Partnerships

- Development of the School's relationship with feeder schools.
- Development of AESG as a beacon school for state-independent school partnerships.
- Management of the School's page on the ISC "Schools Together" website.
- Reporting to Governors, SLT and the wider community the positive impact of partnerships.

Events Management

- Co-ordination of the School's arrangements for the annual St Joseph's Day celebration and taking responsibility for managing this event
- Co-ordination of the KS4-5 Prize Giving Event, and taking responsibility for managing this event.

General Support for the School:

The Post Holder will:

- Support the School's commitment to safeguarding children and promoting their welfare at a level appropriate to this role.
- Promote a customer-centric approach consistent with stated aims and objectives.
- Provide event support with branded collateral.
- Attend key school events to promote recruitment and retention, out of normal working hours (including evenings and weekends)
- Be aware of and comply with all policies and procedures relating to health and safety, security, confidentiality and data protection, reporting all concerns to the appropriate person.
- Contribute positively to the overall ethos, work and aims of AESG.
- Participate in training, and undertake any performance development activities as required.

- Attend and participate in meetings and forums as required, both internally and externally.
- Be aware of and responsive to the changing needs of the School and maintain a flexible and pro-active approach to work.

Person Specification: Director of Marketing and Development

	Essential <i>These are qualities without which the applicant could not be appointed</i>	Desirable <i>These are extra qualities which can be used to choose between applicants who meet all of the essential criteria</i>	Method of Assessment
Qualifications	<p>Degree, or equivalent in relevant subject or discipline</p> <p>Relevant training / qualifications from IDPE, CIM, CASE, AMCIS or other relevant body</p>	<p>Higher degree or evidence of further study</p> <p>A recognized leadership qualification</p> <p>Other recent relevant training</p>	<p>Production of the applicant's certificates</p> <p>Contents of the Application Form</p>
Experience	<p>An experienced senior manager</p> <p>Evidence of strategic leadership</p> <p>Proven experience of successful project management</p> <p>Experience of leading successful marketing strategies</p>	<p>Experience of working in the independent education sector</p> <p>Experience of school marketing</p> <p>Demonstrable fundraising experience</p>	<p>Contents of the Application Form.</p> <p>Interview</p> <p>Professional references</p>
Skills	<p>Ability to operate at a senior level</p> <p>A highly organised, polished and motivated professional with a strong track record</p> <p>Sensitive and in tune with the fast-changing world of independent education</p> <p>Excellent oral and written communication skills</p> <p>Ability to communicate effectively, persuasively and accurately in written and</p>		<p>Contents of the Application Form</p> <p>Interview</p> <p>Professional references</p>

	<p>verbal English</p> <p>Personable, diplomatic with highly developed judgement</p> <p>Ability to prioritise workload and manage deadlines</p> <p>Excellent numerical skills including ability to analyse and manipulate large amounts of data, and present back in a meaningful way for decision-making purposes</p> <p>Fully PC literate, high level of proficiency in the Microsoft Office suite of tools, with knowledge of other design-based software highly desirable (e.g. InDesign, Photoshop)</p>		
Knowledge	<p>Commercially astute</p> <p>Conducting customer needs/preference analysis</p> <p>Advanced understanding and ability to capitalise on social media, digital and electronic initiatives and trends in communication</p> <p>Sound knowledge of image, style and branding and of creative and effective design</p>		<p>Contents of the Application Form</p> <p>Interview</p> <p>Professional references</p>
Personal competencies and qualities	<p>Ability to form and maintain appropriate relationships and personal boundaries</p> <p>A “completer-finisher”, able to work to deadlines and targets</p> <p>High expectations of self and others</p> <p>Highly developed interpersonal skills</p> <p>Willingness to challenge constructively the work of self</p>	<p>Ability to form positive networks, in school and out</p> <p>Willingness and commitment to broaden links and seek external partnerships</p>	<p>Contents of the Application Form</p> <p>Interview</p> <p>Professional references</p>

	<p>and others in order to continually improve own and team performance</p> <p>Conscientious, efficient, energetic and determined</p> <p>Passionate about single-sex education</p> <p>Emotional resilience</p> <p>Positive attitude</p> <p>Adaptable and flexible with a 'can-do' approach</p>		
<p>Safeguarding</p>	<p>Full understanding of safeguarding requirements</p> <p>Commitment to implementing whole school policies relating to the safeguarding of children</p>		

ADDITIONAL INFORMATION

Terms and Conditions of Employment

Salary and other benefits

£45,000 - £50,000 dependent on qualifications and relevant experience. Salaries are reviewed annually at the start of the academic year.

There is a 40% discount on School fees for the daughters of full-time members of staff – this discount is pro rata for part-time staff.

The School offers membership of a pension scheme applicable to either teaching or support staff.

Staff may purchase a lunch from the School dining room, and refreshment facilities are available during the day.

We offer an Employee Assistance Scheme, alongside a number of other wellbeing initiatives. There is free parking on site for all staff.

Working Hours

The position is offered as full time, Monday – Friday. Indicative hours are 8.30am - 5.00pm (inclusive of a one hour unpaid lunch break). However, as a member of the Senior Leadership Team, and in a client facing role, the hours of work will be broadly determined by the requirements of the position and the successful candidate will be expected to work the necessary hours to fulfil it. It is to be expected that some evening and weekend work will be required to support Open Days and key School events.

A paid holiday allowance of 25 days per year plus 8 statutory bank holidays will be given. Holidays should generally be taken outside of school term time, at times agreed by the Headmistress.

Full Terms and Conditions will be defined in the Contract of Employment.

Safeguarding

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

All applicants who are offered employment will be subject to an enhanced criminal record check and the Children's Barred List check for the Child Workforce from the Disclosure and Barring Service (DBS), which must be cleared before the appointment is confirmed. Candidates will be required to submit the subsequent DBS Certificate to the School prior to commencement of their employment. Candidates are also required to present relevant examination qualifications for inspection at the interview stage.

Equal Opportunities

We are committed to treating all employees with dignity and respect regardless of race, ethnic background, nationality, colour, gender, transgender status, pregnancy, disability, age, sexual orientation, marital status, religion or belief. The School's Equal Opportunities policy is available on request.

Other Information

In accordance with the Asylum and Immigration act 1996, the School will require candidates to provide documentary evidence at interview that they are legally entitled to live and work in the UK.

AESG adheres to the Data Protection act and General Data Protection Regulations 2018. As part of the application process we will obtain and process information about you, including any criminal convictions you may have. All information will be kept confidential and will only be used to process your application. If your application is unsuccessful, all your information will be deleted from our systems and disposed of in a secure manner.

Upon appointment the successful candidate will be required to complete a medical questionnaire which will be kept on their confidential personnel file.

AESG has a no-smoking policy throughout its buildings and grounds and a smart dress code.

Application Arrangements

An application for the post should be made by submitting to the Headmistress, either in writing, or by email to staffrecruitment@aesg.co.uk, the following:

- A fully completed AESG Application Form
- A supporting letter outlining how your experience and/or personal qualities would enable you to successfully fulfil the requirements of the post and contribute to the development of a thriving School. (Maximum 2 sides of A4)

The closing date for receipt of applications is 12 noon, Wednesday 24 November 2021.

It is envisaged that interviews will be held during the week commencing Monday 6 December 2021.