

# Marketing Coordinator

## The Post

Eastbourne College Incorporated (ECi or 'the Charity') comprises St Andrew's Prep ages 9 months to 13 years and Eastbourne College, ages 13-18 years, co-ed day and boarding schools.

Eastbourne College Incorporated (ECi) seeks to appoint a Marketing Coordinator, reporting to the ECi Campaign and Marketing lead (CML), the primary role will be to support the CML across their remit, and take responsibility of marketing initiatives.

Supporting across St Andrew's Prep and Eastbourne College this is a full time, all year around role to maximise output and recruitment of families.

## Job Description

<b>Job Title:</b>	ECi Marketing Coordinator
<b>Responsible to:</b>	ECi Campaign and Marketing lead (CML),
<b>Job Summary:</b>	To support the CML across their remit, and take responsibility of outlined marketing initiatives below.

### Duties and Responsibilities

#### Campaign management

- Support the CML in the rollout of campaign material

#### Brand touchpoints

- Support the CML in the roll out of our brand across all touchpoints; from facilities to customer literature
- Should the ECi Social Media Coordinator not be available, responsible for the social content distribution across the charity

#### Customer Communications

- Responsible for the creation and distribution of routine customer communications eg weekly / termly newsletters
- Responsible for the creation of the Androvia, with input from other team members

#### Events

- Help with the delivery of smaller events pending the Event Coordinators capacity / availability

#### PR

- Responsible for the management and updating of all educational directories

## Budget

- Responsible for day-to-day management of the marketing budget

## Other

- Monitor competitor landscape and report findings back to team
- Together with the Content Creator, ensure the photographic library is up to date
- Assisting the CML with required website updates
- Assisting with adhoc requests eg business cards

## Safeguarding duties

- The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School s/he must report any concerns to the School's Designated Safeguarding Lead or, if he/she is the School's DSL, to the Headmaster and relevant agencies.
- The post holder will be engaging in regulated activity.

## Person Specification

- Ease of promoting the values of an independent school
- Be hands on
- Excellent interpersonal skills and the ability to be a team player
- Highly organised, excellent attention to detail and planning
- Enthusiasm and energy, persistence, optimism, hard work and a sense of fun
- The ability to work to schedules and tight deadlines

## Experience

- A proven track record in a marketing role
- Experience in managing creative and media agencies
- Excellent communication skills
- Copywriting skills
- Proficiency with Microsoft office applications

## Terms and Conditions

**Salary:** £25k per annum dependent on experience

**Hours of Work:** 37.5 hours per week per week, normally 9.00am to 5.30pm, Monday to Friday, all year round. Flexibility is required from time to time including out of hours events which will require occasional attendance evenings and weekends. Time off in lieu will be given.

**Pension:** Pension: After three months' service you may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department), depending on your level of earnings, however you may also choose to opt in to the pension scheme. The Charity will contribute 5% of your gross salary and you must also contribute 3%. You may choose to opt out of the pension scheme.

**Holiday:** Five weeks' annual leave plus Bank Holidays to be taken out of term time.

There is a non-contractual paid break over the Christmas period which is at the discretion of the Chief Operating Officer dependent on when Christmas and New Year falls where there is no requirement to work.

**Other benefits include:**

- Life Assurance
- Employee Assistance Program
- Lunch during normal working hours plus tea, coffee, fruit and biscuits
- Free use of Charity facilities including pool and gym
- Free tickets to College productions
- Easy public transport connections and free parking

**Safeguarding Statement**

Eastbourne College (Incorporated) is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to an enhanced DBS check, pre-employment medical questionnaire and positive references.

The post is exempt from the Rehabilitation of Offenders Act 1974 and the Charity is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.

Eastbourne College (Incorporated) is committed to the provision of equal opportunities in employment and accordingly wishes to ensure that no job applicant is treated less favourably on unjustifiable grounds.

**Application process:**

To apply, please follow the link below to complete the mandatory application form:

[www.cognitofoms.com/EastbourneCollegeIncorporated/EastbourneCollegeSupportStaffApplicationForm](http://www.cognitofoms.com/EastbourneCollegeIncorporated/EastbourneCollegeSupportStaffApplicationForm)

Alternatively, visit [www.eastbourne-college.co.uk/contact/employment-opportunities/](http://www.eastbourne-college.co.uk/contact/employment-opportunities/) and click the 'Apply Now' button.

A letter of application and an up-to-date CV should be uploaded with this online application form.

For further information, please contact Marian Piper, Recruitment & HR Projects Manager, by email: [hr@eastbourne-college.co.uk](mailto:hr@eastbourne-college.co.uk) or tel: 01323 452239.

The closing date for applications is **7 November 2021**.

## Postscript

There are many attractions to working for Eastbourne College Incorporated, not least its location on the south coast in the sunniest part of the country.

The College and School are situated in an attractive part of a peaceful town with easy access to shops, local amenities and the South Downs National Park and the beach. The railway station is close, with easy travel to

Gatwick (one hour) and London (under 90 minutes). The beach and sea are a five-minute walk away and the South Downs (the newest National Park) are on our doorstep.

The schools are a strikingly happy, cohesive and coherent community. We look forward to meeting you.

## BACKGROUND INFORMATION

### Eastbourne College Incorporated (ECi)

Eastbourne College Incorporated is the term for the combination of Eastbourne College and St. Andrew's Prep School. The two schools are run separately but are part of the same Charity and a single Board of Governors bears overall responsibility. The post-holder will be expected to work across both schools.

### The College

Eastbourne College is a co-educational HMC independent school of just over 630 pupils, of whom half are full-time boarders. It is a strong community with excellent links with local schools and the remarkable town in which it is located.

Academic standards are very high with an average of 85% of A-level grades being awarded A\*, A or B in the last four years. At GCSE approximately two thirds of all grades awarded are A\* or A. The College recruits from a wide ability range and value added outcomes are exemplary. The majority of College leavers enter higher education in leading universities at home or abroad.



The College celebrates its 150<sup>th</sup> anniversary in 2017

The College is run as a full boarding school with a six-day per week academic and co-curricular timetable. Day pupils share the same wide curriculum as boarders and enjoy equal access to the physical and human resources of the school.

We are proud of our rich cultural and sporting traditions. The modern Birley Centre is a hub of the performing arts and has a performance space ideal for debating events. There is also a school theatre that can hold a large audience, a drama studio space, and other spaces conducive to debating and public speaking workshops for smaller groups. College artists exhibit in London, actors have starred in film and TV; the Design & Technology (DT) department wins an extraordinary number of Arkwright scholarships. We have an enviable reputation for sport both regionally and nationally. Eastbournians frequently represent the county in hockey, rugby, cricket and netball; several old Eastbournians have gone on to achieve international honours. There are also thriving Combine Cadet Force, Duke of Edinburgh's Award scheme and Service at School (S@S) programmes.

As we celebrated our 150th year, the College completed the most ambitious development project in its history. Project 150 saw the delivery of over 30 state of the art classrooms, ICT suites, a new swimming pool, café, school shop, dance studio, sports hall, squash courts, dining hall and fitness suite. We believe that the College has some of the best facilities of any school in the UK.

Eastbourne College places great emphasis on the importance of developing a school in which education is built on core values and positive, supportive relationships. These central qualities will endure long after a

student moves on from the College. The five key values of participation, the pursuit of excellence, integrity, courtesy and kindness are, it believes, the bedrock upon which every child's education should stand, providing them with the wherewithal to flourish both at school and beyond.

### **St. Andrew's Prep**

Founded in 1877 and home to 360+ pupils from 9 months to 13 years, St Andrew's is a non-selective co-education IAPS prep school which prides itself on breadth and excellence. Most are day pupils but 25 to 30 boarders live within the heart of the school with space for a further 20 flexi boarders – a facility used by a large number of children over the course of the year.

The school is set in twelve acres of sports fields. The beach is a five-minute stroll away and a number of classrooms overlook the sea and the South Downs. With nature on its front door, St Andrew's offers unique Forest and Beach Schools which provide opportunities to complement classroom study with outdoor learning.

St Andrew's Prep's sporting pedigree is excellent with representatives winning medals at many county, regional, national and occasional international event across the sports of Rugby, Football, Cricket, Athletics, Hockey, Tennis and Netball. However, there are teams for every ability ensuring that each child represents the school. The school has an impressive sports hall and the recently refurbished Fives court has just re-opened. DT, Art, Drama and Music are of an exceptional standard. Recent LAMDA results have been outstanding and many of our musicians (80% of the pupils play an instrument) reach the higher ABRSM grades.

After-school and optional Saturday morning activities are numerous and varied and include, among many others, golf, jazz dance, pot throwing, steel drums, shooting, water polo, mountain biking and fencing. The school has its own Community award which aims to nurture confidence and independence, develop a breadth of interest in each child and create a stronger sense of identity and community.

St Andrew's amalgamated with Eastbourne College in 2010. The two schools retain a good deal of independence and their own identities, but share some facilities and support staff and are working to establish strong interdependent links which will benefit the education of the children within the wider charity.

More information about the College and St. Andrew's Prep may be found by visiting the websites:

<http://www.standrewsprep.co.uk/>  
[www.eastbourne-college.co.uk](http://www.eastbourne-college.co.uk)

News of latest events can also be found by visiting our Facebook pages:

<https://www.facebook.com/StAndrewsprepEB/>  
<https://www.facebook.com/EastbourneCollege>