

Information for Prospective Candidates



Gildredge
House

An Ofsted
GOOD
School



JANUARY 31 2024

Gildredge House

Position: Marketing & Administration Manager

35 hours per week

Deadline: Please see website for closing date

An insight into the role

Dear Applicant

As a school, we are delighted that you are considering applying for the post of **Marketing & Administration Manager**. We hope this pack is informative and useful but if you require any additional information or have questions, please contact careers@gildredgehouse.org.uk

CLOSING DATE : Please see website for closing date

START DATE: As soon as possible, following all pre-employment checks

INTERVIEWS: Week beginning Monday 19th February 2024

HOURS OF WORK: 35 hours per week, 52 weeks per year, with 26 days paid holiday plus Bank Holidays

Please note: applications will be screened and interviews may be offered before the closing date.

- Are you creative, with the skill set to create and drive effective marketing campaigns, both online and in print.
- Do you have the people skills to enable you to lead and effectively support a team of skilled administrative staff?
- Do you have an excellent level of accuracy in written communications, together with an eye for detail?
- Can you develop and lead a positive public relations strategy?

If the answers are yes to these questions, Gildredge House wants to hear from you.

We are seeking to appoint an experienced Marketing and Administration Manager for this role in our busy and thriving school. You will have excellent attention to detail, creative media skills and experience of managing others to deliver high standards, with a people-centered approach to everything you do.

You will work with the Director of Finance to continually improve marketing, communications, procedures and processes, in addition to the general management of the administrative team.

Our school motto: 'Aspire'

Starting Salary: Three-point salary range starting at point Grade 9 point 23 on the Gildredge House Support Staff Scale for 2023-2024: £30,740 (FTE), £29,078 pro rata, rising to Grade 9 point 25 with a current FTE of £32,898; £31,120 pro rata. There may be an additional recruitment and retention point available, dependant on experience and proven impact in your current or previous role.

Contract: 35 hours per week, 52 weeks per year (weeks per year may be negotiable for best candidate) with 26 days paid holiday, plus Bank Holidays. The school is enrolled in the Local Government Pension Scheme and also offers free onsite parking and opportunities to train and develop.

If you are interested in this position, please download the Application Pack on our website.

Please complete the Application for Employment Form and return to careers@gildredgehouse.org.uk no later than 9 a.m. on the closing date - please see website for details.

If you wish to discuss the post further, please contact us via email on careers@gildredgehouse.org.uk

Gildredge House is committed to safeguarding and promoting the welfare of children. All offers of employment with the school are subject to pre-employment checks which will include References, Health, Right to Work in UK and a satisfactory Enhanced DBS with Children's Barred List check and a Declaration of Disqualification under the Childcare Act 2006.

Please note that under the GDPR, by replying to this advert, you are consenting to Gildredge House processing and retaining your personal information for the purposes of this application. You have the right to withdraw your consent and ask for your data to be deleted at any time, however it will then not be possible for Gildredge House to process your application any further. For further details please see the specific Privacy Policy for job applicants which can be found at <https://www.gildredgehouse.org.uk/our-school/data-protection/>

Marketing & Administration Manager: Job Description

Department: Administration

Grade: Gildredge House Support Staff Scale Grade 9 Points 23-25

Responsible to: Director of Finance and Administration

Responsible for: Manage all processes within Gildredge House administration team to support delivery of an excellent communication, marketing and administration service to school stakeholders.

Support development and delivery of the school's communication and marketing services. Act as school's press secretary when required.

Line management of administration support staff, reception staff and Educational Welfare Officer to include coordination and delegation of relevant work-related tasks.

To provide flexibility to support in the cover for Admissions, Attendance and Cover Management.

Ensure high quality performance of self and team through effective monitoring, evaluation, development and best value approach to the use of resources.

Purpose of the Role:

Administration key tasks:

- Develop and improve administration process and workflows, working with key personnel to feed into the improvement of systems and service delivery.
- Manage the allocating appropriate tasks and timelines to administration team on a daily / weekly / monthly basis.
- Support and deliver on project and development work in support of the initiatives within the team.
- Manage and develop school trips administration and process.
- Attend and contribute to meetings and action outcomes of those meetings.
- Deliver general administration training.
- Proactively identify areas for improvement in the school's customer service and communications and ensure all communications meet the highest standards.

Marketing

- Create and drive an effective marketing campaigns both online and in print.
- Manage the day-to-day activity of the school's social media accounts and review this regularly for comments that may need a response.
- Manage the reporting of key digital metrics, including Google Analytics and social media statistics to inform future marketing activity.
- Manage and monitor the marketing budget as a budget holder and evaluate success of any event/ marketing expenditure.
- Analyse the enquiry and admissions figures from the information systems to use in the development of all marketing activities and inform marketing strategy.
- Assist with the organisation of, and participate in, open mornings/evenings to ensure that prospective pupils and their parents receive appropriate information and have a positive experience.
- Organise, produce and update the school's marketing materials such as prospectuses, newsletters, website and update emails to parents.
- Assist with marketing activities relating to the school lettings and wider school offering.
- Proactively work with the whole school team to encourage collaboration, innovation, and marketing content.

Strategy and Planning

- Produce, develop and deliver the marketing and communication strategy in conjunction with the Director of Finance and Administration
- Promote and monitor the use of the school's brand.
- Lead and develop a whole-school communications programme to ensure consistent and highly effective communication with pupils and families.
- Undertake research to inform future marketing strategy.
- Identify and develop new ways to attract and recruit pupils.

Digital Content

- Publish content to social media channels on a regular basis (Facebook, Instagram, Twitter, YouTube, etc.) and in line with guidelines within the marketing strategy.
- Execute and manage social media campaigns to build followers, enhance visibility, and drive engagement.
- Conduct analysis to assess the performance of digital content.
- Build relationships with all school departments to provide regular content contributions.
- Provide ongoing analysis and performance reporting.
- Ensure all campaigns and content are following the Marketing Strategy and the schools overall Strategic Plan

Public Relations / Communications

- Develop and lead a positive public relations strategy. This includes writing news stories (promoting the work and successes of our pupils, staff and the school).

Line Management

- Line manage administration support staff, reception staff and Educational Welfare Officer
- Complete annual performance appraisal reviews for the team.
- Support recruitment process for administrative staff.

Reception/School Site

- Management of administration of all visitors to the school to ensure they are appropriately checked by administration team personnel against the school's Safeguarding Policy and Procedure.
- Oversee the administration of the main school office email accounts.
- Support cover management to ensure appropriate documentation and resources are in place for supply teachers.
- Assist school community with all general enquiries.

Admissions

- To train and act up as Admissions Manager, to cover times of illness or holiday.
- To oversee general admissions administration, in consultation with the Systems and Assessment Manager.

Health and Safety

- To manage the administration of health and safety processes undertaken by the administration team.

To perform such other tasks as may reasonably be required by the Line Manager and/or the Head Teacher.

Maintain confidentiality at all times and uphold the professional standards of the school both in and out of the workplace.

Professional Development

- Attend relevant training as instructed by the school to improve self-performance.
- Take ownership of performance management targets, achieve and review with the Line Manager through to successful annual completion.

Additional Information

- All school-based staff have the responsibility for promoting the safeguarding and welfare of children. All school staff should be aware of the school's Child Protection and Safeguarding Policy and Procedure and work in accordance with this document at all times.
- All school-based staff will be subject to a full Enhanced DBS check.
- This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.
- This job description will be reviewed annually and may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks, but sets out the main expectations of the school in relation to the post holder's professional responsibilities and duties, including the provision of high-quality teaching and learning and the safeguarding, well-being and care of students.
- The post-holder is expected to carry out such duties as may reasonably be required by the Head Teacher from time to time, which are commensurate with the grade.

Marketing & Administration Manager: Person Specification

Essential education and qualifications

- GCSE English and Maths Grade 5 or above
- NVQ Level 4 in Business Administration or equivalent or willingness to complete.

Desirable criteria

- Marketing and Social Media work-related experience

Essential key skills, abilities, knowledge, experience, values and behaviours

- Experience in use and management of social media platforms
- Experience of line managing a team.
- Experience in business administration.
- Experience of a range of computer applications and information management systems including Word, Excel, PowerPoint, Outlook, Google, Office 365.
- Working knowledge of Data Protection.
- Data input.
- Experience of working to tight deadlines.

Desirable key skills, abilities, knowledge, experience, values and behaviours

- Experience in school setting
- Ability to create marketing material for website and social media
- Possess a good eye for detail with ability to take interesting photographic shots
- Ability to interact with all stakeholders to create positive relationships
- Ability and skillset to effectively manage a team.
- Ability to convey information clearly & accurately.
- Ability to design, develop and implement effective administrative systems to meet changing needs of the service.
- Ability to maintain efficient record keeping systems.
- Ability to accurately data input information.
- Ability to work under direction as well as independently
- Ability to work professionally as part of a team.
- Ability to maintain confidentiality and act appropriately within safeguarding guidelines.
- Ability to manage difficult conversations

Health & Safety Functions

This section is to make you aware of any health & safety related functions you may be expected to either perform or to which may be exposed in relation to the post you are applying for. This information will help you if successful in your application identify any health-related condition which may impact on your ability to perform the job role, enabling us to support you in your employment by way of reasonable adjustments or workplace support.

Function	Applicable to role
Using display screen equipment	YES
Working with children/vulnerable adults	YES
Moving & handling operations	NO
Occupational Driving	NO
Lone Working	YES
Working at height	NO
Shift / night work	NO
Working with hazardous substances	NO
Using power tools	NO
Exposure to noise and /or vibration	NO
Food handling	NO
Exposure to blood /body fluids	NO

“Our vision is for all students to be co-operative, confident, ambitious and successful members of our community”

If you think like us and share the same beliefs and thoughts, we would love to have you on board. You will be joining a team that is extraordinarily hardworking and most importantly makes sure each child reaches their full potential.

The deadline for applications is shown on the school website. If you are interested in the position, please complete an Application Form, available from the school website:

<https://www.gildredgehouse.org.uk/home/contact-us/staff-vacancies/>

Please return the completed Application for Employment to careers@gildredgehouse.org.uk by 9.00am on the closing date.

We look forward to hearing from you.