



BREDON
SCHOOL

The background image shows the front facade of Bredon School, a large, historic stone building with two prominent towers and a central gabled entrance. The building is partially covered in ivy. In the foreground, there is a green lawn, a stone staircase leading up to the entrance, and a large, dark, circular stone basin or fountain.

MARKETING & COMMUNICATIONS OFFICER

APPOINTMENT BRIEF



About Bredon School

Bredon School is situated on a rural site in the magnificent Gloucestershire countryside, with uninterrupted views of the Malvern Hills.

The school is centred around Pull Court, a large house dating from the 17th Century, which was remodelled in the early 19th Century to resemble as it stands today. In addition to the academic school buildings, boarding houses and playing fields, the Bredon community makes full use of a working school farm, various agricultural buildings, and direct access to the River Severn. Two large areas of woodland are also used for educational purposes, and are rich in native wildlife.

Bredon School offers each and every pupil a magnificent range of traditional and vocational qualifications in an outstanding pastoral environment which ensures that each pupil thrives as an individual. Taught in small classes individuality is both nurtured and celebrated by our highly qualified, passionate staff who strive to secure a love of learning in our pupils enabling them to realise their full potential.

Offering a broad spectrum of subjects, activities, opportunities and experiences we are able to build our pupils confidence and self belief. This is just one of the reasons why we are judged as 'Excellent' by the Independent School Inspectorate (ISI) for both academic achievement and all-round personal development.

Bredon School is ten minutes away from the market town of Tewkesbury, with easy access to the M5 and M50. The Forest of Dean, Wye Valley, the Cotswolds and the Malvern Hills are all well within an hour and we are equidistantly placed between the cathedral cities of Gloucester and Worcester. House prices in and around Tewkesbury sit just below the national average.

Appointment of Marketing & Communications Officer

Job Title: Marketing & Communications Officer

Responsible to: Head of Marketing & Communications

Hours of work: The designated hours will be 37.5 hours per week Monday to Friday; primarily 9am to 5pm. Hours may vary according to events or functions taking place and therefore a degree of flexibility is required for the role. The role is Term Time, 34 weeks, plus an additional four weeks to be worked in the school holidays. The dates of these additional four weeks will be agreed with the Head of Marketing & Communications.

Overview

This is an exciting time to join Bredon School as we prepare to launch a new Marketing Strategy.

You will work with the Head of Marketing and Communications (HMC) to support the implementation of the strategy and ensure the brand identity is reflected internally and externally.

The Marketing Officer will act as a brand guardian for Bredon School and will contribute towards marketing and PR planning, acting as a face and voice of the School's marketing efforts.

The Marketing Officer will enjoy strong relationships with staff and the media, as well as a network of designers, web developers etc.

The ability to be able to multitask, plan and deliver several projects simultaneously is essential.

Main Duties

Social Media & External Media / Marketing

- Develop a social media plan to ensure consistent, timely and relevant items are posted
- Be responsible for writing content that is individually and specifically relevant to
 - Instagram
 - Facebook
 - Linked In
- Ensure all posts are approved by the HMC (or an appropriate member of staff in the HMC's absence)
- Monitor reach of and interaction with posts to enable regular review and reporting
- Monitor the social media output of competitor and other local/specialist schools

Photography

- Identify opportunities, collaborate with staff and take / organise relevant photos and video footage attending, for example, lessons, activities, events
- Book professional photographers for large-scale events
- Support the HMC with professional photo/video shoot days
- Identify pupils and, where possible, alumni whose stories deserve a wider audience
- Maintain a detailed photo library, naming all images
- Maintain and keep up to date at all times the pupil photo permission list
- Ensure that all photos of pupils for whom we do not have permission to use are deleted within the photo library

Printed Material & Merchandise

- Maintain a full inventory of all publications and stocks of merchandise
- Take responsibility for keeping the Marketing store clear and tidy, with all items clearly labelled
- Liaise with other departments to create posters, invitations etc in line with the brand guidelines to support their events
- Support the HMC in the production and distribution of hard copy and e-publications

Printed Material & Merchandise (cont)

- Ensure all printed materials around the school follow the brand guidelines and are in date
- Investigate options for the display of internal printed material around the school to ensure areas are neat and suitable for visitors
- Support the HMC in the production and distribution of hard copy and e-publications
- Liaise with marketing suppliers to enable the best delivery timescales and pricing
- Research and recommend merchandise that fits with the Bredon brand and develop a calendar of opportunities for distribution (eg events, tours) with recommendations that fit to the audience and objectives
- Monitor adherence to the style/brand guidelines across the School

Online presence

- Coordinate and maintain Bredon's profile on directory and external partner websites, ensuring images and messaging are up to date

News & Media

- Collect material from around the School and produce the weekly Headmaster's Bulletin
- Monitor all School news and suggest appropriate opportunities to submit stories to relevant bodies (eg local and national press, education publications)

Events

- Maintain a calendar of events taking place through the school year, allowing sufficient time for planning the Marketing input
- Work with the HMC to ensure the Marketing objective(s) of each event are met
- Support the planning and execution of relevant events

Generic Accountabilities

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. The duties outlined above are not intended as a restrictive list and may be extended or altered to include other tasks that are commensurate with the role.

Safeguarding Children

In accordance with the school's commitment to adhere to the Department for Education's Keeping Children Safe in Education and all other relevant guidance and legislation in respect of safeguarding children, the post holder will be required to demonstrate your commitment to promoting and safeguarding the welfare of children and young people in the school.

Confidentiality

During the course of employment you will have access to information of a confidential nature. Under no circumstances may this information be divulged or passed on to any unauthorised person or organisation.

Data Protection

During the course of employment the post holder will have access to data and personal information that must be processed in accordance with the terms and conditions of the General Data Protection Regulations and properly applied to pupil, staff and school business/information.

Benefits

- Free onsite parking
- Free lunch provided in term time
- Beautiful working environment



Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• Educated to A Level standard or equivalent with a minimum 5 GCSE's grade A*-C including English and Maths	<ul style="list-style-type: none">• Educated to degree level standard or equivalent• Marketing qualification
Experience	<ul style="list-style-type: none">• Minimum of one year in a PR/Marketing role• Web editing experience• Experience of social media management and digital advertising• Experience of working in a confidential environment• Photography skills• Excellent ICT skills	<ul style="list-style-type: none">• Experience of working in a school• Proficient in using Google office suite• Experience of using databases, including report generation• Sufficient numeracy skills to deal with statistical data• Knowledge of Hoot Suite or similar
Skills & Aptitudes	<ul style="list-style-type: none">• Excellent written and verbal communication skills• Ability to work alone or as part of a team (and under pressure)• Attention to detail, accuracy and ability to follow procedures and policies• Flexible approach to varying workloads	
Knowledge	<ul style="list-style-type: none">• An appreciation of the school, its tradition and history	<ul style="list-style-type: none">• Knowledge of independent schools

Person Specification

	Essential	Desirable
Personal competencies and qualities	<ul style="list-style-type: none">• Cheerful disposition• Team player• Sense of responsibility and confidentiality• Professionalism and integrity• Dedication and enthusiasm• Motivation to work with children and young people• Flexible approach• Resourceful• Commitment to equality and diversity• Commitment to Health & Safety	

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.



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