



A M E S B U R Y

Head of Communications and Creative Marketing

Overview

Amesbury has a great story to tell. As a truly independent, co-educational preparatory school for children aged 2-13, situated in an area of outstanding natural beauty in Hindhead, Surrey, not only does it have an excellent record of passing children into a range of senior schools, but also its curriculum is innovative, ambitious and ready to move with a more demanding educational landscape.

The Head of Marketing will be responsible for telling this story to prospective and current parents, our competitors, the schools to whom we send pupils and the wider community, using a range of media. This must be achieved in a dynamic and innovative manner and consequently the Head of Communications and Creative Marketing must be ready to immerse himself/herself in the life of a busy school.

In the first instance, the Head of Communications and Creative Marketing will need to develop and implement a marketing strategy which complements the business aspirations, all the while ensuring that the existing marketing initiatives are efficiently carried out. In the short term, tapping into the London market will be essential as evidence shows that many families are seeking to relocate to this area. Competition is stiff and so the successful candidate will need to be pro-active and imaginative. Another immediate challenge will be to engage in our re-branding of our Early Years Foundation Stage (EYFS) offer.

Harnessing the ideas and proposals of staff and governors will serve two purposes; creating initiatives and motivating those people to engage in the marketing effort. Creating a plan and encouraging others, who are not necessarily involved in marketing, to help with its implementation is at the heart of the challenge.

The successful candidate will need **imagination, determination and enthusiasm** as the task is a significant one. At present, Amesbury is well set and the achievements of the departing Marketing Manager offer firm foundations on which to build. As the whole school moves towards an innovative curriculum, staff will need to adapt and therefore the new appointee will need to demonstrate **empathy**. The successful appointee must engage with all stakeholders.

If you think that not only do you have these qualities, in the first instance, you will need to convince me and my team that this is the case by:

1. Filling in the application form on our website.
2. Writing a letter to me, outlining your ideas for innovative marketing initiatives in the prep school world and the processes you would use to bring these about.

This letter and your application form need to be with Jackie Chauhan, who co-ordinates recruitment, by email (recruitment@amesburyschool.co.uk) by 14 May. Interviews will be held in the week beginning 17 May and unless stated, referees of those on the long list will be contacted.

On many occasions I have been encouraged to join a school during 'exciting times'. I am not sure that this is the appropriate description for the circumstances in which we all find ourselves, but if you are the type of person whose 'glass is always half full' and who believes that out of challenges come not only difficulties, but also opportunities, then you could be the person for Amesbury.

With all best wishes,

A handwritten signature in black ink, appearing to read 'Jonathan Whybrow', with a long horizontal flourish extending to the right.

Jonathan Whybrow

Head

Job Description

Head of Communications and Creative Marketing

School Aims

Our principle purpose is quite straightforward. It is simply that we want every child to enjoy his or her time at school; to feel valued as individuals, in an environment where their talents can prosper to the benefits of the community, so that when the time comes to leave us, each child will do so with confidence high, skills sharpened and personalities rounded.

More specifically we aim to:

Develop in every child the necessary skills, aptitudes and abilities to enable him/her to move on to senior school and beyond as an emotionally resilient, autonomous learner.

Develop a caring community within the school by encouraging commitment, courtesy, co-operation, tolerance and compassion towards one another whilst understanding that each individual is a member of a wider community.

Promote and nurture a close relationship between home and school in the partnership of education.

Provide pupils with a model of how an excellent organisation is run, one in which there is culture of high achievement, a willingness to adapt and a propensity for innovation.

To create the circumstances in which all members of staff have the opportunity for personal development and feel able to make the fullest of contributions to school life.

Fulfill our social and environmental responsibilities to society.

Purpose

1. To attract prospective parents to visit the school and subsequently to work with the Head of Admissions, Head and the wider community to convert into definite joiners.
2. To ensure that the Amesbury brand is recognised and respected in West London, Surrey, Hampshire and West Sussex.
3. To ensure that the Amesbury brand is represented in the education media 'of the moment' (Tatler, Muddy Stilettos, Talk Education etc).
4. To ensure that the Amesbury brand is recognised by ex-pat communities through the medium of 'education and/or relocation consultancies'.
5. To play a key role in developing the school's activities to increase awareness and understanding of Amesbury amongst all key audiences.
6. To have responsibility for all communications, including the website, and the creative marketing of the school, ensuring it is consistent and in line with the school's brand and strategic objectives.
7. To attend Open Day events on a maximum of four Saturdays in one academic year from 8.00am until 1.00pm.
8. This is a full time, term time position (Monday-Friday, 8.00am-5.00pm) with the addition of up to 25 days during the school holidays to be agreed with the Head of Admissions and Head.

Reporting and Responsibilities

1. The Head of Communications and Creative Marketing is appointed by the Head.
2. The Head of Communications and Creative Marketing reports directly to the Head of Admissions.
3. He/She attends meetings of the Governors' Marketing Committee.

Main Duties and Responsibilities

Marketing & Brand:

1. To assist the Head of Admissions in the development and implementation of the marketing strategy.
2. To articulate clearly the values, image and brand of Amesbury and ensure this is adopted and maintained through all publicity and communication across the school.
3. To assist the Head of Admissions in monitoring, reviewing and conducting regular marketplace analysis.

Budget:

1. To manage the marketing budget and to measure the effectiveness of the spend through entry and exit surveys.

Communications:

4. To deliver consistent, clear, concise and timely communications with both internal and external stakeholders.
5. To ensure articles and statements are written to a high quality and have a consistent message across all media outputs and maximise further opportunities.

Website:

6. To manage the school website (working with the developer) and ensure it is kept up to date with relevant, interesting content.
7. To undertake regular analysis of the website use, using analytics to track areas of interaction and adapting content and structure accordingly.
8. To analyse and report the current market, competitor activity and industry best practice.

Social media:

9. To develop and oversee the execution of a comprehensive social media strategy in conjunction with the Head of Admissions and the Assistant Head (Digital Marketing).
10. To develop a social media policy.
11. To oversee use of all social media accounts and ensure that matters of data privacy are complied with in line with the law and Amesbury policy.
12. To conduct regular analysis of latest trends.
13. To keep abreast of developments in the use of social media for marketing, advising the Head of Admissions accordingly.

School Publications:

14. To produce all school publications, including the school prospectus, parent handbook, "Welcome to Year 3" etc.
15. In collaboration with the Old Amesburian representative, design and print the annual alumni Newsletter.

Photography & videography:

16. To work with School Photographer to ensure the capture of high quality photography of all key school events, plus day to day capture of 'school life'.
17. In the absence of the School Photographer, to be confident and willing to take photos of day to day school events.
18. To assist in the creation of videos as required.

General Responsibilities

19. To become an integrated member of the school community, being recognised and valued for the essential work that you do.
20. To attend staff meetings and liaise and co-operate with colleagues on whole school matters.
21. To attend staff training days and other functions, which may fall outside normal school hours.
22. To ensure that you are familiar with all school policies and the contents of the staff handbook.
23. To ensure the safety and well-being of children and young people at the school by adhering to and complying with the school's Safeguarding (including Child Protection) policy and procedures at all times (see below).
24. To attend training and staff INSET sessions organised by the school to provide a consistent approach across the entire school staff population.
25. To adhere at all times to Health and Safety legislation, and all departmental policies and procedures, to ensure their own safety and that of colleagues, pupils and visitors.
26. To carry out any other reasonable duties as requested by the Head.
27. To constantly appraise your professional performance, participating in training courses and keeping informed of current legislations and best practice in conjunction with the Head of Admissions.

Child Protection / safeguarding

Amesbury is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Our commitment is underpinned by robust processes and procedures that seek to maximise opportunity, minimise risk and continuously promote a culture of safeguarding amongst our workforce.

All successful applicants will be required to complete an enhanced DBS check which must be maintained throughout the period of employment.