

HATHEROP CASTLE

THE ADVENTURE OF CHILDHOOD



Marketing Coordinator

Candidate Pack



A happy and high-achieving day and boarding prep school in the heart of the glorious Cotswolds

Hatherop Castle, Hatherop, Cirencester, Gloucestershire GL7 3NB

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Hatherop Castle Limited Registered in England number 8876703

INTRODUCTION

The opportunity has arisen for a marketing assistant to join this highly regarded co-ed day and boarding prep school, located in the heart of the Cotswolds. The school is enjoying a period of significant investment and development since joining the Wishford Schools group in 2014. The successful applicant would join a very friendly office team.

THE SCHOOL

Hatherop Castle School is a co-educational day and boarding prep school for pupils aged 2 to 13, located in a stunning rural setting in the heart of the Cotswolds. Set in 24 acres of beautiful landscaped grounds, the school enjoys a reputation for high academic standards within a caring, happy environment.

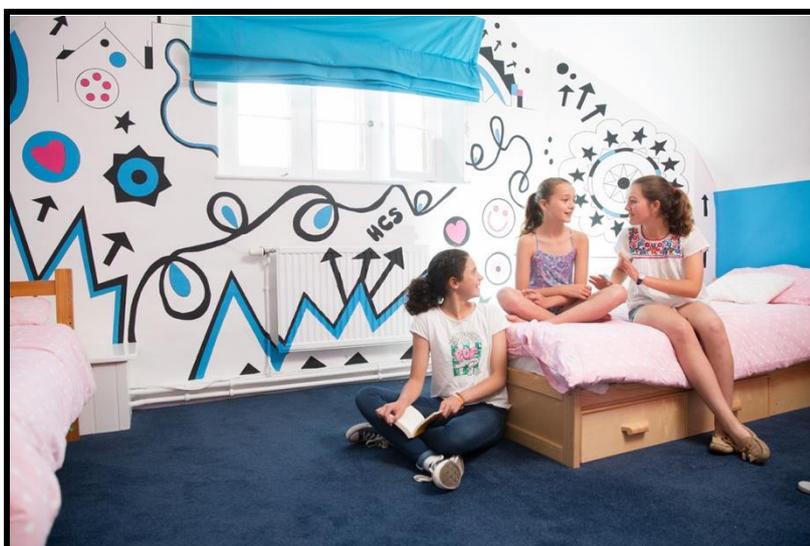
Children are prepared for entry to a wide range of selective independent secondary schools including Marlborough, Abingdon, Cheltenham College, Dean Close, King's Gloucester and Malvern St James, as well as Gloucestershire's highly sought-after grammar schools. The school has a 100% track record of achieving school of first choice and great care and consideration is given to ensure each child enters the senior school best suited to their needs.

Children at Hatherop Castle benefit from a full and challenging curriculum with expert teaching and wide-ranging extra-curricular activities. Here they build skills, techniques and a love of learning that will serve them throughout their school career. The Castle and grounds themselves play an enormous role in the children's experience, providing a wonderful and exciting place in which to spend their childhood, where they can play, explore, build confidence and take risks in a safe environment.

Since joining the Wishford Schools group, the school has begun an extensive programme of investment and refurbishment, with improvements to classrooms, boarding accommodation and the common parts of the school, as well as upgraded IT facilities and investment in staff. In June 2016 a new Performing Arts Centre was completed, providing an outstanding rehearsal and performance space for music, drama and dance. The school has recently secured control of a large walled garden which is to be developed to provide additional play space for the Nursery and Pre-Prep, for horticultural use and sports facilities. The coming years will see significant further investment and the successful candidate will play an important role in setting and delivering this vision.

In the last Integrated Inspection by ISI in March 2016, the school was found to be 'Excellent' in all categories, and the Compliance Inspection in March 2019 found the school to be fully compliant in all areas.

For more information on Hatherop Castle School, please visit: www.hatheropcastle.co.uk.



THE OPPORTUNITY

Hatherop Castle School has an exciting opportunity for a new marketing coordinator. Supported by the group marketing department, he or she will be responsible for delivering the school's annual marketing and PR plan to achieve pupil recruitment targets.

Making a positive impression is vital to the school, and the marketing coordinator would play a vital role in that, allowing the full potential of the school to be realised.

The ideal candidate would be available to start as soon as possible.

Working hours

This is a part time role, at 24 hours per week, ideally spread over five days, but with flexibility. There is the occasional requirement to work outside core hours, specifically attendance at up to 3 Saturday morning Open Days, plus occasional events as required. However, these are planned far in advance.

Salary and benefits

The salary is competitive, subject to experience. You also have access to the school's pension scheme and there is the option of fee remission.

Key Responsibilities

- Supporting the delivery of the school's annual and termly PR and marketing plans.
- Helping staff to generate news stories to support the school's marketing messages.
- Keeping the school's website fresh, current and engaging, posting stories regularly and ensuring diary and other information is up to date.
- Building and maintaining the school's social media presence.
- Assisting with the organisation of school events, including Open Days.
- Managing the school's photography archive.
- Supporting with the production of any regular newsletters.
- Managing the collation of articles and photos for the school's yearbook.
- Supporting the Group Marketing Department in producing prospectuses, flyers and other literature as necessary.
- Assisting the Admissions Registrar in collecting and analysing data to assess the effectiveness of various forms of marketing.
- Gathering and interpreting market research including parent surveys.
- To act at all times as an ambassador for the school.
- To support the smooth running of the school.

Reporting lines

Reports to the School Business Manager and the Group Marketing Manager. Performance Review meetings will take place annually.

Holidays

A holiday entitlement of 25 days per year (pro rata if hours are worked over a reduced number of days).

Vetting requirement

The post holder's responsibility for promoting and safeguarding the welfare of children and young person's 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 Staff Behaviour 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 Headmaster.

An enhanced DBS disclosure and references will be required for this post

NO CV'S - APPLICATIONS WILL ONLY BE ACCEPTED ON THE SCHOOL'S APPLICATION FORM.

Person Specification

Character	<ul style="list-style-type: none">• Very personable, with excellent people skills.• Highly organised, with a good eye for detail• Self-motivated, a team player and a strong work ethic• Professional manner and approach.
Knowledge	<ul style="list-style-type: none">• Strong IT literacy, including the Microsoft Office suite of applications.
Skills	<ul style="list-style-type: none">• Highly literate with excellent and engaging writing skills.• Ability to work as part of a small team and on own initiative.• Ability to prioritise workload and meet deadlines whilst maintaining a high standard of work.
Experience	<ul style="list-style-type: none">• Experience of managing WordPress websites, social media and using MailChimp would be advantageous.

Deadline

The deadline for applications is 26th April 2019.