



Marketing and Communications Administrator (Maternity Cover)

Application pack



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Principal's Introduction

Thank you for your interest in our school and the post of Marketing and Communications Administrator at Caroline Chisholm School. Our school is a dynamic and heavily over-subscribed all-through academy, which covers an age range from 4 to 19. The school caters for over 2000 students across our Primary phase, Secondary phase and Sixth Form.

The successful candidate will be a highly motivated individual who has outstanding experience and/or potential. Our new team member will be expected to motivate and inspire students, staff and parents to develop and promote a culture that challenges students to achieve at the highest levels.

As a Marketing and Communications Administrator within our fully inclusive, all-through learning community, your role will be to support the Admissions and Marketing Manager in promoting the school both within our school community wider audiences.

It is a busy and exciting time at Caroline Chisholm. We are delighted that our long-awaited Ofsted review resulted in a 'Good' outcome with 'Outstanding' in our early years provision. We aim to continue to rapidly improve, to become one of the highest performing schools in the Northamptonshire area.

My vision for the school is that it becomes a centre of excellence in developing innovative teaching as well as being a school that focusses on developing success, confidence and ambition in all our students. It is therefore important that the successful candidate has a true passion and determination for promoting our teaching and learning, coupled with drive to deliver outstanding communications and promotion materials for our school.

If you feel that our school ethos fits your ambitions, we would very much like to hear from you. This position is available from mid-November.

Regards,



David James

Principal

Our School

Caroline Chisholm is an oversubscribed, academically successful school that strives to develop young people into ambitious, highly successful, happy and resilient young adults. We make learning enjoyable from reception right up to the sixth form. We provide a challenging academic curriculum, coupled with a very supportive pastoral system that values the strengths and talents of the individual student.

Since our opening in 2004, we have progressed as a school to offer both incredible facilities and teaching. In January 2020, we welcomed a visit from Ofsted and were awarded a 'Good' status. They were keen to note that,

“Pupils are well supported for their next steps in education and training. Opportunities for extra-curricular activity are highly regarded. These include a wide range of sports, dance, drama and visual arts.”

Ofsted, 2020

Extra-curricular involvement is not considered an “add on” at our school. Engagement in sports, the arts, school trips and out of class activities enable us to build the qualities of empathy, mental agility, resilience and perseverance that we value as a school.

Our purpose-built, state of the art, all through (4-19) provision makes Caroline Chisholm School a school for the 21st Century.



Parents who choose Caroline Chisholm School for their child can be assured that we will work hard to look after them, unlock their potential and provide every opportunity to make their time with us enjoyable, engaging, rewarding and successful – so that they can be the best they can be.

Our Vision and Values

Caroline Chisholm School is a safe, secure and inspirational learning environment at the heart of our community, where everyone is equally valued and respected - a community built on:

Ambition

By developing the school culture, where everyone:

- strives to be the best they can become
- aspires to ambitious goals
- nurtures and supports

Confidence

Where everyone develops self-belief by:

- overcoming challenges
- taking calculated risks
- upholding our shared values

Success

Where everyone is inspired to:

- become a high performing learner
- embrace a range of rich and diverse opportunities
- celebrate achievement in all its forms

Academic attainment across all phases is consistently above national averages.

Our school ethos 'Everyone, Every Lesson, Every Opportunity' carries across all phases of our school. If our ethos fits with your ambitions, we would very much like to hear from you. This position is available to start immediately.

We aim to provide school experiences and opportunities that promote and encourage ambition, confidence and success for everyone, through the effective support and engagements of parents. Our school ethos plays a key role in every lesson and activity, both in and out of school to ensure that everyone can aim high and unlock their individual potential. We will encourage each child to make the most of every opportunity so that their educational experience at school is as enjoyable, rewarding and as successful as possible – nurturing the best in everyone.



Safeguarding

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. This post will be subject to an Enhanced DBS Disclosure. All applicants should read the school's Child Protection and Safeguarding Policy (which is available on our website) and are required to declare any information, as requested, on the online application form.

How to Apply

To apply, please complete the online application form and attach a supporting statement to tell us about your experience and suitability for the post with reference to the attached job description and person specification.

If you have any immediate questions around this, please do not hesitate to email Sarah Stowey, Director of HR using the email address: sstowey@ccs.northants.sch.uk

Please note that all applications must be submitted by: 12pm on 29/10/2021. If you have not heard from the school within 2 weeks of this deadline, please assume that your application has not been successful on this occasion.

References will always be requested before interview.

Interview date

- Interviews for the post are likely to be on Thursday 4th November 2021.
- The school reserves the right to interview strong candidates at an earlier date to ensure we secure the best person for the post.

Start date

- As soon as successful candidates are available.



Job Description:

Marketing and Communications Administrator

Responsible to: Admissions and Marketing Manager

Hours per week: 37 hours per week, 39 weeks per year.

Contract type: Maternity cover

Salary: Grade G £20,494 – £22,183

Main Purpose

The Marketing and Communications Administrator is responsible for managing the school's online presence through its social media channels, website and any other online platforms. They will be in charge of creating content for these channels as well as creating new marketing materials for internal use, and print such as Prospectus', Parent Guides, Newsletters, Advertisements and more.

The role will be instrumental in ensuring all communication is to the highest standard and sharing with each of our audience types the information they need to be aware of.

The Marketing and Communications Administrator will also be on-hand to help with any admissions queries that arise and help with the day-to-day administrative responsibilities for Admissions for the school.

Main Duties and Responsibilities:

Marketing

- Produce written and online material for the school's various channels, including press releases, staff newsletters and regular social media updates.
- Monitor the School's social media channels and respond to enquiries and escalate complaints.
- Manage and maintain the School's website, ensuring all external communications are uploaded, update specific webpages where necessary and create bespoke webpages for events, including Virtual Tours, GCSE Options, etc.
- Photograph and video key events for the school and organise opportunities to take brand-new photos to continually keep the school's photo bank up to date. Support with any projects that require any video editing.
- Assist with the design of branded materials, such as Prospectus', Curriculum Learning Journeys and any projects that require the use of tailored marketing materials.
- Maintain good relationships with local and national marketing agencies to generate a large exposure of the school.
- Monitor existing social media and website campaigns and analyse this data to identify trends and ensure the school is at the forefront of new developments.
- Research, source, cost, and place orders for merchandise for events and other resources

Communications

- Create and approve any internal and external communications, in line with the school's communications strategy and house style documents.
- Send communications using the Schoolcomms application.
- Seek content for and creating a monthly newsletter that contains recent events and important information relating to that month.
- Maintain a whole-school branding approach in all that we do, ensuring that all communications use the same house style.
- Provide guidance on new projects that require the use of external communications to gain exposure.
- Offer guidance on any new initiatives and project that may require the use of our social media and marketing channels.

Admissions Administration

- Produce required admissions material including welcome packs, offer letters, etc.
- Collate and analyse data relating to new starters and prospective students.
- Assist with the organisation, advertising and hosting of school events such as open events and transition days.
- Input and maintain applicant and pupil data on internal database.
- Respond to enquiries via the Admissions mailbox.
- Keep accurate and up-to-date records.
- Assist with marketing and admissions general administrative tasks

Whilst we have made every effort to explain all the main duties and responsibilities of the post, each individual task may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

“Every teacher I have is incredibly passionate in the subject they teach. We engage with them, because they engage us. They want to be with us in the classroom.”

- Sixth Form Student



High Performance Learning

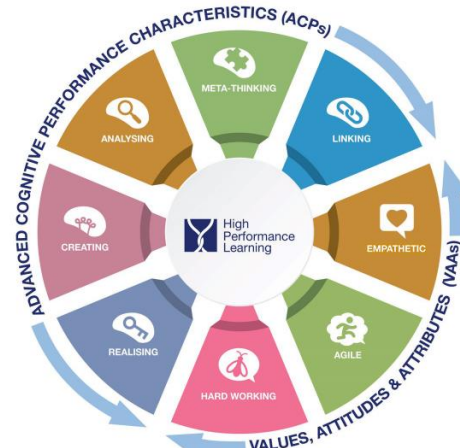
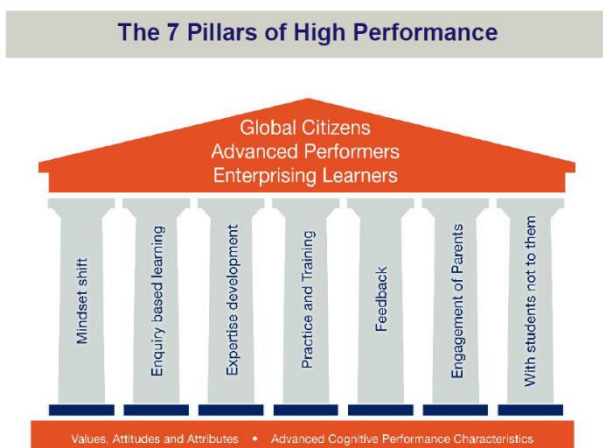
At Caroline Chisholm School, our approach to Teaching and Learning is driven by the High Performance Learning Framework. The High Performance Learning Framework is a practical method for schools and teachers to develop their students' intelligence. At the basis of the Framework are the Advanced Cognitive Performance Characteristics (ACPs) and the Values, Attitudes and Attributes (VAAs) that students can develop to become high performers.

The background to the High Performance Learning philosophy is our growing understanding of how to create more high performing students. This requires a decisive move away from expecting only a small proportion of students to be able to achieve academic success and towards expecting high performance to be the norm in the school.

We are currently nearing the end of the school's first year of working towards the High Performance Learning Award which is a prestigious, globally-recognised award that celebrates the achievements of schools which are amongst the best in the world. Achievement of the award is a confirmation of the school's ability to provide an exceptional level of education for its students, using the High Performance Learning approach to enable them to reach high levels of academic performance. When we gain our accreditation, it will be recognition that at Caroline Chisholm School:

- Everyone in the school, regardless of background or starting point, is able to achieve the highest academic standards
- Students will be equipped with the values, attitudes and attributes that will serve them well in university, the workplace and their lives
- The school will be capable of delivering this outcome consistently year on year, regardless of changes to context or circumstances.

Staff joining Caroline Chisholm School are given training and support to help them learn about the High Performance Learning Framework as part of our induction programme.



Person Specification:

Criteria	Qualities
Qualifications and training	Minimum of 5 GCSEs, A*-C (or equivalent) Minimum of 2 A Levels (or equivalent) A degree – ideally in Marketing or Communications would be desirable
Experience	Experience and knowledge of digital marketing, social media and email software Proficient in presenting information in an accurate and appropriate format Ability to write and formulate strong, engaging content for multiple audiences and formats Application of creative thinking and writing with the ability to initiative and develop new ideas within digital marketing Able to work and communicate with a diverse group of people and platforms
Skills and knowledge	Good IT skills Ability to organise time efficiently and work to tight deadlines Strong communication and interpersonal skills Conversant in writing web content Excellent attention to detail
Personal qualities	Has a passion for social media and marketing, and is committed to provide the best user experience for the audience of Caroline Chisholm School Ability to work under pressure and prioritise effectively Commitment to maintaining confidentiality at all times Commitment to safeguarding and equality