



The
Birkenhead Park
School

Job Vacancy **Marketing & Events Officer**

Are you looking to use your marketing expertise and enthusiasm to raise the profile of a school that is on a journey of transformation?

We are looking for a proactive, ambitious and conscientious Marketing & Events Officer to run our day-to-day marketing activities to enhance the school profile, attract new students and engage the existing school community. The role would suit an experienced marketing professional looking for a part-time, term time position or a new marketing graduate who is creative & driven.

DETAILS:

Role:	Marketing & Events Officer
Reports to:	Director of Marketing BePART Educational Trust
Hours:	Term Time only, 21 hours per week (occasional evening work, plus 2 days in August for GCSE results)
Salary :	Grade 6, scale points 11 – 13 £10,960 - £11,403 (FTE £21,748 - £22,627)
Start date:	January 2022



ABOUT THE *Role*

The Birkenhead Park School is well underway on its journey of transformation & marketing is playing a key role in changing historic perceptions of the school. We have developed a strong visual brand identity and look to challenge and improve ourselves to make a difference. No two days are ever the same and we are looking for a proactive & innovative person to promote and share all the exciting opportunities to students inside & outside the classroom.

Key responsibilities include:

- **Social media** – manage the school's social media and drive engagement through interesting and timely content.
- **Website** – keep content up to date and informative whilst being Ofsted compliant.
- **Events** – plan and organise key school events e.g. open evening, awards afternoon.
- **News stories** – write news stories to share online and if required, produce a press release.
- **Advertising** – implement and manage social media advertising campaigns.
- **Design** – produce/update simple artwork using InDesign e.g. web banners.
- **Email/direct mail campaigns** - deliver personalised campaigns.
- **Photography** – take photos/film as required and edit
- **Internal communications** – support the SLT with staff communications and events

ABOUT You

The candidate will have the drive and capacity to thrive in this role and make a significant difference to our students' school experience. You will bring energy, enthusiasm and a commitment to securing strong progress and raising achievement of all students. Experience of working with children and working within a classroom based environment would be beneficial.

A detailed Job Description is provided that details the scope and responsibilities of the roles. A Person Specification is also included which states the required skills and experience of candidates.



ABOUT Us

The School is part of the BePART Educational Trust which was set up by Birkenhead Sixth Form College, an Ofsted Outstanding post-16 specialist, recently awarded TES Sixth Form College of the Year. The School and the College work together collaboratively to share and develop educational best practice and create an inspiring culture with opportunities for career development. The Birkenhead Park School aims to achieve "Ambition and Excellence for All" and we are committed to providing the best possible education for every student. The School is driven by the values of Positivity, Ambition, Resilience, and Thoughtfulness, and building character is seen as a fundamental priority in securing our students' future success.



Please note: The Birkenhead Park School is part of the Be PART Educational Trust and the school sources its central services such as Marketing, Finance and IT from the trust. You will be based at the school and your line manager is the Director of Marketing, Be PART Educational Trust, who is based at Birkenhead Sixth Form College.

Person Specification

Qualifications	essential	desirable
Degree or equivalent		✓
A Level or equivalent	✓	
Marketing/Design Qualification	✓	
Experience	essential	desirable
Knowledge and/or experience of marketing	✓	
Experience of using social media in a professional capacity	✓	
Experience of managing website content	✓	
Experience of using design packages such as Adobe Illustrator		✓
Experience of copywriting and editing	✓	
Experience of MailChimp (or similar)		✓
Experience of planning and organising events	✓	
Knowledge / Skills / Abilities	essential	desirable
Up to date knowledge & understanding of marketing practices, in particular, digital	✓	
Ability to work flexibly as part of a team	✓	
Ability to respond flexibly and creatively to new challenges & opportunities	✓	
Ability to prioritise and meet deadlines	✓	
Able to use IT effectively, including word, excel, outlook etc.	✓	
Excellent written & verbal communication, interpersonal and organisation skills	✓	
Excellent attention to detail and accuracy	✓	
To demonstrate a commitment to	essential	desirable
The School values of Positivity, Ambition, Resilience and Thoughtfulness	✓	
Personal development and training	✓	
Safeguarding and promoting the welfare of students	✓	
Equality and diversity	✓	

Any questions?

If you would like any further information or would like to arrange an informal phone conversation about the role, please email Sarah Crosbie, Director of Marketing scr@bsfc.ac.uk

HOW TO Apply

Visit:

<https://birkenheadparkschool.com/job-vacancies>

Completed applications should be returned to the HR Department by email to:
recruitment@birkenheadparkschool.com

The closing date for receipt of a completed application form is:

12 noon, Monday 6th December 2021

The Birkenhead Park School is committed to safeguarding and promoting the welfare of children. Successful applicants will be subject to an enhanced DBS check. Applications will only be considered when submitted on a fully completed School application form. All applicants will be considered on the basis of suitability for the post regardless of age, sex, race or disability.

The Birkenhead Park School
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