



Candidate Pack

MARKETING EXECUTIVE

The Vale Federation

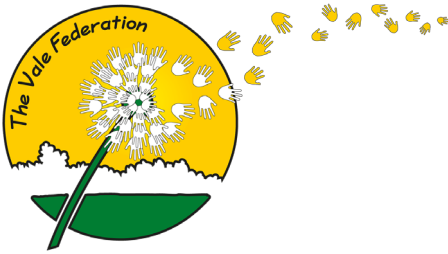
Stoke Leys Close, Aylesbury HP21 9ET

Telephone: 01296 427221

Email: recruitment@thevalefederation.com

Inspire - Enable - Achieve





Welcome

Dear Prospective Candidate,

Thank you for your interest in the position of **Marketing Executive** at The Vale Federation.

The Vale Federation encompasses two Special Schools (one primary, one secondary-aged) in Aylesbury. We support children and young people who are amongst the most vulnerable in our society. All children within the school have severe or profound learning difficulties and come to us as our specialist provision is required to support their often wide ranging needs.

Staff across all departments make a difference to the lives of every child who comes to one of our schools. We work together as a team, to ensure we deliver everything we can to make all elements and departments of The Federation the very best that it can be.

This important role is part of the Support Team, coordinating our marketing activities and communications across the Federation, ensuring all activities, materials and communications make a difference to everyone. The entire support team are extremely passionate about their roles and every member contributes to the delivery of our objectives.

Would you like to become part of our team, and be part of transforming a child's life? If you share a passion for making a difference and recognise the value in today's world of supporting the most vulnerable, then we'd like to hear from you. You do not need to have had extensive training prior to starting, just a good knowledge of marketing, enthusiasm to work as part of a team and a willingness to learn. We offer comprehensive training, both internally and externally, a full induction programme and potential career development for those who wish to progress.

We have high ambitions for all within our schools' communities. We expect the very best for the children and young people that come to us, and the same is true of our staff. We encourage and support all staff to develop and progress their own careers with us, and we have numerous examples of those that start with us as an administrator and progress to become a Team Leader. Others have developed expertise within one of the other support fields and followed a career path in that direction.

We take care of our staff. There is a regular wellbeing forum where all staff are represented, we have spacious well-resourced staffrooms with kitchen and IT facilities, a weekly staff bulletin which highlights many of the corporate benefits of being a staff member within Buckinghamshire Council, free on-site parking, and an open-door policy to all on the Leadership Team.

We are a welcoming, forward-thinking, hard-working team and hope you'll take this opportunity to consider joining us. If you would like to find out more about the role or to arrange a tour of the Federation, please contact the HR Team at recruitment@thevalefederation.com. We hope to receive your application and meet you in the near future.

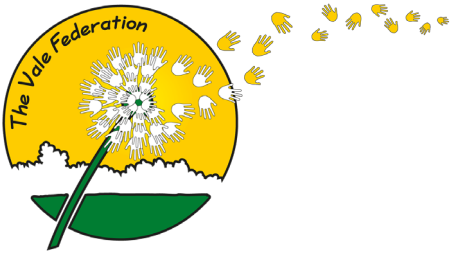
Yours faithfully,

Handwritten signature of Bradley Taylor in black ink.

Bradley Taylor
Principal

Handwritten signature of Steve Parkinson in black ink.

Steve Parkinson
Business Director



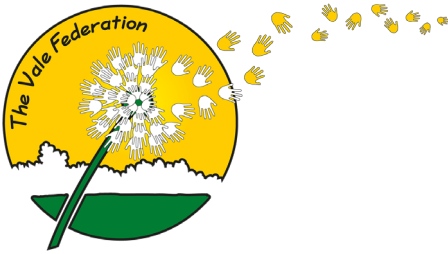
Vision

Through a multi-professional approach, we will create a high quality, inclusive, happy and safe school environment where pupils with a range of learning difficulties are:

- Inspired to engage in learning
- Enabled to realise their greatest level of independence and emotional resilience
- Supported to recognise and celebrate their achievements now and in the future

Inspire - Enable - Achieve





Values

Excellence:

We aim for our pupils to give their best in everything that they do. We recognise all their small steps of progress and their achievements. Whatever the child's starting point, we have high expectations of them. All children can make progress with their academic skills, their physical skills, their communication skills, and their personal development. Staff have high expectations of themselves and fulfil their role to a standard of excellence.

Trust:

We aim for our pupils to learn in a school environment that is safe and secure, and to develop trusting relationships with others. Over time, we want our pupils to develop a sense of responsibility. We aim for children to develop an awareness of who they can trust in the wider community. Staff always act in a trustworthy manner. They are honest and reliable at all times.

Courage:

We aim for our pupils to show courage in the challenges that they will face in life. It takes courage to have the confidence to have a go, to be willing to make mistakes, and to bounce back after a mistake. Staff model being courageous and support children's resilience.

Determination:

We aim for our pupils to always persevere, even when something may be difficult, to keep going and not give up, and to develop a positive "can do" attitude. Staff are unfailingly determined to support pupils in achieving their very best.

Kindness:

We aim for our pupils to show kindness to others. We value being polite, friendly and welcoming to others. Staff always act in a manner that demonstrates kindness towards children and towards each other. Staff are positive role models for children.

Friendship:

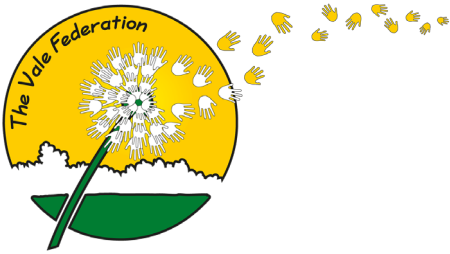
We aim for our pupils to develop communication and social interaction skills in order to develop positive friendships with others, and to take pleasure in shared experiences. Staff demonstrate friendship by being caring, supportive, having fun, and sharing ideas.

Respect:

We aim for our pupils to learn and develop in a school environment that promotes tolerance and respect for individual differences, abilities, needs and beliefs. We aim for our pupils to develop into individuals who respect themselves and respect others by treating them with consideration and care, and recognising that not everybody is the same. Staff are positive role models at all times and demonstrate their respect for others through their behaviour.

Equality:

We aim for our pupils to experience a school environment in which fairness is promoted. Equality is achieved by understanding that individuals need different levels and types of support to achieve their goals. Staff are committed to ensuring that each individual has their needs well met.



Job Description

School Name:	Booker Park & Stocklake Park
Post:	Marketing Executive
Hours:	35 Hours Per Week / 40 Weeks Per Annum
Salary:	Bucks Pay Range 2 / Point 11-15
Responsible to:	Business Director

Job Summary

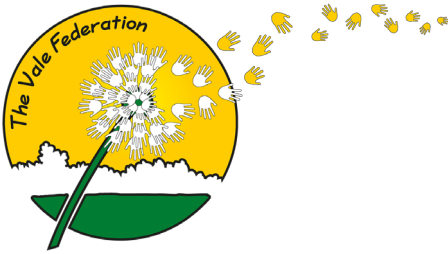
To coordinate the marketing and promotional activities across the Federation, including managing events, websites and social media, ensuring all are completed to the highest of standards and align to the Federation branding guidelines.

Main duties and responsibilities include

- Plan, coordinate and execute all marketing and promotional activities
- Coordinate and manage events
- Manage the Federation websites
- Coordinate and promote all branding guidelines
- Working and coordinating with third party marketing partners and agencies
- To always promote the Federation and all associated schools to the highest standards
- Responsible for checking emails regularly and keeping up to date with all school and Vale Federation communication

Marketing duties:

- Contributing ideas to marketing campaigns and initiatives
- Conducting research and analysing data to identify and define audiences
- Compiling, distributing, and presenting ideas, information, and strategies
- Coordinating promotional activities, events and attending as required
- Managing production and performance of multimedia content
- Coordinate content and the compilation of the bulletins and newsletters
- Writing and proofreading creative copy
- Coordinate the creation of all promotional materials for recruitment, events, displays and other requested topics
- Maintaining and managing the Federation websites, including all content, updates and tracking data analytics
- Updating and maintaining databases, using customer relationship management (CRM) systems
- Monitoring marketing spend and budgets and completing all associated reports, as authorised by the Business Director
- Managing social media accounts, campaigns, and content
- Monitoring performance and results of marketing campaigns



Job Description

- Liaising with and coordinating activities with third party marketing partners and agencies, as directed by the Business Director
- Produce, compile, and analysing questionnaires and surveys
- Produce and support the compilation of presentations as directed
- Support fundraising activities and attend as required
- Keep up to date with the latest marketing, GDPR and data protection guidelines and regulations

Other Responsibilities and Duties:

- Attending and contributing to half termly Operations Meetings
- Attending other Federation meetings as directed by the Business Director
- Using school systems such as Arbor, Access, School Booking System, Trello and Microsoft 365 Office Suite
- Carrying out procedures in relation to Fire Warden duties
- To carry out Federation policy as documented and/or as directed by the Business Director
- To present the school in a positive way in the community
- To be aware of the sensitive nature of information learning during the course of duties and to maintain confidentiality at all times
- To be aware of, and have regard to, the Health and Safety policy of the school. To ensure that agreed procedures are followed in the event of an accident or incident
- Employees are expected to regularly access their work email, whilst at work, to stay up to date with staff communications and information

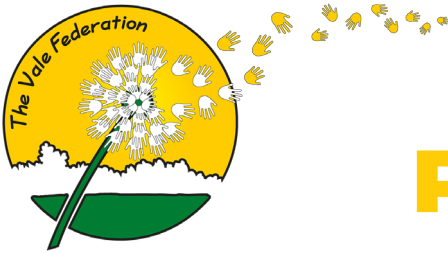
Training

Employees are expected to participate in training and professional development in order to meet performance objectives attending any relevant training for the job role.

Safeguarding Statement

The Vale Federation of Schools is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff, workers and volunteers to share this commitment. The successful candidate will be required to provide two satisfactory references, undertake pre-employment checks including a health check and have a cleared Enhanced Disclosure & Barring check. An online search (including social media) will be carried out for all shortlisted candidates as part of our recruitment process.

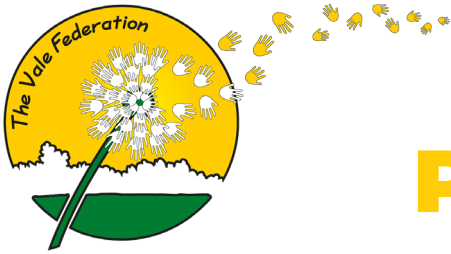
This job description describes in general terms the normal duties which the post-holder will be expected to undertake. In addition, duties may vary from time to time. The job description may be changed at any time, after consultation with the employee.



Person Specification

School Name **The Vale Federation (based at Booker Park School)**
Post **Marketing Executive - Range 2**

Factors	Essential	Desirable	Assessment Method
Qualifications	<p>2 GCSE 's Grade C or above or equivalent, in English Language and Maths</p> <p>Full UK Driving License</p>	<p>Dedicated training in any marketing discipline</p> <p>Qualification in marketing</p>	<p>Certificates at interview</p>
Experience, Special Skills and Abilities	<p>Relevant and recent experience of working effectively within a marketing environment</p> <p>Willing to work as a member of a team and make a positive contribution to the team's effectiveness</p> <p>Proven track record in taking responsibility for completion of tasks/projects</p> <p>Sound working knowledge of Microsoft 365, including Word, Excel, Power Point, and Publisher in order to create high quality documents and presentations</p> <p>Excellent written and spoken English to be able to communicate effectively at all levels (pupils, parents, colleagues, visitors) both face to face and on the telephone</p> <p>Excellent prioritisation and time management skills to manage workloads to meet deadlines</p> <p>Ability to always maintain confidentiality</p> <p>Experience of multi-tasking and working under pressure</p> <p>Experience of social media channels</p>	<p>Experience of working in an educational environment</p> <p>Understanding of GDPR and data protection regulations</p> <p>Knowledge of WEB and digital design and management including content management</p> <p>Experience of copy writing</p> <p>Experience of using Microsoft software including Sway, SharePoint, OneNote, Forms etc.</p> <p>Branding experience and understanding</p>	<p>Application form</p> <p>References</p> <p>Interview</p>



Person Specification

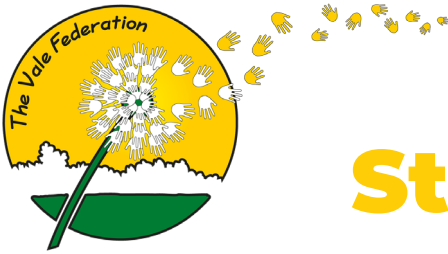
Personal Qualities

- Commitment to taking responsibility for the tasks involved
- Flexible and adaptable with regard to working at all sites across the Federation
- Exceptional accuracy and attention to detail in all areas
- Exceptional presentation standards
- Professional approach
- A calm, courteous, friendly but professional approach
- Understands the need for confidentiality
- Excellent time keeping skills
- Personal stamina and energy including a good record of attendance and health
- Flexible and open to continuous change
- Ability and willingness to develop to your full potential undertaking further training and personal development for individual and federation benefit

- Sense of humour
- Approachable

- References
- Interview

The Vale Federation of Schools is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff, workers and volunteers to share this commitment. The successful candidate will be required to provide two satisfactory references, undertake pre-employment checks including a health check and have a cleared Enhanced Disclosure & Barring check. An online search (including social media) will be carried out for all shortlisted candidates as part of our recruitment process.



Staff Code of Conduct

Every member of staff has an important part to play and as role models, need to deliver and uphold certain values. Here is our Staff Code of Conduct Summary Statement, to support this being a great place to work:

Safeguarding pupils

All staff members have a responsibility to safeguard pupils and protect their welfare.

Appearance and dress

Dress in a manner that is appropriate to their role

Attendance

Attend work in accordance with their contract of employment and associated terms and conditions in relation to hours, days of work and holidays.

Professional behaviour and conduct

Staff members are expected to treat other colleagues, pupils, parents/carers, and external contacts with dignity and respect.

Responsibility

All employees must take responsibility for their own actions and be accountable for these.

Respect

Employees should recognise and respect the work demands of, and contributions made by, others within the workplace.

Honesty & Integrity

All employees must perform their duties with integrity and be open and honest in their dealings and communications with others

Health and safety

Comply with health and safety regulations and school policies, using any safety equipment and protective clothing which is supplied to them, ensuring we keep everyone as safe as possible at all times

E-Safety

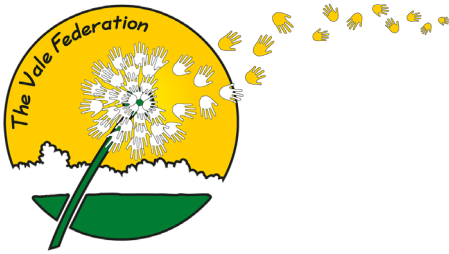
Staff will ensure all e-safety policies are adhered to, protecting themselves, the pupils and school community

Photography and Videos

Staff will ensure that no personal devices are used in school at any time, protecting the rights of everyone

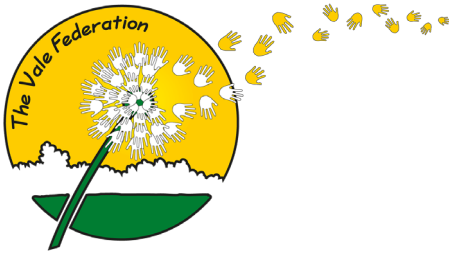
Data protection and confidentiality

Staff will respect and adhere to the protection of personal data and confidentiality of all information for all pupils, staff and the school community



About the role

Start Date:	For further details please visit www.thevalefederation.com/careers/current-vacancies/
Weekly Hours:	35 hours per week
Annual Weeks:	40 weeks per year (including INSET days)
Salary:	Salary £17,989 to £19,701 (approx. gross) per annum (FTE £21,879-£23,961 per annum)
Annual Leave (if applicable):	Not applicable
Application Closing Date:	For further details please visit: www.thevalefederation.com/careers/current-vacancies/ <i>We reserve the right to close this vacancy early if a candidate is appointed.</i>
Interview Date:	For further details please visit www.thevalefederation.com/careers/current-vacancies/
Recruitment Process Summary:	Visits to the school are warmly welcome. To arrange a visit or to find out more about the role, please contact Lynne Worley at recruitment@thevalefederation.com . For further information on our recruitment process please visit our website.
Safeguarding Statement:	The Vale Federation of Schools is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff, workers and volunteers to share this commitment. The successful candidate will be required to provide two satisfactory references, undertake pre-employment checks including a health check and have a cleared Enhanced Disclosure & Barring check. An online search (including social media) will be carried out for all shortlisted candidates as part of our recruitment process.



Benefits

Employer Contribution Pension Scheme, with Life Cover

Employee Assistance Programme

Staff Wellbeing Forum

Staff Room with Resourced Kitchen

Free On Site Secure Parking

Long Service Awards

Staff discount at local gyms, restaurants, theatre & coffee shops

Discounts on local travel

Staff Weekly Information Briefings

Training and Professional Development

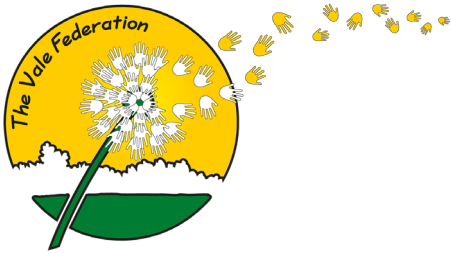
Career Development Opportunities

Staff Update Bulletins & Newsletters

Discounts On Hiring Our Facilities

Staff Events

Annual Flu Vaccination



Gallery

