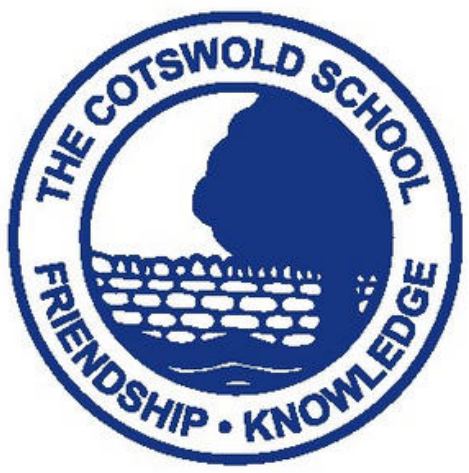


# Marketing Manager Application Pack



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THE  
COTSWOLD  
SCHOOL

Creating Brilliant Futures

# Welcome from Will Morgan, Headteacher

Thank you for your interest in this post.

Based in the stunning village of Bourton-on-the-Water, Gloucestershire, The Cotswold School has earned an 'Outstanding' reputation as a popular and successful 11-18 comprehensive academy.

Please watch our video, Welcome to The Cotswold School, to find out more from teachers and students about what makes our school an inclusive, ambitious and happy place to learn. <https://www.cotswold.gloucs.sch.uk/principal-welcome/>

I am proud to lead an incredible team of staff, who go the extra mile to provide our students with an inspiring education, fully equipping them for their future lives. The values of friendship and knowledge, symbolised on our badge, underpin all our learning and development activities and ensure that the wellbeing of our students and staff is also cared for.

At the heart of our school ethos is a commitment to excellent teaching and aspiration, which drives progress and attainment. Our students thrive academically and also personally, with opportunities to take part in musical performances and a huge range of extra-curricular clubs; writing competitions and debates; community fundraising; student leadership; and careers events.

We have an inspiring and caring school community, which includes families, local businesses, our staff, PTA and, of course, our students. Why not have a look at our website News pages, to see how we have found ways to support ourselves and others and develop our learning and talents?

Successful candidates who are shortlisted for an interview will be contacted by email or phone.

I look forward to hearing from you.

Will Morgan  
Headteacher





# Job advert

## Marketing Manager

Contract : Permanent, Full Time, term time (plus two weeks)

Hours: 37 hours per week, term time plus two weeks in August

Pay: Grade 7, of the NJC Local Government Pay Scale (£33,143 - £36,363 FTE)

Closing date for applications: 9am on Friday 7<sup>th</sup> November 2025. Early applications welcomed,

An exciting opportunity has arisen for a Marketing Manager at The Cotswold School. The successful candidate will be a creative multi-tasker and a natural communicator with good organisational skills and the ability to meet deadlines in a busy environment.

Duties are varied and include:

- Promoting the strengths and achievements of the school, regionally and nationally
  - Developing and maintaining the school's websites
  - Managing the school's communications via social media, website and newsletters
  - Developing and managing the Alumni Programme, maintaining engagement through newsletters, social media content and planning and delivering events
  - Developing fundraising opportunities
  - Maintaining the school's calendar of events on the website
  - Supporting events by advertising, producing collateral and taking photographs
  - Redesign and refresh school documents, updating content, layout and presentation to ensure clarity, accuracy and consistency
- (Please note: Flexible working hours are expected to support events that could involve evening/holiday working)

### WE ARE LOOKING FOR THE FOLLOWING SKILLS AND QUALITIES:

- Experience in marketing and communications
- A good communicator, able to work independently and as part of a team in a busy environment
- Experience in using CMS-based websites and social media platforms
- Experience in email marketing (MailChimp) would be beneficial
- Proficiency in using MS Office packages
- Excellent organisational skills and the ability to meet deadlines

### WE CAN OFFER YOU:

- Local Government Pension Scheme with generous employer contribution
- Employee benefits including an Employee Assistance Programme & Cycle to Work scheme
- Free onsite parking including electric vehicle charging points
- A commitment to staff wellbeing

The Cotswold School is committed to safeguarding and promoting the welfare of children and young people, and expects all staff, Governors, visitors and volunteers, to share the same commitment.

# Job description

Job Title: Marketing, Manager

Responsible to: Governors, Headteacher, CFO

## Overall Responsibility

- To manage marketing and communications for the school, supporting events and promoting activities across multiple channels
- Continue development of the Alumni Programme while managing its day-to-day operations including engagement, communications and events
- To manage press releases
- School photography as required for marketing purposes
- To contribute to the safeguarding and promotion of the welfare and personal care of children and young people with regard to the Keeping Children Safe in Education (KCSIE) guidelines and Area Child Protection Procedures.

## Duties

### A. Marketing and Communications

- To maintain the school website, keeping content up to date, relevant and in line with legislative requirements, including emergency communications regarding school closure etc.
- To manage the school's communication via social media, newsletters, Parentmail and the website.
- To prepare local and national press releases for school events, exam results, awards and accolades, including photography.
- To maintain and develop various communication collateral eg. The school prospectus
- To suggest and implement new marketing ideas.
- Promote the strengths and achievements of the school, regionally and nationally
- Align all school communications with the school's ambitious academic standards and values.
- Support excellent recruitment/admissions (Open Days inc. Sixth Form)
- Create engaging social media content that reflects the school's values and enhances its public profile
- Redesign and refresh school documents, updating content and presentation to ensure clarity, accuracy and consistency

### B. Events Support

- To maintain the school's calendar of events on the main website.
- Promote events throughout the school calendar to engage existing and prospective stakeholders and our school community.
- Photograph and report events undertaken through student achievement, trips, visits, concerts, occasions and school development (such as open days, new facilities)
- Liaise with subject leaders to create a calendar of events/engagement for promotion
- Plan and deliver a calendar of alumni events to a high standard ensuring a professional and memorable experience
- Support school events by creating promotional materials such as event posters, programmes and other collateral
- Design material and promote PTA events



### C. School Development

- To develop the alumni programme with the aim of providing opportunities to students (placements, role models, mentors, career advice) and the school (volunteers, fundraisers).
- Manage the day-to-day Alumni network including sending newsletters via MailChimp, growing the database, posting on social media and conducting interviews to showcase alumni achievements.
- Research possibilities to develop fundraising opportunities (grants, sponsorship, corporate and business engagement).
- To suggest and implement new development ideas.
- To support and engage with the school PTA.

### Health and Safety

- Be aware of the responsibility for personal Health, Safety and Welfare and that of others who may be affected by your actions or inactions.
- Co-operate with the employer on all issues to do with Health, Safety & Welfare.
- Support the school's implementation of all current statutory requirements, e.g. Equality Act, Access to Work, Equal Opportunities, Child Safeguarding and Protection.

### Continuing Professional Development

- In conjunction with the line manager, take responsibility for personal professional development, keeping up-to-date with research and developments related to school efficiency, which may lead to improvements in the day-to-day running of the school.
- Undertake any necessary professional development as identified in the school Improvement Plan taking full advantage of any relevant training and development available.
- Undergo appropriate training to support the delivery of 'specified work' in order to develop skills for the post.
- Maintain a professional portfolio of evidence via SchooliP to support the Performance Management process - evaluating and improving own practice.

The Cotswold School is committed to safeguarding and promoting the welfare of children and young people, and expects all staff, Governors, visitors and volunteers, to share the same commitment.

This position is subject to an enhanced DBS check, satisfactory references and checks regarding suitability to work with children. This post is in regulated activity and is exempt from the Rehabilitation of Offenders Act 1974 (Exceptions Order 1975, amended 2013 & 2020).

The successful applicant will be subject to all necessary checks and be required to provide evidence of identity, right to work in the UK and professional qualifications (where relevant). In line with KCSIE, we will conduct an online search for all shortlisted candidates. Any relevant information will be discussed further with the applicant during the recruitment process.

Whilst every effort has been made to explain the duties and responsibilities of the post each individual task undertaken may not be identified.

We are an equal opportunities employer and value and respect diversity across our whole school community. This job description will be reviewed annually and may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the School in relation to the post holder's professional responsibilities and duties.

Elements of this job description and changes to it may be negotiated at the request of either the Headteacher or the incumbent of the post.

# Person specification

## Marketing, Communications and Events Co-ordinator

### Qualifications and Experience

**Essential:**

Educated to degree level with experience in Marketing and Communications

**Desirable:**

Experience of working in an educational environment but not essential

### Knowledge and Skills

**Essential:**

- Experience in using CMS-based websites and social media platforms
- Excellent organisational skills
- Ability to produce accurate work and actively check output
- Ability to work flexibly, to prioritise and multi-task to meet deadlines in a busy environment
- Ability to use initiative, work independently and as part of a team
- A good verbal and written command of the English language
- Advanced MS Office skills (Word, Excel, OneDrive, Outlook)

**Desirable:**

- Knowledge of SIMs
- Knowledge of Wordpress, InDesign, Canva or MailChimp

### Personal Qualities

**Essential:**

- Calmness, positivity, patience and a sense of humour
- Self-motivated
- Agreement with the School’s ethos: The pursuit of excellence within a caring community

**Evidence:**

Application form, letter of application, references, interview, certificate/s (to be available at interview)



# Notes to applicants

- Please do not use the TES or Gloucestershire County Council application form. Please use The Cotswold School Application Form which can be downloaded via our website
- Please complete the application form in full to ensure that full consideration can be given to all candidates and to comply with legal requirements relating to recruitment in schools
- Please do not include a CV or write 'see CV' in any sections on the form
- Please ensure that you include the title of the post that you are applying for (Section 1)
- Please provide an explanation for any gaps in chronological dates relating to education and employment history (Sections 4,5 & 6)
- If you are not writing a covering letter to submit with your application, then please complete Section 10, in full
- Please provide full details of two referees (Section 11)
- Both declarations (Sections 15 & 16) must be signed and dated
- Once completed, please return your application form by email to Mrs C Chapple, HR Officer, [cchapple@thecotswoldschool.co.uk](mailto:cchapple@thecotswoldschool.co.uk)
- If returning by post, please send to Mrs C Chapple, HR Officer, The Cotswold School, The Avenue, Bourton on the Water, Cheltenham, Gloucestershire GL54 2BD
- The closing date and time must be strictly adhered to
- All information given will be treated as confidential

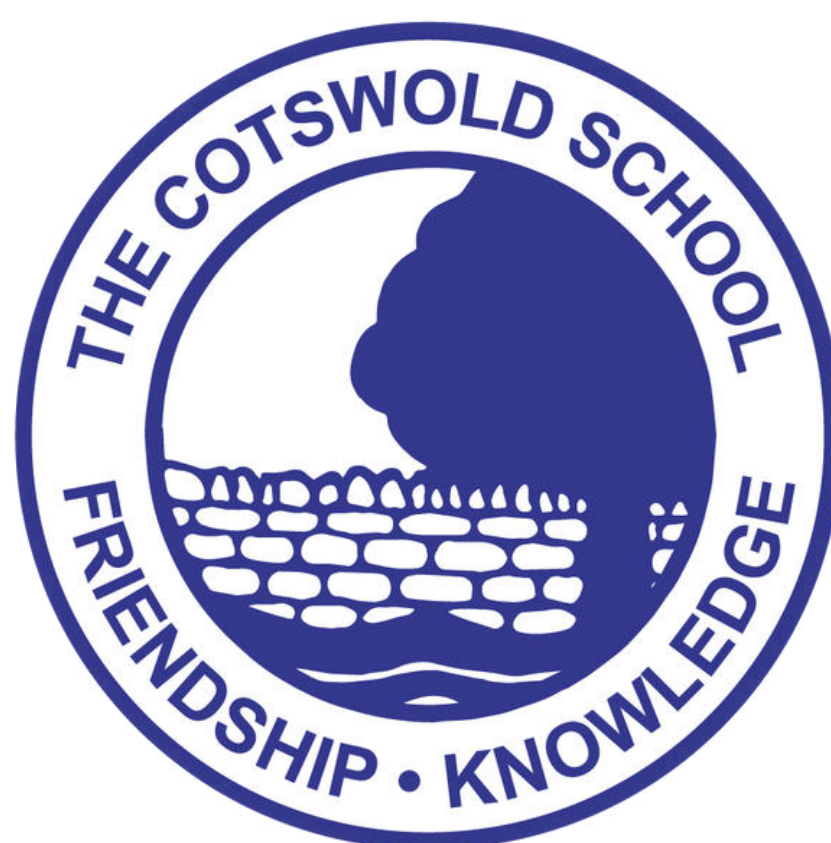
The Cotswold School is committed to being an Equal Opportunities Employer and welcomes applications from people with disabilities. If you require additional help with our recruitment process, please contact Mrs C Chapple, HR Officer (contact details above).











The Cotswold School  
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