



## **DIGITAL MARKETING AND ALUMNAE ADMINISTRATOR**

The Maynard School is a leading independent girls' school in the South West and seeks to appoint a new Digital Marketing and Alumnae Administrator to join the dynamic Marketing and Admissions team.

The school has an outstanding reputation for excellent academic results and superb pastoral care. We are the first (and only school) to achieve the Wellbeing Award for Schools and were also voted as the Sunday Times Schools Guide Southwest Secondary Independent School of the Year 2020, triggered by our incredible A-level and GCSE results, but also judged on the wider ethos and values within the school community.

We are an academically selective school and students come from a wide range of backgrounds. We are committed to maintaining a representative entry, supporting this with generous bursary, Maynard Awards and scholarship funds.

As the oldest girls' school in the country, The Maynard is accustomed to keeping ahead of educational change and challenges which is reflected in our pioneering and award-winning school marketing strategy.

### **Job Description**

Responsible to: The Headmistress

Primary Function: To assist in developing the school's marketing strategy in the delivery of a range of marketing events and activities to promote The Maynard School brand across a range of social and digital media to meet quantitative and qualitative targets.

Looking for: A creative, dynamic individual with strong writing skills and digital awareness, as well as a passion for event organisation who is capable of marketing the School with flair and passion. The successful candidate will have a passion for what they do and enjoy working in a fun, forward-thinking team!

Contract: Full time in term-time with seven weeks contracted during the holidays to be determined with the Marketing & Communications Marketing.

### **Social Media**

Be responsible for implementing the social media strategy across all platforms including Facebook, Twitter, Instagram, LinkedIn and other appropriate media.

Engage actively with online communities, at all times appropriately and positively, representing the aims and ethos of The Maynard School.

Proactively search out information, events, successes and news stories for marketing purposes. Create, edit, and proof-read accurate and engaging copy from a range of sources for use on social media.

Ensure consistency of brand message in content and in the visual image of The Maynard. Be the brand custodian for all social channels and ensure the brand guidelines are always upheld.

Liaise with teaching and support staff to ensure an even representation of academic and extra-curricular life across the school.

Become the advocate for The Maynard in social media spaces, engaging in dialogues and answering questions where appropriate

Monitor trends in social media tools, applications, channels, design and strategy. Champion new ideas and initiatives.

Compile data for management reports.

### **Photography and Video**

In support of producing creative and engaging content, the role includes taking photographs and video that will be used across social channels and the website.

Responsibility for editing photographs and video content.

### **Digital Advertising**

Measure and analyse the performance of social posts and advertising. Translate qualitative data into recommendations and tweak the digital strategy as required.

In conjunction with the overall marketing plans, input into decisions for the social advertising, typically Facebook, Twitter and Instagram ads.

Includes liaison with creative agencies, to ensure that the effective placement of ads, are designed to improve engagement with potential customers of The Maynard.

Report on the effectiveness of all digital marketing.

### **Alumnae Relations**

To provide a point of contact for alumnae.

To devise activities for, and with, Old Maynardians which help to reinforce links between alumnae and the School.

To organise mailings of appeal letters and other fundraising communications and correspondence, as required.

Maintain excellent relationships with the Old Maynardians through news bulletins and reunions.

Establish a programme of appropriate fundraising activities in support of the school's development objectives.

To manage and develop the Maynard's legacy and bursary program.

To oversee the production of The Word magazine each spring.

Alumnae networking progression to include Maynard Awards fundraising, an online careers networking service for students, a series of professional networking events, Maynard ambassadors.



To update and maintain the alumnae database on an ongoing basis.

**Biz Whizz careers talks**

To organise speakers and student attendance for the Biz Whizz careers talks.

**Other**

Attendance and support at School Open Days, Results Days and key events.

Assist the Marketing and Admissions Department with other projects as required.

**Dear Candidate,**

Thank you for expressing an interest in the Digital Marketing and Alumnae post at The Maynard School in Exeter. This is a challenging role that will suit an experienced and ambitious team player looking to make a difference to our warm, talented and successful community. In order to make sure that we are the right fit for you, allow me to enlighten you further about our wonderful school although, of course, a fuller picture can be found on our website [www.maynard.co.uk](http://www.maynard.co.uk).

Founded in 1658, The Maynard is the second oldest girls' school in the country and we pride ourselves on a unique blend of tradition mixed with innovation and forward thinking. We are an academically selective school and year-on-year we are the leading independent girls' school in the South West according to both GCSE and A-level league tables.

However, a Maynard education isn't just about academic achievement; our sporting calendar throughout the year is packed with fixtures and we are seasoned national campaigners across the School for hockey, netball, basketball and athletics; our Art Department is so good we are often mistaken for a specialist art school by visitors to our exhibitions; Drama and the Performing Arts play a key role in the day-to-day life of the Maynard – over half of our girls play an instrument, we boast 10-12 drama productions each year (including the biennial staff play) and our choirs are regularly booked to perform at outside venues, such is their reputation.

Our co-curricular programme plays a vital role in developing skills and prepares our students for adult life. Each week we host over 60 varied clubs during the extended lunch break or after school; we have an outstanding record in the Duke of Edinburgh's Scheme; our Ten Tors teams excel every year; our Rocket Club girls succeeded in gaining a place at the National Rocketry Finals when it last ran; the MUN love a decent debate on far ranging topics and our Young Enterprise team traditionally win awards for their ingenious sustainable products that raise £100s each year for worthy causes. All this in addition to supporting a huge network of girls achieving some remarkable personal endeavours in their own time!

In June 2019, we became the first (and only) school in Devon to be awarded the Wellbeing Award for School in recognition of the sheer breadth of provision and robustness of support that we offer to all of our staff and students. We were also voted by The Daily Telegraph as one of the 'Top Ten Best Value Schools' in the country based on our academic excellence, the sheer volume of extra-curricular opportunities as well as our sporting and creative arts prowess, whilst also taking into account the "significantly more manageable price" of our fees to that of other establishments. We were also thrilled to have been awarded the Sunday Times Schools Guide 2020 Southwest Independent Secondary School of the Year, triggered by our incredible A-level and GCSE results in the summer, but also judged on the wider ethos and values within the whole school community.

Such is our considerable reputation that our pupil numbers are buoyant at over 450 and our 2021 intake is again looking particularly healthy despite so much interruption to our usual admissions events and processes in the past year.

In terms of location, Exeter is a fantastic place in which to live and work with easy access to the moors and surrounding seaside. Substantial amounts have been invested into the city's infrastructure which has opened up a realm of retail and cultural opportunities, not to mention how easily accessible we are to the rest of the country and beyond through the local airport and public transport networks.



THE  
MAYNARD  
SCHOOL

We are looking for an exceptional candidate to join our Marketing and Admissions team at The Maynard and in return we offer confident and capable students, talented and committed staff, a collaborative working environment and a hugely supportive network in which you will feel valued and can thrive.

Thank you once again for showing an interest and, if you do decide to apply, I look forward to receiving your application.

Yours faithfully,

Sarah Dunn

**Headmistress**



Application for the post of

**CONFIDENTIAL**

**Please complete this application form and return it with a covering letter and your CV** to the HR Advisor. Please note that, in line with the Maynard's commitment to safeguarding children, we follow advice from the Department for Education, application forms therefore require a full employment chronological order of education, training and employment.

Surname: ..... First Name (s) .....  
(Block Capitals)

Former Surnames (e.g. maiden name or where any previous change of name) .....

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Title: .....

Address: ..... Home Phone: .....

..... Work Phone: .....

..... Mobile Phone: .....

Postcode: ..... Email: .....

Nationality: .....

National Insurance Number: .....

**ARRANGEMENTS FOR INTERVIEW**

Please outline any reasonable adjustments that could be made to assist you during the selection process. For example, if invited for interview would you need any particular arrangements:

**ELIGIBILITY TO WORK IN THE UNITED KINGDOM**

As part of our pre-employment checks, all applicants will be required to prove their eligibility to work in the UK.

Do you require a work permit to be employed in the UK?      **YES**       **NO**

If YES, do you hold a valid UK work permit?      **YES**       **NO**

If YES, when does this expire? .....



**Particulars of Education and training:** Entries should be in the order of date, beginning with the secondary school. Record should be continuous with a note of explanation for any interval between courses.

School	Date of entry		Date of leaving		GCSE/O levels/CSE/ BTEC subjects and grades
	Month	Year	Month	Year	

School / College	Date of entry		Date of leaving		A level/IB/BTEC or equivalent subjects and grades
	Month	Year	Month	Year	

Degree/Diploma/PGCE/Masters or equivalent	Awarding body	Date obtained	Particulars of subjects/grades/class/honours









THE  
MAYNARD  
SCHOOL

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Please continue on a separate sheet if necessary



Please give details of any hobbies, interests or activities you may have.

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Please give details of anything you wish to tell us about your personal and family circumstances:

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Please state your current annual salary: .....

**Please also attach a current CV and letter of application to this form**

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**Safeguarding Children & Rehabilitation of Offenders Act 1974**

The Maynard School is committed to safeguarding and promoting the welfare of children and young people.

The position you are applying for is exempt from the Rehabilitation of Offenders Act 1974, therefore if you are shortlisted to the interview stage of the process the school will look at your suitability to work with children and you must declare to us all convictions, cautions and bind-overs you have had (including those regarded as 'spent').

**At Interview stage you will be required to provide photo ID to verify your identity.**



Please give the names / addresses / telephone numbers / e-mail addresses of two professional colleagues, one of which must be your current or most recent employer. Please note that references will not be accepted from relatives or from referees writing solely in the capacity of friends.

Name:	.....	Name:	.....
Position:	.....	Position:	.....
Address:	.....	Address:	.....
	.....		.....
	.....		.....
Postcode:	.....	Postcode:	.....
Telephone:	.....	Telephone:	.....
Email:	.....	Email:	.....

**NB: it is our policy to take up references before interviews.**

**Declaration** *please read carefully*

As the job for which you are applying involves substantial opportunity for access to children, it is important that you provide us with legally accurate answers. Upfront disclosure of a criminal record may not debar you from appointment as we shall consider the nature of the offence, how long ago and at what age it was committed and any other relevant factors. Therefore if you are shortlisted to the interview stage of the process the school will look at your suitability to work with children and you must declare to us all convictions, cautions and bind-overs you have had (including those regarded as 'spent'). If you would like to discuss this beforehand, please telephone in confidence to the HR for advice.

Name: .....

Signed: .....

Date: .....

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**DATA PROTECTION**

The Maynard School complies with the Data Protection Principles which are set out in the Data Protection Act 1998.