



SHERBORNE

Sherborne School is a boys' independent boarding school situated in the shadow of Sherborne Abbey. Founded by Royal Charter in 1550, the school has roots going back to the origins of the See of Sherborne in 705. There are eight boarding houses containing a total of about 600 boys (aged 13-18).

JOB DESCRIPTION

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| <i>Job Title:</i> | HEAD OF MARKETING (Sherborne Group) |
| <i>Location:</i> | Abbot's Acre, Sherborne School |
| <i>Reporting to:</i> | The Director of Admissions, Sherborne School, who is a member of the Sherborne School Senior Leadership Team. |
| <i>Hours of Work:</i> | This is a full-time, all year-round post. 37.5 hours per week. Hours of work are likely to be 8.30am – 5.00pm Monday to Friday less an hour for lunch but flexibility in hours will be required on occasion to meet the demands of the post in particular to support evening and weekend events. |
| <i>Salary:</i> | Circa £45,000 to £50,000 per annum depending on skills, qualifications and experience. Salary paid monthly in arrears direct into nominated bank account. |
| <i>Holidays:</i> | 5 weeks holiday per year plus Bank Holidays. Attendance will be required on Bank Holidays that fall during term time, for which time off in lieu will be given. Holiday only to be taken following prior authorisation from the Director of Admissions, taking account of the School's busy periods. |
| <i>Medical Fitness:</i> | Any offer of appointment will be conditional upon the provision of a self-declaration of physical and mental fitness to carry out the responsibilities of the role. |

References/Police

Check:

As Sherborne School is registered to ask 'exempted questions' under the Rehabilitation of Offenders Act 1974, successful applicants will be subject to receipt of a satisfactory criminal record check from the Disclosure and Barring Service (a "Disclosure") before the appointment is confirmed. This will include details of cautions, reprimands or final warnings. This post is also subject to receipt of two satisfactory written references, one of which must be your last employer.

Post-holder's

Responsibility:

You share with all School staff the responsibility to promote and safeguard the welfare of children and young people for whom you are responsible, or with whom you come into contact. In doing so, you are expected at all times to adhere to and ensure compliance with the School's Safeguarding Policy. If you become aware of any actual or potential risks to the safety or welfare of children in the School, you must report any concerns to the School's Designated Safeguarding Lead (Child Protection Officer).

The Role

An outstanding opportunity has arisen for a first class and experienced marketing professional to join the Sherborne School Group during a period of dynamic evolution.

We are seeking a dynamic, energetic and enthusiastic Head of Marketing to have oversight and to support marketing activities across the Sherborne Group which is made up of the following:

- Sherborne School – a leading UK boys' independent school of around 500 boarders and 50 day pupils;
- Sherborne Prep School – a highly regarded coeducational preparatory school of around 200 day and boarding pupils
- Sherborne International – a well-established coeducational school running short (summer and Easter) courses for international pupils.

The Group also has a partnership with Sherborne Qatar, a leading independent school in Doha.

This exciting new role will suit a driven and ambitious individual with demonstrable experience working across the full marketing mix. An understanding of independent education would be advantageous but is not essential. This is a diverse and challenging role and will require the successful candidate to develop and deliver a marketing strategy to help ensure the coordination of marketing activities across the Group.

Applicants must be able to demonstrate a strong track record in delivering high-impact campaigns to market and have significant experience in branding, strategic planning, digital marketing, public relations and marketing communications.

The successful candidate will be outgoing and confident with a proactive, can-do attitude who has the experience to hit the ground running and drive activity forward using their own initiative. They will work closely with the wider External Relations team and be supported by a small team of marketing professionals.

Core Purpose

In conjunction with the Headmaster and CEO of Sherborne Group, the Head of Sherborne Prep and the Director of Admissions at Sherborne School, the Head of Marketing will play a central role in driving forward the Sherborne Schools strategic marketing with innovative and exciting campaigns and creative initiatives designed to grow the different audiences, further develop the Sherborne Group brand and maximise the success of specific activities, both nationally and overseas.

This will be a varied and challenging role and applicants will need to be able to demonstrate a strong track record in creating, developing and implementing strategic marketing plans, managing brand strategy, monitoring and evaluating marketing campaigns, PR and digital activity, as well as event management. The successful candidate will also support the marketing of the Sherborne School Group's commercial enterprises where required.

The successful candidate will be a team player able to confidently and appropriately liaise with a number of stakeholders including the Heads of each school, teaching and support staff, as well as external agencies, suppliers and other third parties. They will work closely with marketing staff at Sherborne Prep School and with the Registrar at Sherborne International, assisting in their marketing activities. Life at Sherborne is exceptionally busy and the successful candidate will need to have boundless energy, strong organisational skills, the ability to manage multiple projects and to work both quickly and independently.

Responsibilities

- Lead on the development of a marketing strategy across the three schools within the Sherborne Group, working closely to support the marketing teams and overseeing the delivery of all activity to support this within budget and timeframe.
- To act as brand guardian and manage all elements of each school's identity to ensure that the brand remains consistent with the values, personality and objectives of each school.
- Gather insight from qualitative and quantitative research by working closely with Admissions, to provide statistical data for analysis and using this to inform the development of all marketing activities.
- Deliver strong, creative multi-channel campaigns to a variety of audience segments
- Manage a proactive programme of public relations activity, securing editorial and content opportunities within a wide variety of relevant media and leading on media relations.

- Oversee the management and development of the Group's websites ensuring they are regularly maintained and updated and pertinent to target audiences
- Manage the content, design, production and distribution of all marketing communications across the schools
- Oversee the management and promotion of the Group's social media activity, leading on the content plan, advising on appropriate channels, messaging and tone of voice.
- Proactively engage internal staff and stakeholders to support marketing initiatives across the Group, with particular emphasis on providing content for news, social media and other marketing communications.
- Manage relationships with external suppliers and external stakeholders, including designers, printers, video production, photographers and creative agencies
- Manage members of the marketing teams and provide training and on-going support to selected school personnel in order to enhance their use of marketing tools particularly digital marketing and social media
- Prepare and oversee marketing budgets
- Prepare data reports for Senior Leadership and Governors, presenting to Governors as requested
- Work closely with Sherborne trading subsidiaries (including the Sports Centre, Shop and Café) to provide marketing support.

This list is not exhaustive and the successful candidate may be required to carry out other duties as instructed by the Director of Admissions.

Person Specification

Candidates for this post are likely to have:

- significant marketing experience, ideally in education or service-based industry. Senior and Prep School experience in the independent sector would be an advantage.
- a good understanding of the independent school sector in the UK and internationally
- outgoing and positive attitude and be a good listener with strong, persuasive communication skills
- creativity, imagination and well-developed problem-solving skills
- proven management experience the ability to lead a team as well as to operate within one
- an awareness of branding, image and style – understanding what influences customers and persuades families to choose a particular school for their child

Head of Marketing (Sherborne Group)
March 2021

- skill in managing budgets and obtaining best value from suppliers such as designers, mailing and print
- excellent IT skills including publishing packages and photo/video editing
- meticulous administrative and planning skills and the ability to meet targets and deadlines
- tact, sensitivity and the ability to handle confidential material with discretion
- a high degree of personal motivation, initiative and drive
- the ability and willingness to adopt a flexible attitude to working hours where evening and weekend work may be required.
- an interest and empathy with the ethos and aims of independent education
- a willingness to take an interest and become involved in all aspects of the School
- educated to degree level
- a marketing qualification (such as CIM or IDM).

Training Requirement for Administrative Staff – this list is not exhaustive and the post holder may be required to undertake other training as required by the School

| Training | To be completed by | Frequency of training |
|--|-------------------------------------|------------------------------------|
| Safeguarding (Child Protection) and Prevent Training | Before employment commences | Every year |
| Emergency First Aid Training (if required within the Department) | Within the first term of employment | Every 3 years but offered annually |
| Fire Awareness | Within the first term of employment | Every 3 years |
| Manual Handling | Within the first term of employment | Every 3 years |

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| Display Screen Equipment (DSE) User | Within the first term of employment | Every 3 years |
| Induction training with Line Manager | Within the first 3 months of employment | |
| ECDL & iSAMS training | iSAMS training will be covered as part of induction. There is a requirement for anyone working with computer systems to be qualified to ECDL level 2. This training will be given in post if the post holder does not already have it. | |

TERMS AND CONDITIONS

Non-Smoking Policy:

It is the policy of Sherborne School (encompassing Sherborne International, Sherborne School Leisure and Sherborne School Trading) that all our workplaces are smoke free, and all employees have a right to work in a smoke free environment. Smoking is prohibited in all areas of the School, both internal and external; this includes company vehicles. This policy applies to all employees, contractors and visitors

Pension:

The post-holder will be able to join the Sherborne School Support Staff Pension Scheme on the first day of the month after completion of two months service. Where eligible the post-holder will be auto-enrolled into the Pension Scheme as per current legislation; further details may be obtained from the Head of HR (Bursary).

Sports Centre Membership:

Reduced membership of the Sherborne School Sports Centre (including swimming pool, gym and classes) is available for all employees.

METHOD OF APPLICATION

Please complete a Sherborne School Application Form and return it to the HR Department at the postal or email address below. ***Please do not send in a curriculum vitae as we are unable to use them when short listing.***

In the event of any queries please contact:

HR Department, Sherborne School, Abbey Road, Sherborne. Dorset. DT9 3LF

Tel: 01935 810502

Email: hr@sherborne.org

Closing date for applications: 9am on Friday 23 April 2021

First-round (remote) interviews are likely to take place: Shortly thereafter.

PLEASE INDICATE ON YOUR APPLICATION IF YOU ARE UNABLE TO ATTEND ON THIS DATE.

Candidates successful at first-round interview will be invited to attend a second-round interview at Sherborne School

Anticipated start date: May 2021