



Queen Mary's SCHOOL

MARKETING ASSISTANT JOB DESCRIPTION AND FURTHER INFORMATION FOR CANDIDATES

Job Title:

Marketing Assistant

Reporting to:

Head of Marketing & Admissions

Job Purpose

To support the Head of Marketing & Admissions in delivering the day-to-day aspects of the Queen Mary's development and alumnae communications strategy including handling data. The candidate will also be required to support with marketing activities to drive recruitment and retention of pupils, and promote Queen Mary's School to all relevant audiences.

THE SCHOOL

Queen Mary's School is a Christian community that values, nurtures and respects every individual. A place where all are challenged to do their best, serve others, show compassion and act with integrity.

Queen Mary's School...

- Strives for excellence in every endeavour
- Loves life and enjoys learning
- Nurtures spirituality and personal growth
- Respects individuality and embraces diversity
- Enhances character and builds resilience
- Creates independent young people
- Makes strong and lasting friendships

Queen Mary's School is an all girls' independent boarding and day school situated in beautiful countryside, between Ripon and Thirsk. Junction 49 of the A1 is about 2 miles away. Founded in 1925, the school was originally situated at Duncombe Park, but moved to its present site in 1985. Baldersby Park, the school's current home, is a Grade 1 listed building surrounded by 40 acres of landscaped grounds, sports fields and paddocks.

There is a co-ed pre-prep department and the main school is for girls only and spans the age range 7 to 16. Whilst a few girls are prepared for Common Entrance at 11, 12 and 13+, most girls stay on and do GCSEs, before moving to new schools and colleges for the sixth form.

The School has a strong boarding tradition; however, the School is also attracting an increasing number of day girls and those who board one or two nights each week. Many of the girls who travel to school daily use the school minibus service.

Queen Mary's has a unique family atmosphere with friendliness and concern for others being an important part of the School's ethos. It is one of a group of 23 schools belonging to the Woodard Corporation, an Anglican foundation that promotes Christian education and high academic and pastoral standards within all its schools. All members of staff are expected to be in sympathy with the aims and ethos of the School.

More information about Queen Mary's can be obtained from the website www.queenmarys.org.

THE ROLE

The Marketing Assistant will play a key role in the day-to-day organisation and implementation of the School's development and marketing strategies. The candidate will be responsible for entering, handling and cleansing data alongside providing marketing support to the Head of Marketing & Admissions.

Fundraising and development activity is in its infancy at Queen Mary's so this new role provides an exciting opportunity for the successful candidate.

OVERVIEW OF RESPONSIBILITIES

- Set up and handle a new alumnae database and increase the number of former pupils and supporters about whom information is held.
- Assist with the implementation of communications and marketing activity including but not limited to PR, social media, website, digital campaigns and direct mail.
- Assist with the planning and delivery of a programme of events, networking opportunities and fundraising campaigns. There will be specific opportunities to lead on particular events.
- Liaise with staff and stakeholders at all levels across the school, including academic staff.

- Complete regular cleansing of data, ensuring that failed addresses/duplicates are removed and that all information is obtained and recorded ethically and accurately in compliance with new data protection regulations (GDPR).
- Produce reports and handle other administrative duties as required.
- Follow good practice in relation to compliance with privacy and fundraising regulation complying with School policies in these and other areas at all times.

Other responsibilities:

In addition, the Marketing Assistant may be required to:

- Support other departments within the School from time to time as requested by the Head.
- Complete, with priority, any other reasonable tasks as required by the Head.

PERSON SPECIFICATION

Attributes	Essential Criteria	Desirable Criteria
Knowledge	Knowledge of database systems	Understanding of the principles and practices of alumnae relations and fundraising
		Knowledge of digital and social media including LinkedIn
		Understanding of the independent schools market
Skills and abilities	Strong communication and inter-personal skills	Artistic flair for visual creation and design
	Ability to be discreet and uphold confidentiality	Skills in updating website content
	Excellent time management and organisational skills	
	Excellent written English and attention to detail	
	Strong IT skills (MS Word, Excel)	
	Energy, drive, enthusiasm and a positive manner	
Experience	Experience in a marketing, communications or customer facing role	Experience of building excellent relationships with a wide range of people
		Experience of proofreading
Qualifications	Educated to degree level	
	Preparedness to undergo appropriate training as requested	
Personal circumstances	A willingness to engage with and articulate the School's Christian values, ethos and heritage	
	Clear sympathy with the advantages of single-sex education	
	Awareness of the importance of Child Protection and Safeguarding of young people	
	Willing to play an active part in the life of the School community	
	Willing to work out of hours as and when school functions occur	

TERMS AND CONDITIONS OF EMPLOYMENT:

The following particulars do not form any part of an offer of employment. Terms and conditions, which will incorporate the Staff Handbook and contract of employment, will be documented in due course to the successful candidate.

The salary for this role will be £18,975-£19,554 pro-rata depending on the successful candidate's skills and experience, paid in monthly instalments in arrears at the end of each month and inclusive of holiday pay; no over-time is paid.

This role is for one year initially under a fixed-term contract with the potential for a permanent position as the role evolves.

This role could be a part time or full time week day position, either term time or throughout the year depending on the right candidate. Some flexibility will be required to allow for attendance at special events outside those hours at evenings and weekends.

Additional benefits will include a significant fee discount for children to be educated at Queen Mary's School (subject to places being available and all relevant admissions criteria being met).

Meals will be provided free of charge during term time hours of work.

The School operates an employer stakeholder contributory pension scheme.

The appointee shall be able to take 28 days statutory holiday pro-rata in any one academic year in addition to Bank Holidays when the school is not in session. These should be taken out of normal term time and agreed in advance with the Head of Marketing & Admissions. They cannot be carried forward to subsequent years except in exceptional circumstances and only then with the Head's approval.

The appointee will be expected to participate in an annual appraisal.

The appointee is required to give the School one month's notice of his/her intention to leave this post.

All employees of Queen Mary's are responsible for promoting and safeguarding the welfare of children and young persons and must adhere to and ensure compliance with the School's Safeguarding Policy. If in the course of carrying out the duties of this post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, this must be reported to the School's Designated Safeguarding Lead.

Queen Mary's is committed to safeguarding and promoting the welfare of children and young persons and candidates must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.