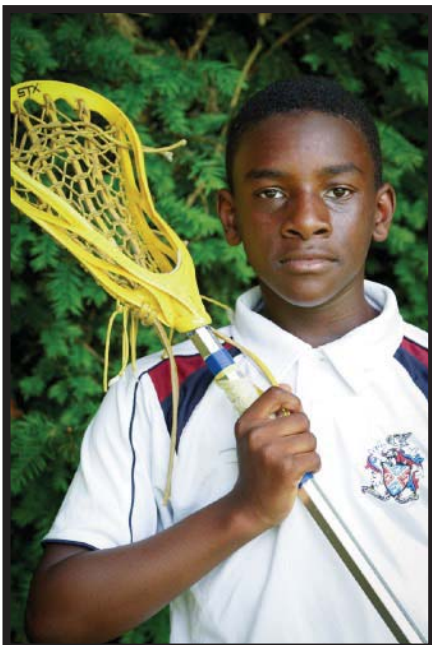


THE *Stowe*
GROUP



**Appointment of
Prep Schools Marketing
& Admissions Officer**



Title Prep Schools Marketing & Admissions Officer

Department Marketing & Admissions

Accountable to Director of Prep Marketing & Admissions

The Stowe Group

The Stowe Group comprises Stowe, Swanbourne House and Winchester House Independent Schools, situated on sites in Buckinghamshire and Northamptonshire. Between the three schools, The Stowe Group can offer education for boys and girls from 3-18 years. Within The Group there are more than 1,400 pupils and 600 members of staff. The Schools occupy sites of historical significance in Swanbourne, in the market town of Brackley and in the beautiful landscape gardens at Stowe, where

we work with The National Trust to manage the landscape gardens and open the grounds to over 200,000 visitors a year. Stowe House is open to the public during the School holidays and for guided tours during term time.

The Stowe Group is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. In 2021, The Stowe Group launched its transformational and substantive Change Makers vision.

Vision & Ethos

We are Change Makers

Our goal is to inspire pupils and staff to be Change Makers who will shape positive futures for themselves, their families and the global community. Our World-class facilities support our educational aims and are shared with the wider community. We strive for excellence and celebrate achievement, valuing education as a journey and not a destination in the belief that all pupils can exceed their potential. Learning is learnable and everyone can improve.

Our aim is to encourage personal development by creating a flourishing, vibrant, cohesive, caring and socially inclusive community which embraces pluralism, diversity and intercultural understanding. We celebrate differences by giving everyone a voice and then listening to multiple viewpoints. It is our collective responsibility to develop the cognitive, physical, emotional and spiritual well-being of everyone in our community. We are committed to the development of character with particular emphasis on

tolerance, resilience, honesty, humility, courage, compassion, gratitude and service.

We strive to attract and retain employees of the highest calibre. The Group's talented and committed workforce is one of our greatest strengths. We are committed to fostering team engagement, attracting, mentoring, developing and retaining our best teachers and support staff. We focus on employee well-being, provide opportunities for professional growth and create a culture of community and partnership. Environmental stewardship and sustainability are cornerstones of The Stowe Group. Pupils and staff have a heightened awareness of their social and environmental responsibility in preserving our unique eco-system.

We have developed and implemented a comprehensive Environmental Stewardship Programme which confronts a variety of challenges, including climate change and environmental sustainability.

Job Purpose

The purpose of the role is to:

- A. The post holder is required to support the work of the Director of Prep School Marketing & Admissions, and the Group Director of Marketing & Admissions
- B. The post is term time (36 weeks)
- C. The post is 37.5 hours per week
- D. Some flexibility including occasional Saturdays required for Open Mornings

Responsibilities

- Build strong relationships with the teams across both sites, engaging them in marketing activities and help create buy-in for marketing strategy.
- Proactively source stories from staff and pupils to be shared across websites, social media channels and review publications. To include copywriting and photography.
- Collate stories, edit, design and distribute weekly parent newsletters for both schools.
- Organise the photography libraries for the two schools, ensuring up to date images are used across collateral and pupil media permissions are managed. Work with the Director of Prep School Marketing & Admissions on the organisation of professional photography shoots.
- Create in-house films for the schools to be used across social media and website. To include proactively identifying opportunities for film and generating ideas for the content strategy, and then the filming, editing and sharing online. Manage sharing of videos on schools' YouTube and Vimeo platforms to include generating all tags and copy to support SEO.
- Manage both schools daily social media content. To include twitter, Facebook, Instagram and LinkedIn. Create and implement targeted advertising plan across social media channels.
- Manage content updates across both schools' websites. Work with the Director of Prep School Marketing & Admissions in implementing SEO across both sites.
- Support the successful management of Open Days and other events across the school year.
- Work with the Director of Prep School Marketing & Admissions on ensuring all school marketing content is in brand and follows tone of voice guidelines.
- Work with the Director of Prep School Marketing & Admissions on creating a successful alumni communications programme. To include alumni magazines, events and online content.
- Support group wide marketing activity as necessary.
- Design in-house materials as required.
- Source print costs and liaise with printers on print jobs.
- Undertake competitor analysis and create reports on how the schools can implement best practice in marketing.
- Work closely with Registrars on collaborative work across marketing/admissions
- Work with the Director of Prep School Marketing & Admissions to support the implementation of the marketing strategy as required.

Personal Specification

- Organised & methodical
- Demonstrable administrative experience, experience of working in an independent school would be an advantage
- Excellent knowledge of Microsoft packages – particularly Word & Excel & Publisher and experience of Mailchimp.
- Knowledge of InDesign would be advantageous
- Being comfortable with up-dating website, social media and databases or an ability and willingness to learn
- Excellent communication skills – both verbal and written
- An ability to work as part of a team and independently
- A willingness to become part of the wider Winchester House and Swanbourne House School life
- A good sense of humour and the ability to stay calm and focused when facing deadlines

Terms & Application

Salary: fte £32,000pa. Actual salary £21,907pa (pro rata'd to term time only. Dependent on qualifications and experience)

Application form and supporting letter to be emailed to personnel@swanbourne.org

Closing date for applications: 9am Monday 29th November 2021

Initial interviews: Week commencing 6th December

We are Change Makers

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