



WESTONBIRT  
SCHOOL

# MARKETING EXECUTIVE

- CANDIDATE PACK -



## WESTONBIRT SCHOOL

Westonbirt School is a co-educational boarding school for pupils aged 2-18, located in a stunning rural setting in the heart of the Cotswolds.

Set in 210 acres of beautiful landscaped grounds, Westonbirt enjoys a reputation for high academic standards within a caring, happy environment. The School benefits from excellent sports facilities including a sports centre, swimming pool and a 9-hole golf course.

The School consistently achieves excellent academic results and provides the pupils with a broad range of extra-curricular activities to give depth to the learning. All pupils are inspired to achieve their very best potential and leave School with confidence and an ambition for lifelong learning.

For more information on Westonbirt School, please visit: [www.westonbirt.org](http://www.westonbirt.org)

## WISHFORD SCHOOLS

In May 2018, Westonbirt Schools joined the Wishford Schools group. Founded in 2011, the group currently comprises nine independent schools in Wiltshire, Gloucestershire, Berkshire and Kent. The group aims to provide an excellent education to all pupils, giving every child the opportunity to shine. Standards and expectations are high, and staff and pupils are challenged and supported to give their best.

Schools work closely with the group's senior leaders to define the school's strategy and then enjoy the autonomy to run their schools, while benefiting from the support that membership of the group brings. In addition to strategic input and the sharing of best practice, the group provides expertise in property, legal, HR, finance, compliance and marketing matters leaving heads with time to focus on the children within their care. In addition, Heads work closely with an Education Committee of experienced school leaders, and with each other, meaning that someone is always available to offer advice and support.

For more information on the Wishford Schools group, please visit: [www.wishford.co.uk](http://www.wishford.co.uk)



## THE OPPORTUNITY

We are seeking to appoint an experienced, creative and energetic Marketing Executive to support our Director of Marketing & PR. The successful applicant will become an integral part of a busy marketing office and must be able to thrive in a fast-paced environment, create engaging social media and newsletter content, write compelling copy and assist in the delivery of marketing events.

Candidates are sought who can demonstrate:

- Experience of working across social media platforms.
- Strong digital media skills including video editing and photography.
- Excellent written and verbal communication skills with an understanding of writing for media.
- An eye for good quality design and basic design skills, including Canva (or similar)
- Good relationship-building skills.
- Creative flair and solid understanding of the role of marketing.
- The ability to work independently with a proactive 'can do' approach.

This is a full-time, all-year-round role. Some flexibility for evening and weekend support will be required.

Competitive salary dependent on experience.

Full job descriptions and person specification can be found in this pack

## APPLICATION PROCESS & IMPORTANT DATES

Applicants should complete the school's application form and submit by email to [hr@westonbirtschool.uk](mailto:hr@westonbirtschool.uk) for the attention of Michelle Andrews.

The application form should be accompanied by a covering letter of no more than one page. The closing date for applications is 12 noon on **Monday 29th January 2024.**

## CONTACT DETAILS

If you have any queries or would like further information, please do not hesitate to contact Miss Michelle Andrews, HR Officer at [michelle.andrews@westonbirtschool.uk](mailto:michelle.andrews@westonbirtschool.uk).

Westonbirt School is committed to safeguarding and promoting the welfare of children.

Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, reference and medical checks and the Disclosure and Barring Service.





## JOB DESCRIPTION

**Responsible to:** Director of Marketing

### Relationships

The postholder will work closely with the Director of Marketing and a Senior Marketing Executive, but also build strong working relationships with the admissions team, commercial team and the whole school community, including alumni.

### Marketing Responsibilities

- Plan and implement high quality and engaging content for the school's social media channels working with school staff and the Marketing Team to reflect the school's key messaging and showcase all that the school has to offer.
- Take and edit high quality images and video footage for marketing purposes.
- Update the school's website to ensure content is current, relevant and engaging.
- Write compelling copy, engaging articles and well-crafted press releases.
- Proactively identify and react to opportunities to raise Westonbirt's profile.
- Support with marketing, feeder school and outreach events, including regular Open Days, lectures & educational workshops.
- Write and layout the school's weekly and end of term digital newsletters, and support the creation of handbooks and related communications including the school prospectuses.
- Support with the administration of the Alumni database and production of Alumni newsletters and publications
- Be the first point of contact for email enquiries for Marketing and Alumni email accounts
- Assist the Director of Marketing in maximising Alumni Relations events and opportunities
- Undertake market and competitor research and analysis as required.

### Experience

- Proven experience in the development and running of social media platforms.
- Experience of working within a marketing environment.
- An understanding of independent schools.

### Skills

- Excellent written and interpersonal communication skills.
- Strong digital media skills including photography, video editing and basic design using Canva (or similar)
- The ability to build relationships with colleagues, parents and in the local community.
- Creative flair, a good eye for a story and excellent attention to detail.
- Excellent planning, administration and time management skills.

### Personal Qualities

- Ability to work well under pressure and to deadlines in a busy school environment.
- A very organised approach to work.
- Attention to detail and commitment to the highest standards of work.
- A 'can do' attitude and the willingness to work hard to get things done.
- Ambition, energy, enthusiasm and commitment.
- A confident and outgoing personality.