



HOLMWOOD HOUSE SCHOOL

Holmwood House School is a leading co-educational preparatory school and nursery for children aged 6 months to 13 years. Occupying over 25 acres of beautiful grounds in Lexden near Colchester, the school provides an inspiring learning environment and boundless opportunities for discovery and exploration through a broad curriculum, extensive range of extra-curricular activities and opportunities to experience independence through our overnight stays and flexible boarding. Founded in 1922, the school has stayed true to its heritage and tradition whilst pioneering new technology and innovation. At Holmwood House, we spark curiosity and ignite wonder in each and every child, allowing them to develop individuality, confidence and tenacity to reach their true potential and achieve personal success. Working in partnership with parents, we provide a genuinely happy and supportive community of inquisitive learners who successfully transition to a broad range of day and boarding schools in Essex, Suffolk and across the UK. The School is part of the Bellevue Education group of schools with headquarters in London, UK.

Job Description and Person Specification

Job title:	Marketing Officer
Reporting to:	Headmaster
Hours:	3 days a week, full year
Start date:	January 2021 / February 2021
Salary:	£16,000 depending on experience and agreed hours

As Marketing Officer at Holmwood House School, you are responsible for the marketing and communication plans for the school. Working in close partnership with the Admissions Registrar and with support from the Bellevue central marketing team, you will lead on the implementation of initiatives and activities that drive recruitment, retention and promote word of mouth and parent satisfaction.

The position requires a flexible and goal driven “all-rounder” with an entrepreneurial spirit, a strong work ethic and a drive to build a strong brand presence for Holmwood House School. We are looking for a person who is self-motivated, creative and has a sincere interest in other people. With a strong focus on goals and detail-orientation, this role provides you with a great deal of responsibility and autonomy. If you enjoy working hard and are motivated by seeing the results of your efforts, this position will both challenge and inspire you.

In this role you will report directly to the Head of School, with close links to the Bellevue central marketing team. As an integral member of the wider Bellevue marketing team, you will benefit from group-wide best practice, training, support, guidance and opportunities to network and share ideas.

Job Description

- Work with the Head and leadership team to design an annual marketing strategy based on market research and performance review
- Submit an annual marketing plan and budget allocation aligned to the School's strategic development plan and enrolment targets to Bellevue for review
- Develop and implement on a term by term marketing action plan for the School to support pupil recruitment and retention
- Conduct regular competitor research and analysis to benchmark the School against local competitors
- Ensure a strong value proposition and brand differentiation is in place, and a clear communication mix and PR strategy
- Manage the School brand guidelines, assets and TOV, ensuring they are used appropriately by all members of the School community
- Responsible for the marketing spend, ensuring activities are planned within agreed budgets
- Ensure group-wide research and insights processes are in place for the School through annual surveys and focus groups, to identify issues and support parent, pupil and staff satisfaction
- Responsible for the School's online presence, such as website, social media, listings, working with school office staff, and with support from Bellevue marketing as necessary

- Collaborate with the Admissions Registrar to maintain an effective admissions customer journey, and ensure that appropriate action is taken to maximise enquiry generation and conversion
- Ensure the Group's weekly and monthly KPI reporting and monitoring is in place at the school, and participate in monthly discussions with your Head, Bellevue Group Marketing and Admissions Registrar so that the data is being used effectively to guide actions
- Responsible for the content strategy for the School's communication channels, such as newsletters, website and social media
- Promote and build good relationships with outside institutions or groups such as nurseries, relocation agencies, and local businesses
- Work closely with the Admissions Registrar to help plan, promote and execute school events such as open days, induction events, school tours and parent events
- Manage school photography and videography, ensuring that the School's image bank is up to date and effectively communicates the School's value proposition
- Draft, collate and edit copy for marketing materials including prospectus, parent handbooks, flyers and adverts
- Liaise with printers, designers and suppliers for marketing collateral and digital requirements

Person Specification

- Minimum of 4-5 years' work experience in marketing, PR and communications. It is not essential to have a background in education, but it could be an advantage
- Proven track record of leading and executing successful campaigns and marketing initiatives
- Excellent communication skills with fluency in English
- Working knowledge of using online content management systems
- A team player with strong interpersonal and communications skills
- Organised and able to keep on top of deadlines, a wide variety of tasks and to prioritise effectively
- Creative with excellent writing, editing and proof-reading skills
- You will also be extremely sales-minded, energetic and positive
- Bachelor degree or suitable alternative education qualification
- You are an all-rounder and you enjoy doing daily administrative routines as much as creating new marketing ideas or finding solutions to problems

Remuneration

- Salary: approx. £25,000 FTE depending on experience and agreed hours
- Contribution to pension scheme
- Life assurance
- Professional development
- 25 days holiday

Holmwood House is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Holmwood House School is an equal opportunities employer. A copy of the School's equal opportunities policy is available on request.

How to Apply

If you would like to apply for the position of Marketing Officer you will need to complete an application form. The information you provide will be used as the first stage of the selection process to decide whether or not you will be shortlisted for an interview. It is very important that you complete your application as accurately and fully as possible, including all the information you think is relevant.

Completing an application form

- Please read through all information provided before completing your application form;
- We require information about all applicants to be presented in a consistent format: **Please do not submit a CV;**
- Complete all sections; do not leave any blanks. Enter N/A if not applicable and provide as much information as possible;
- Continue on a separate sheet if you require more space to complete any section.

References

All offers of employment are subject to the receipt of a minimum of two satisfactory references. One of your references must be from a current or most recent employer. Neither referee should be a relative or someone you know as a friend.

- Shortlisted applicants are advised that references may be taken up prior to interview. Unless you ask us not to, we will assume it is acceptable to contact your referees at any time.

Submitting an application

Applications should be submitted via the school's online [application form](#) by **Thursday 31 December**.

Application forms received electronically will be required to be signed by the candidate if they are selected for an interview.

Please be aware that if you have not heard from us within 21 days, unfortunately your application has been unsuccessful. Due to the response to advertised vacancies, we provide feedback only to those applicants who are interviewed.

The application forms of unsuccessful candidates will be held confidentially by the School and destroyed after three months.

Interviews

We will contact shortlisted candidates with further information about the exact format of the interview process but candidates should expect to be interviewed by several members of staff and may be required to undertake some form of practical assessment. Interviews will take place on **Friday 8 January**.

If you are invited to attend an interview you will be required to provide the following:

- Evidence of eligibility to work. For all posts, we are legally obliged to confirm that the appointee is eligible to work in the UK before they start working with us.
- Original documents confirming any educational and professional qualifications referred to in your application form.

Conditional offer of appointment

Your employment with the School will be subject to the School being satisfied with the following:

- the enhanced disclosure received from the Disclosure and Barring Service;
- that you are not barred from working with children;
- information about whether you have ever been the subject of a direction under section 142 of the Education Act 2002 which renders you unable or unsuitable to work at the School;
- verification of your medical fitness;
- verification of qualifications and identity;
- confirmation of your right to work in the United Kingdom;
- the two references received; and
- such other pre-employment checks as the School is required to complete in accordance with its statutory or regulatory obligations including such other overseas checks as necessary
- Completion of child protection training

Disclosure and Barring Service (DBS)

As the School meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974, any offer of employment will be subject to an enhanced disclosure from the Disclosure and Barring Service (DBS) before the appointment is confirmed.

Candidates attending an interview are required to provide three forms of ID from the list below.

- Passport
- UK driving licence
- A UK Birth or adoption certificate
- EU photo identity card

- A utility bill, bank / building society or credit card statement that is less than three months old and which shows your name and current home address This must be an original document and cannot be printed from the internet.

Please note that originals of the above are necessary. Photocopies or certified copies are not sufficient. In the event that you are unsuccessful please be assured that photocopies of documents taken by the school will be destroyed immediately.

A full list of acceptable forms of ID can be found on the [DBS website](#).

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Where a candidate is found to be on the DBS Children's Barred List, or the DBS disclosure shows he / she has been disqualified from working with children by a Court; or found to have provided false information in, or in support of, his / her application; or the subject of serious expressions of concerns as to his / her suitability to work with children the facts will be reported to the Police and / or the DfES Children's Safeguarding Operation Unit.

If you have any queries about your application or the recruitment process, please contact Abigail Wills, Admissions Registrar and Headmaster's PA, on 01206 574305 or email headmaster@holmwood.house