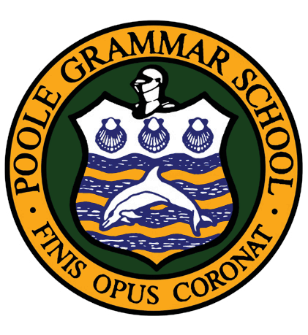
**POOLE GRAMMAR SCHOOL**



**Marketing and Communications Executive**

**INFORMATION PACK**

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# Job description: Marketing Executive

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| --- | --- |
| Start date: | As soon as possible |
| Salary grade/range: | Grade D, Points 13 - 18 (£28,163 - £30,559 FTE) |
| Actual Annual Salary: | £9,552 |
| Hours | 14 hours per week, Monday to Friday working pattern negotiable however hours must be between 09:00 and 15:00 Monday to Friday Term time only |
| Working weeks: | 41 – Term time plus 2 weeks during the school holidays, majority of which to be worked during last few weeks of summer break. |
| Paid weeks: | 46.74 (includes holiday pay) |
| Responsible to: | Operations Manager |
| Responsible for: | Not applicable |

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| **Main job purpose** | |
| Acting as the brand voice to communicate with students, parents, recruitment and the wider local community. The successful candidate will be a brand ambassador who understands the School’s ethos and values and appreciates individual parent and student needs in order to effectively sell the School to prospective families and employees. You will be fully involved in the social media feeds and develop exciting and innovative marketing activity showcasing what Poole Grammar School has to offer.  Oversee all social media, marketing and advertising. Manage the content on the school’s social media to ensure a recognisable brand.  To be considered for this role you will have experience of working in digital communications and website management. To have the ability to work in a fast-paced environment, managing conflicting demands and priorities, and taking initiative. | |
| **Main responsibilities and duties**   * Develop, implement and maintain a communications and marketing strategy for the School to include use of social media. * Establish working relationships with key contacts, developing appropriate communication links with outside bodies as required. * Deliver a programme of marketing activity to support student recruitment within the School at both Main School and Sixth Form level. * Work with the HR manager to develop a marketing strategy for us to be an employer of choice. * Liaise closely with colleagues to seek out positive news stories, write engaging copy, and deal with media enquiries. * Deliver high quality communications, ensuring consistency and compliance. Adhering to quality standards, branding, design, accessibility and textual style guidelines. * Responsibility for managing school photo archives. * Coordination of school photography and media. * Responsibility for managing, maintaining and developing school website. Ensuring that change control measures are in place and maintained. | |
| **Supervision and management of people** | |
| * Little or no supervisory responsibility other than assisting work familiarisation of peers and new recruits. | |
| **Knowledge and skills** | |
| * Excellent and clear communication skills including significant attention to detail. * A thorough understanding of data protection, or an ability to develop this knowledge rapidly. * Excellent knowledge and experience of use of social media to promote school life and support student and employee recruitment as well as lettings and general marketing of the school. * Excellent knowledge of Content Management Systems (Wordpress CMS) * Good level of knowledge of computer applications including Word, Excel, Canva and SIMS or the ability to learn such specific systems. * Creativity is a key feature of the job. * Undertake appropriate training in line with identified needs derived from participating in the school’s appraisal procedures. | |
| **Creativity and innovation** | |
| * At busy times, the post holder must be able to prioritise their workload. * Creativity is a key feature of the job. | |
| **Contacts and relationships** | |
| * Regular contact with staff and students. * Telephone contact with external agencies. | |
|  | |
|  | |
| **Resources** | |
| * The post holder will be responsible for the proper use and safekeeping of ICT equipment and sensitive electronic data. | |
| **General** | |
| * This job description is specific to the post of Executive. This job description is current at the date shown but in consultation with you, may be changed by the Headteacher to reflect or anticipate changes in the job commensurate with the job title. | |
| **Prepared by:** | **KH** |
| **Date:** | **July 2025** |

**Person specification: Marketing and Communications Executive**

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| **ATTRIBUTES** | **CRITERIA** | **DESIRABLE/**  **ESSENTIAL** |
| **Experience** | * Substantial experience in a marketing role including experience of digital marketing, website content management and social media. | Essential |
| * Evidence of developing a corporate identity/brand within industrial, educational or charitable organisations | Desirable |
| * Self-motivated with an enthusiastic, proactive, flexible and adaptable approach to work. | Essential |
| * Proven ability to communicate conceptually detailed and complex information effectively and professionally with a wide range of people, and the ability to tailor communications to target a range of different audiences | Desirable |
| **Qualifications and training** | • Postgraduate/Professional qualification. | Desirable |
| **Aptitudes and abilities** | • Computer literate | All essential |
| • High level of accuracy and attention to detail |
| • Good keyboard skills |
| • Good organisational and communication skills |
| • Ability to work under own initiative |
| • Ability to handle confidential information with discretion |
| **Knowledge** | • Understanding of marketing and website tools such as Canva | Essential |
| • Knowledge of Microsoft Office suite (including Outlook, Word and Excel) | Essential |
| • Competent in data entry/analysis and reporting requirements | Essential |
| * Knowledge of or commitment to learning Child Safeguarding procedures | Essential |

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| **ATTRIBUTES** | **CRITERIA** | **DESIRABLE/**  **ESSENTIAL** |
| **Attitude and motivation** | • Self-motivated | All essential |
| • Team player |
| • Good interpersonal skills |
| • Sense of humour |
| **Other factors** | • Ability to manage and prioritise a busy workload | All essential |
| • Willingness to undertake a variety of administrative tasks with accuracy |
| * Commitment to Equal Opportunities |
| • Enhanced DBS check |

**Application procedure**

Please visit [www.poolegrammar.com](http://www.poolegrammar.com) and complete the online application form. Once submitted, you will receive an acknowledgement email.

CVs will be accepted in addition to the above but will not be accepted on their own.

Online application forms are preferred but a PDF and word version of the application form can be requested from [pgshrdept@poolegrammar.com](mailto:pgshrdept@poolegrammar.com)

If you have any questions regarding the application process or have not received your acknowledgment email, please contact the HR Department on the above email address.

**Closing date for applications: Friday 31st August 2025**

**Interview Date: Week beginning 1st September 2025**

*Poole Grammar School is committed to safeguarding and promoting the welfare of children and young people. All successful applicants will be required to complete an enhanced DBS application. Poole Grammar School also promotes equal opportunities for its workforce.*