



# Perrott Hill

## MARKETING MANAGER

JULY 2024



### *Job description*

#### **Job title**

Marketing Manager

#### **Responsible to**

The Bursar

#### **Salary**

£31,000 - £33,000 per annum dependent on experience

#### **Hours of work**

This is a full time position all year round with normal working hours of 0830-1700 Monday to Friday, although a flexible approach to working hours is required for this role. Some evening and weekend work is required to cover school events, for which time off will be given in lieu. The post holder will receive 25 days holiday per annum plus bank holidays. Flexible working requests may be possible for the right candidate; please state any such requests clearly on your application.



### *The Post*

We are looking for a dynamic and creative professional with a positive outlook and outstanding communication skills. The position would suit a digital first expert with all round marketing expertise. Previous experience of working in a school is an advantage, although a commitment to and understanding of the independent sector is an absolute must; the post holder must be able to clearly articulate the benefits of a Perrott Hill education to all stakeholders.

## *The school*

Perrott Hill is an ideally sized Prep and Pre-Prep School of approximately 190 pupils aged 3-13, of which 60 are in Pre-Prep. The school was founded in 1946 and was registered in 2020 as a private company, with a Board of Directors and a Board of Governors. The school is a member of IAPS and the Boarding Schools' Association, and features regularly in the Good Schools Guide and the Tatler Schools Guide, among others. The school has won multiple awards in recent years, including Pre-Prep of the Year at the Independent Schools of the Year Awards in 2019 and the Supporting Junior Boarders Award at the BSA Awards in 2020. It was also named as a finalist for Prep School of the Year in 2020. The school was shortlisted for Small Independent School of the Year Award at the Independent Schools of the Year Awards in 2023, and received the Belonging and Inclusion Initiative Award at the BSA Awards 2024.

Perrott Hill is a co-educational, day and boarding preparatory school situated in beautiful rural surroundings four miles from Crewkerne in South Somerset. The original 19th century house is Grade II listed and forms the centre of the school, housing the Hoskyns Library, Grundy Hall, School Office, Marketing and Admissions Office, Headmaster's Study, Surgery and two classrooms. It is also home to the girls' and boys' dorms and common rooms. The majority of teaching takes place in purpose built classrooms to the west. The Pre-Prep sits securely within the converted stables of the main house and surrounds a soft play courtyard and covered outdoor play area. There are a multitude of facilities available, including a sports hall, theatre, forest school, climbing frame, all-weather surface and beautiful grounds and gardens. The emphasis is very much on an inclusive school for children aged 2-13.

The school site, which covers 28 acres, has been carefully developed over the past few years. As well as the usual sports pitches, there is an all-weather pitch, a large sports



hall with changing rooms, a heated outdoor pool and a 220-capacity theatre. In 2016, a new eco-build Music School was opened, followed by a new science suite and Tinker Lab. In recent years, the school buildings have been extensively refurbished in order to further develop the academic accommodation, and there are several acres of woodland which provide a home for our fully-equipped forest school.

There's no doubt that the school site helps to instil a very special sense of identity within the community, and the staff, parent and pupil bodies are welcoming, enthusiastic and full of a natural ease and warmth; the school holds the retention of a true family ethos dear. There are girls' and boys' boarding houses in the main house, with five sets of staff and families living onsite, as well as three graduate residential assistants. Alongside this is a desire to achieve the very best and, as such, the school has an excellent record of academic and scholarship success. In short, Perrott Hill combines extremely high standards of academic and pastoral care to encourage and stretch children according to their individual needs and strengths.



## Core responsibilities

### Marketing

- Manage and update regularly the school's social media channels – currently Facebook, X (formerly Twitter), Instagram and LinkedIn (for jobs) – to effectively engage with current and prospective parents and Old Perrott Hillians;
- Manage, update and promote the website, suggesting visual improvements and updates to our design agency, Coastline, and ensuring effective Search Engine Optimisation (SEO) and Google search rankings, as well as keeping the news content up-to-date and producing regular video content;
- Agree an annual marketing and admissions budget in conjunction with the Headmaster and the Bursar and manage expenditure throughout the year;
- Inspire staff and pupils to become ambassadors of the school, using every opportunity to promote the profile of the School;
- Produce all marketing literature, including the Prospectus, Parents' Handbook, Agents' Handbook, section and event brochures, termly Review magazine and event flyers;
- Photograph and video events as required and edit appropriately for use on the website and on social media, and manage contracted photographers and videographers;
- Manage, update and promote the website, suggesting visual improvements and updates to our design agency, Coastline, and ensuring effective Search Engine Optimisation (SEO) and Google search rankings, as well as keeping the news content up-to-date and producing regular video content;
- Manage the partnership with our designers at Coastline, prioritising brand consistency and ensuring all marketing material enhances and maximises the Perrott Hill brand;
- Work with our School Secretary to ensure the messaging that goes out to our Old Perrott Hillians is exciting and relevant. Develop new ways of strengthening the school's relationship with alumni;
- Ensure a Perrott Hill presence at local events, such as Yeovilton Air Day and Melpash Agricultural Show;



- Maintain our relationship with the local press and education magazines and organisations – in particular, the Good Schools Guide and the Tatler Schools Guide, writing and editing press releases to send out;
- Manage all advertising of the school and directory listings to maintain maximum visibility within the marketing budget;
- Write compelling entries for national awards each year (such as the Tes Awards, Muddy Stiletto Awards, and Independent Schools of the Year Awards);
- Organise and oversee marketing events and investigate additional projects which may represent income streams and PR opportunities;
- Promote joint events with local schools and suggest new ways of collaborating.
- Review the school's Social Media Policy on a regular basis;
- Write and deliver a full report for the Governors' Admissions and Marketing Committee on a termly basis, and provide a monthly update report for Stirling Education;
- Keep the Headmaster, Bursar and Governors informed of any market trends or developments which will inform the marketing and admissions strategy.

### Communications

- Adapt and check all written communications going out to more than one parent at a time so that it fits with the school style guidelines and communication plan;
- Communicate school news effectively and regularly to parents via The Week Ahead, ongoing web news stories and social media activity, and the termly Review magazine;
- Work with the Headmaster and Governors on direct communications with parents when required to ensure they reflect the ethos of the school;
- Monitor feedback from parents and external stakeholders as well as from internal communications with school staff and report to Governors, as part of the written termly report.



### Stirling Education

- Manage occasional marketing and communications project work with Stirling Education to ensure that the branding of Perrott Hill and Stirling Education is aligned.

### General

- The job description is a general outline of the role's duties and responsibilities and may be amended as the school develops. The post holder may be required to undertake other duties as reasonably requested by the Headmaster.



**Person specification:**

- Expertise in using social media and content management systems (previous experience of using RS Admissions and ISAMS would be beneficial although training can be provided);
- At least three years' experience in a similarly busy and varied role within marketing or in a similar field; previous experience of working in a school environment is advantageous;
- Exceptional verbal, written and digital communication skills;
- A creative outlook and the ability to generate ideas and see them through to completion;
- A warm and professional manner with time and attention given to fostering relationships with staff and external agencies (eg photographers, videographers, designers) to produce compelling content;
- The ability to work as part of a team and to communicate effectively with all members of staff;
- The ability to maintain discretion and integrity at all times, and to remain flexible and calm under pressure;
- Above all, enthusiasm and passion, with a commitment to the values and ethos of Perrott Hill.

The post begins as soon as possible. The closing date for completed applications is 0900 on Wednesday 24th July with interviews taking place shortly afterwards.

Applications will only be accepted from candidates completing the school's own application form in full. CVs will not be accepted in lieu of a completed application form without good reason, although they may be included to support it. The Safeguarding and Child Protection Policy and Staff Code are sent out with each request for an application form and completion of the form is taken to constitute having read and fully subscribed to both documents in their entirety. An Equal Opportunities Policy is available upon request.

- This post is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions and bind-overs, including those regarded as spent, must be declared;

- Applicants should be aware that all posts in the school involve some degree of responsibility for safeguarding children, although the extent of that responsibility will vary according to the nature of the post;
- The successful applicant will be required to complete an Enhanced Disclosure from the Disclosure and Barring Service;
- We will seek references on shortlisted candidates before interview and may approach current and previous employers to verify particular information. Applicants should indicate on their application form in the appropriate place if they do not want referees approached without their specific permission to do so;
- If a shortlisted applicant is currently working with children, on either a paid or voluntary basis, the relevant employer/organisation will be asked to disclose disciplinary offences, including disciplinary offences relating to children or young persons (whether the disciplinary sanction is current or time expired), and asked also if the applicant has been the subject of any child protection allegations or concerns and, if so, the outcome of any enquiry or disciplinary procedure. If a shortlisted applicant is not currently working with children but has done so in the past, that previous employer/ organisation will be asked about the above matters. Where neither current nor previous employment has involved working with children, a shortlisted applicant's employer will still be asked about their suitability to work with children, although they may, where appropriate, answer 'Not applicable' if the applicant's duties have not brought them into contact with children or young persons;
- Applicants should be aware that provision of false information is an offence and could result in the application being rejected or summary dismissal if the applicant has been appointed, and possible referral to the police and/or the Department for Education's Children's Safeguarding Operation Unit.





## *How to apply*

Please email your letter of application, completed application form, the names and contact details of two referees and a recent passport style photograph to the Headmaster via his PA, Clare Tootill, on [ctootill@perrotthill.com](mailto:ctootill@perrotthill.com).



## *Invitation to interview*

If an applicant is invited to interview, this will be conducted in person, and the areas which it will explore will include suitability to work with children.

All candidates invited to interview must bring documents confirming educational and professional qualifications that are necessary or relevant for the post (e.g. the original or certified copy of certificates, diplomas etc). Where originals or certified copies are not available for the successful candidate, written confirmation of the relevant qualifications must be obtained from the awarding body.

**All candidates invited to interview must also bring with them:**

- a current driving licence including a photograph;
- a passport;
- a full birth certificate;
- a utility bill or financial statement showing the candidate's current name and address;
- National Insurance number;
- where appropriate, any documentation evidencing a change of name.

**Please note that originals of those documents above not relating to qualifications are necessary. Photocopies or certified copies are not sufficient.**



## *Conditional offer of appointment: Pre-appointment checks*

Any offer to a successful candidate will be conditional upon:

- receipt of at least two satisfactory references;
- verification of identity and qualifications;
- a clear check of the Department for Education's List 99;
- a satisfactory Disclosure and Barring Service Enhanced Disclosure;
- verification of any professional status (such as QTS Status for teachers);
- (for teaching posts) verification of successful completion of statutory induction period (applies to those who obtained QTS after 7 May 1999);
- A clear EEA check for those who have previously taught abroad within the European Economic Area;
- verification of medical fitness;
- signed a confirmation slip that they have read and understood the child protection policy and Keeping Children Safe in Education 2023;
- completed a staff suitability self-declaration form (disqualification by association);
- undergoing safeguarding training. For the appointment to be confirmed as permanent, satisfactory completion of the probationary period must be achieved.
- Online searches will form part of the recruitment process to comply with safer recruitment practices and in order for the school to select suitable employees.

For the appointment to be confirmed as permanent, satisfactory completion of the probationary period must be achieved.

### **PLEASE NOTE:**

Where a candidate is:

- found to be on the DBS barred list or is subject to a Prohibition Order issued by the Secretary of State; and/or
- found to have provided false information in, or in support of, his/her application; or
- found to be the subject of serious expressions of concern as to his/her suitability to work with children,

the facts will be reported to the Police and the DBS/NCTL.

