



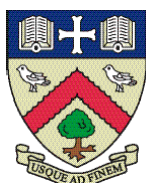
Marketing Assistant Candidate Information

December 2021



**CHELTENHAM
BOURNSIDE
SCHOOL**

Empowering lives
through learning



CHELTENHAM BOURNSIDE SCHOOL



Welcome to Bournside

People are at the heart of Bournside.

Our staff and students are **Ambitious, Curious, Proud, Purposeful, Respectful** and **Supportive**. These are our values and whilst you'll see them written on our website and on our corridor walls, where you'll really see them is in the way we work together, the way we talk to one another, the way teachers teach and students learn, and the way we ensure that every day, in and out of lessons we are living our vision: **empowering lives through learning**.

Bournside is a large school with over 200 staff and 1,700 students. That means we have the resources to provide a wealth of opportunities: a sports centre and 4G sports pitches; a fully equipped Drama studio, a large library, specialised English and Maths blocks, 12 science labs and specialist design, technology, computing and media rooms. Our highly successful sixth formers have their own large base with numerous study rooms.

No one gets lost in the crowd, however. The size of our school means that whatever your role, you'll benefit from having a dedicated, specialist team around you. Everyone is a member of one of our six houses; coupled with our vertical tutor group model, for students, the house system aims to nurture and enhance a sense of family and community, strengthen home/school communication, and provide opportunities for older students to act as role models for younger students, enabling them to have meaningful conversations about school life and their future aspirations.

It's not at all unusual for several generations from the same family to have been part of Bournside school. We've been part of the community of Cheltenham for many years having moved to our present site in Warden Hill in the early 1970s. Our value to the local community is developed in many ways: working closely with our neighbouring schools, taking the arts into the community, being the central hub for very many sports local sports teams, and, of course, being the school of choice for families in our part of Cheltenham and beyond.

If you have any questions regarding the position, please contact Michelle Cant, Marketing and Communications Manager (mlc@bournside.gloucs.sch.uk).

There is a wealth of information about our school on our website, along with an application form should you wish to apply. We also ask for a supporting statement (maximum 2 sides of A4) outlining how you feel your experience, skills, and attributes would enable you to make a significant impact in the role. The deadline for applications is 9am 4th January 2022.

I look forward to receiving your application to join us in **empowering lives through learning**.

Steve Jefferies
Headteacher



Marketing Assistant

Start date: Immediately
Salary: Grade D3-6 £15,859-£16,829 pro rata (£18,562-£19,698 FTE)
Contract: 30 hours per week, 39 weeks per year, permanent

Cheltenham Bournside School has a fantastic opportunity for an aspiring marketing professional to become part of a small in-house team committed to continuously improving our external and internal communications and enhancing our reputation within the community.

We are an established 11-18 single academy trust with a good reputation (Ofsted 'Good' rating 2016), wide catchment, and a strong presence in our community. Our school, the largest in Gloucestershire, is consistently oversubscribed with a PAN of 300, and most of our students choose to stay with us for their post-16 study.

Day-to-day tasks include updating our website, writing and creating content for our social media channels, taking photographs, supporting recruitment activity for our main school and school and handling data and admin support, so strong attention to detail and the ability to multi-task are key.

**Applications by:
9am 4th January 2022**

The successful candidate will work closely with the Marketing and Communications Manager. To be successful you'll believe in our values (ambition, curiosity, pride, purpose respect and support), plus have a genuine interest and desire to develop knowledge and experience across a range of marketing and communications functions, both traditional and digital, within a school environment.

We are an equal opportunities employer and value and respect diversity across our whole school community. Cheltenham Bournside School is committed to safeguarding and promoting the welfare of children and young people. All posts are subject to an enhanced DBS check. We reserve the right to interview and appoint prior to the closing date.

Application pack:

www.bournside.gloucs.sch.uk/school-information/careers-at-bournside/



Warden Hill Road, Cheltenham, GL51 3EF | hr@bournside.gloucs.sch.uk | 01242 235555



Job Description

Post title: Marketing Assistant

Responsible to: Marketing & Communications Manager/School Business Manager

Hours per week: 30 hours per week

Working days and hours: Monday to Friday, 9.00am to 3.00pm (negotiable)

Working Weeks: 39 weeks (term time, plus inset days)

Contract Type: Permanent

Salary: Grade D3-6 £15,859-£16,829 pro rata (£18,562-£19,698 FTE)

This school is committed to safeguarding and promoting the welfare of children and young people according to child protection and safeguarding guidelines and expects all staff to share this commitment. A satisfactory enhanced DBS check is required for all Employees.

Purpose

The Marketing Assistant will join a small in house team committed to continuously improving our external and internal communications for the benefit of our school community and to enhance our reputation within the wider community.

Specific responsibilities

- To assist with student recruitment activities for the main school and Sixth Form, including the production of key literature, advertising materials and campaign communications
- To assist in maintaining a stream of newsworthy items showcasing the breadth of the school successes and activities
- To support the development and engagement of our social media channels by creating engaging digital content, including written content, photography and video
- To update content regularly on the website using SilverStripe CMS system
- To attend and play an active role in key recruitment and community events, including set up, welcoming guests and using relevant systems to capture data
- To assist with the development, writing and editing of the School's newsletters
- To support the delivery of internal communications across the school
- To contribute to the maintenance and upkeep of data lists, for example schools and partner contacts, to support the marketing of events
- To contribute to the evaluation and monitoring success of all activities, and further develop the effectiveness of activities
- To provide administrative support for the Marketing and Communications Manager/School Business Manager
- To undertake other reasonable responsibilities and tasks assigned by the Marketing and Communications Manager/School Business Manager
- To take an active part in the appraisal process

Special conditions

This job description sets out the main duties of the post at the date it was drawn up. However, it is not intended to be an exhaustive or definitive list. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post. You may be required to carry out other duties commensurate with your role.



Person Specification

Marketing Assistant

Bournside School will use this person specification as the selection criteria for the post, gained from applications, references, and interviews.

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> A minimum of 5 GCSEs, including English and Maths 	<ul style="list-style-type: none"> Higher level qualification in a relevant discipline
Experience, understanding, and knowledge	<ul style="list-style-type: none"> Understanding/experience of marketing and communications Experience of writing/creating content Confident in the creation and delivery of content across social media platforms Confident photographing and videoing internal good news stories Competent user of Microsoft Office packages including Word, Excel, and PowerPoint 	<ul style="list-style-type: none"> Experience of using Adobe InDesign Experience of using website CMS systems Experience of using/managing social media channels
Personal qualities	<ul style="list-style-type: none"> Well presented with a professional, friendly approach Excellent oral communicator with effective interpersonal skills Strong written communication skills with the ability to develop engaging copy for a range of audiences Empathy and the ability to relate to young people and their parents/carers Self-motivated with high levels of personal drive Team player with a positive 'can do' attitude Ability to prioritise tasks effectively and efficiently to meet deadlines Resilient and able to accept constructive feedback to further improve performance Strong attention to detail and high levels of accuracy Willingness to take on new challenges, demonstrating innovation, curiosity, and initiative 	



Settling in at Bournside

We will fully support you with your transition to Cheltenham Bournside School. The HR department oversees the provision for new staff, including your induction, to support you in understanding and coping with your new role.

Induction day

Depending on your start date, you may be invited to an induction day prior to joining us. Alternatively, this will typically be your first day. This full day of training provides information about the aspects of Bournside school life which will be needed as soon as your start, such as:

- School Leadership Structure – who to see for what
- School communication and meeting systems
- Induction procedures, performance management, and professional development
- ICT
- Health and safety procedures
- Safeguarding training
- Key policies
- Introduction to basic training requirements.

Your mentor

You will also be allocated a mentor – probably your line manager – who will meet with you regularly to ensure you have the support you need.



Continuing Professional Development

Cheltenham Bournside School is forward-thinking in its approach to Continuing Professional Development (CPD). We use a variety of activities to engage staff with sharing best practice including whole staff training options, departmental development time, focused workshops, and time for performance management and review.



Employee Benefits

Support Staff

General

- Provision of all necessary IT equipment.

Lifestyle and wellbeing

- Attractive salary and pension
- Generous annual leave entitlement
- Free one-to-one wellbeing support
- Family friendly policies
- Onsite parking facilities and cycle storage
- Free access to the school's Gym
- Cycle to work scheme
- Discounted gift cards via Voucher Store
- Techscheme – save money on the latest tech from Apple and Currys PC World
- A range of staff social events throughout the year
- Our dining centre and Pit Stop Cafe are open between 8:00am and 1:30pm every day.

Professional development

- Support to complete further academic study and professional qualifications.

Statutory and other benefits

- A wide range of statutory benefits including sick pay, maternity, parental, and adoption leave
- Enhanced Paternity Leave Policy
- We will honour your continuity of service in other state funded schools in relation to sick pay and pension rights.



Our Values

We are...

PURPOSEFUL

We persevere to achieve our goals and aspirations

PROUD

We celebrate everyone's effort and achievements

RESPECTFUL

We care about each other and believe in equality and kindness

CURIOUS

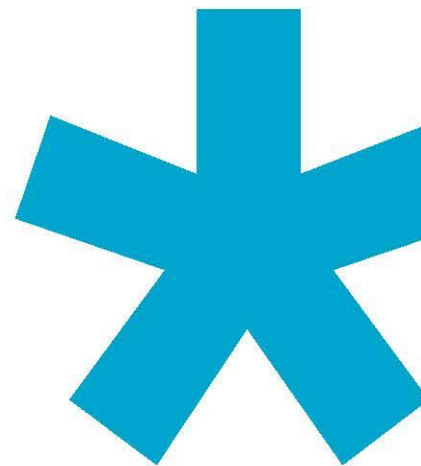
We have enquiring minds and are not afraid of challenge

SUPPORTIVE

We make a positive difference to each other's lives

AMBITIOUS

We aim for the very best in all we do



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