



# Marketing & Communications Manager Candidate Information

April 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, Purposeful, Proud, Respectful, Curious, 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 1,800 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.

I recommend you contact Anne Alsop, School Business Manager ([aca@bournside.gloucs.sch.uk](mailto:aca@bournside.gloucs.sch.uk)) before making your application. I would also very much encourage you to visit our school so you can see for yourself why it is a wonderful place to work.

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 on 3 May 2021.

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

**Steve Jefferies**  
Headteacher



## Marketing & Communications Manager

**Start date:** From 1 June 2021 or as soon as possible thereafter

**Salary:** H22 £27,041 (£13,450 pro rata)

**Contract:** Permanent and part time: 21 hours per week - 40 weeks per year

An outstanding opportunity has arisen to work in Gloucestershire's largest comprehensive school.

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 is consistently oversubscribed with a PAN of 300, and most of our students choose to stay with us for their post-16 study.

We are looking to appoint a Marketing and Communications Manager to lead our marketing and communications strategy by assuming responsibility for all marketing-related activities including the school's online presence, external communications, marketing collateral, brand management, and support for school events.



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**Applications by:  
9am on 3 May 2021**

We are an equal opportunities employer and value and respect diversity across our whole school community. Bournside 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/](http://www.bournside.gloucs.sch.uk/school-information/careers-at-bournside/)

Warden Hill Road, Cheltenham, GL51 3EF | [hr@bournside.gloucs.sch.uk](mailto:hr@bournside.gloucs.sch.uk) | 01242 235555



## Job Description

### Marketing & Communications Manager

**Post title:** Marketing & Communications Manager

**Responsible to:** School Business Manager

**Responsible for:** N/A

**Salary:** H22 £27,041 (£13,450 pro rata)

#### Purpose

- To lead all marketing-related activities including the school's online presence, external communications, marketing collateral, brand management, and support for school events.
- To promote the school's aims and values, and to achieve targets in line with the school's strategic framework and short-term priorities.

#### Specific responsibilities

##### General

- Lead the school's marketing and communications strategy including promotional and marketing activities and various events.
- Manage the marketing budget to ensure best value across all spending.
- Work with the Sports Centre, letting, and fundraising staff to maximise revenue generation from business activities and donations.
- Suggest and implement new marketing initiatives.

##### Marketing

- Lead our student recruitment campaigns for both the main school and Sixth Form including coordinating the production of both prospectuses, promotional collateral, and digital advertising.
- Work with the school's Reception team to ensure the school is well-marketed to visitors.
- Work to produce visual concepts and copy using the school's Brand Guidelines for collateral such as posters, signage, and banners.
- Assume responsibility for the school website, ensuring it remains up to date and compliant at all times, and accurately reflects the school's vision and values.

##### Communications

- Liaise with key stakeholders internally and externally to develop key messages and positive content for communication channels.
- Act as a Brand Guardian to ensure external communications demonstrate consistent branding and tone of voice.
- Create and distribute the weekly Parent Bulletin.
- Develop our social media strategy to ensure it remains current and engaging by maintaining a consistent, effective, and relevant news stream across Facebook, Instagram, and Twitter.
- Develop a good working relationship with local media, and research, write, and distribute media releases.

## **Events**

- Coordinate 'front of house' activities at parents' evenings and other key events.
- Promote and attend a wide range of school events and generate good quality imagery (stills and video) to maintain a shared photo library that can be used by staff as appropriate.

## **Special conditions**

This job description sets out the main duties of the post at the date it was drawn up. 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. Specific duties which are relevant to the actual post are detailed in a bespoke job description.



## Person Specification

### Marketing & Communications Manager

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"> <li>Relevant educational qualifications at school/college/university</li> </ul>	<ul style="list-style-type: none"> <li>Degree in a marketing-related discipline</li> <li>CIM or other relevant professional qualification</li> </ul>
Experience, understanding, and knowledge	<ul style="list-style-type: none"> <li>Demonstrable marketing and communications experience</li> <li>Solid grasp of marketing and communications functions</li> <li>Competent user of Microsoft Office packages including Word, Excel, and PowerPoint</li> <li>Competent user of Adobe InDesign and Acrobat</li> <li>Experienced in using WordPress and/or Silverstripe CMS</li> <li>Experienced in managing social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in a school environment</li> <li>Understanding of child protection and safeguarding</li> <li>Adobe Photoshop skills</li> <li>Photography/video skills</li> </ul>
Personal qualities	<ul style="list-style-type: none"> <li>Excellent oral communicator with effective interpersonal skills</li> <li>Strong written communication skills with the ability to develop concise and grammatically accurate communications that are appropriate for the intended audience</li> <li>Ability to produce high-quality visual content across a range of mediums</li> <li>Self-motivated with high levels of personal drive</li> <li>Team player with a positive 'can do' attitude</li> <li>Ability to prioritise tasks effectively and efficiently to meet deadlines</li> <li>Resilient and able to accept constructive feedback to further improve performance</li> <li>Strong attention to detail and high levels of accuracy</li> <li>Ability to handle confidential information sensitively</li> <li>Willingness to take on new challenges, demonstrating innovation, curiosity, and initiative to suggest new ideas or ways of working</li> </ul>	



## Settling in at Bournside

We will fully support you with your transition to Bournside. HR Manager, Rachael Hargreaves 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 you 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

Bournside 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, peer observations, personal planning and development time, 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 fitness suite
- Cycle to work scheme
- Discounted gift cards via Voucher Store
- Techscheme – save money on the latest tech from Apple and Currys PC World
- A comprehensive range of staff social events throughout the year
- Our dining centre is open between 7:30am and 4:30pm 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, paternity, parental, and adoption leave
- 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**

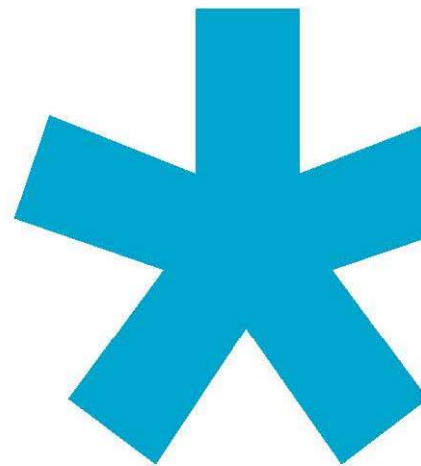
We have enquiring minds and are not afraid of challenge

### **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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