

Marketing Officer

Required as soon as possible



Closing date: Tuesday 2nd April 2024 at 9am

www.bancrofts.org | hr@bancrofts.org



Being Bancroft's

Located on the border between North-East London and Essex and backing on to Epping Forest, Bancroft's is a co-educational independent day school for around 1200 pupils from 7 to 18.

Our pupils achieve outstanding academic outcomes. In 2023, 68% of our students achieved A*-A at A Level and 74% of all entries were awarded the top grades of 9 or 8 at GCSE.

And yet, we strive to achieve so much more than just results. 'Being Bancroft's' is the name which we give to our holistic approach to developing our pupils. This is a rounded educational framework running through the school which guides pupils to take full advantage of the huge range of different opportunities on offer at the school; whether immersed in academic research, being out on the sports fields, taking part in charitable activities, acting on the stage, playing music or attending some of our numerous clubs and societies, we want our pupils to challenge themselves and learn by taking part wholeheartedly in school life. All teachers are expected to contribute to the co-curricular life of the school beyond their subject specialism.

Bancroft's is a warm, forward-looking, modern school; a centre of excellence for the twenty-first century. We have a very diverse intake of pupils, valuing inclusivity of pupils and staff of different ethnicities, religions, sexualities, genders, learning needs and strengths. We value inclusion for all it can bring to each of us at Bancroft's as well as the school as a whole.

Professional development and training is a fundamental part of working at Bancroft's. Our staff are supported and encouraged to continually reflect on their practice; together we want to ensure that each member of staff feels that they are being developed and able to help provide the very best educational and transformative experience for all our pupils.



The Bancroft's Aim

We aim to provide a transformative experience for every child.

The School's Values

Our education is based on six core values: Curiosity, Kindness, Integrity, Courage, Balance and Excellence. We think these values are essential to the wellbeing of every child.



Curiosity

We want our pupils to take delight in the possibilities that the world has to offer and to develop an abiding curiosity about the world; to explore their imaginative and creative potential and to take pleasure in self-expression.



Kindness

We want Bancroft's pupils to be kind, to have integrity and the courage to pursue and protect what is good; to make wise decisions, based on compassion and empathy.



Integrity

We want our pupils to learn to understand themselves and others and develop a clear moral grounding for their lives.



Courage

We want our pupils to show courage and a spirit of adventure in all aspects of their learning; to confront challenges and try to overcome them.



Balance

We want our pupils to learn how to live balanced, healthy, productive and well-regulated lives and to learn to understand the different aspects that combine to create a secure framework for flourishing.



Excellence

We want our pupils to aspire to be the best they might be and to make the most of their talents and abilities; we want our pupils to form realistic and ambitious ideals for the future.



The Role

This is an exciting opportunity to join the dynamic Admissions and Marketing team at a top-performing and forward-thinking school, where you will immerse yourself in the world of digital marketing, brand management, publications, and market analysis.

In this new role, the Marketing Officer will have the opportunity to make an impact both externally and internally. By implementing strategic marketing initiatives, the post holder will play a pivotal part in elevating Bancroft's reputation on a local and national scale. As the driving force behind our social media presence and digital content, the successful candidate will take the lead in shaping our school's online identity.

Although prior experience in the education sector may be beneficial, it is not essential; we place a greater emphasis on your creative skills and innovative thinking. Our work environment is designed to foster support and collaboration, allowing you to broaden your knowledge and enhance your abilities.

The Hours

The post is full time, 52 weeks per year and the working hours are 37.5 per week, 8.00am - 4.30pm, Monday to Friday (1 hour unpaid for lunch). There is the scope for some flexibility in these hours subject to negotiation with the successful candidate, including the possibility of term time plus 6 weeks.

Holidays for a full-time candidate are 27 days per year, which must be taken during the school holidays, as well as 8 Bank Holidays. This position requires a level of flexibility so the successful applicant will be expected to work additional time after hours as required to meet the school needs. They may also be required to work occasional Saturdays.



Key Responsibilities

Reporting to the Director of Admissions, Marketing and Communications (DoAMC), the main areas of responsibility are set out below, although the list is not exhaustive and the successful applicant may be expected to assume additional responsibilities as reasonably requested by the DoAMC.

1. **Marketing Initiative Planning:** Collaborate with the DoAMC to plan and implement comprehensive marketing initiatives that align with the school's objectives.
2. **Social Media Leadership:** Take proactive and strategic ownership of the school's presence on social media platforms, including Facebook, Instagram, TikTok, and LinkedIn. Ensure that all content is accurate, relevant, and engaging across these platforms.
3. **Website Development:** Manage the development, upkeep, and curation of Bancroft's website using Content Management Systems (CMS). Ensure that the website reflects the school's brand and values while providing a user-friendly experience.
4. **Digital Newsletters:** Create and publish digital newsletters that convey important updates, achievements, and stories relevant to the school community.
5. **Content Creation:** Generate high-quality content for marketing and admissions collateral, collaborating with external designers and agencies when necessary. This includes written, visual, print and multimedia content. The media library will also be maintained by the Marketing Officer.
6. **Branding:** Ensure that internal communications messaging and branding remain consistent across all platforms, aligning seamlessly with external communication messaging.
7. **Collaboration:** Work closely with the Admissions and Fundraising teams to support their objectives and initiatives, fostering a spirit of cooperation and synergy.
8. **Alumni Communications:** Assist with the branding and design of alumni and development communications to enhance engagement and ensure clear brand messaging.
9. **Events:** Assist in the organisation and execution of marketing and admissions events, helping to create engaging and memorable experiences for prospective students, families, and the broader community.



Person Specification

	Essential	Desirable
Education	Educated to degree level or equivalent industry experience	
Experience		Overseeing digital channels, such as social media and websites, as well as proficiency in planning and creating digital content
Skills	<p>A strong communicator with excellent spoken and written English.</p> <p>Excellent organisational skills with accuracy and an eye for detail.</p> <p>The ability to think creatively and look at problems from a new perspective.</p> <p>Proficiency in digital communications and traditional media.</p> <p>Ability to thrive in a high workload environment, often to tight deadlines.</p> <p>An eye for creative marketing opportunities and a flair for content creation.</p> <p>Strong photography and videography skills.</p> <p>The ability to create/design content and marketing materials that are both informative and engaging, as evidenced by prior work.</p> <p>Strong IT skills and knowledge of Microsoft Office applications: Word, Excel, PowerPoint, with a high degree of IT literacy.</p> <p>Ability to build strong working relationships internally and externally; willingness to work with staff across the school to engage them in marketing activity.</p>	<p>Experience of working with Adobe suite.</p> <p>Experience of working with Wordpress or similar.</p> <p>Knowledge about compliance with GDPR</p>



Personal Qualities

Tenacity and a positive approach to opportunities and challenges.

The ability and willingness to learn new skills and a commitment to CPD.

The ability to accommodate flexible working hours with occasional weekend or evening work as required.

A passion for education and a deep commitment to Bancroft's aims and values.

A commitment to safeguarding and promoting the welfare of children and young people and adhere to and comply with the School's Child Protection Policy statement at all times.



Additional Work Information

This job description reflects the major aspects of the role. The successful candidate may be expected to assume some additional responsibilities as reasonably requested by the Head and to demonstrate a commitment to improving and developing the organisation's processes and facilities.

The organisation reserves the right to alter the content of this job description after consultation to reflect changes to the job or services provided, without altering the general character or level of responsibility.

In the event of a major incident or disaster, you may be required to provide assistance, in whatever capacity necessary and participate in any training to ensure the School is fully prepared for such events.

Working at Bancroft's

An attractive salary package is offered, according to experience and expertise.

Bancroft's offers a generous benefits package to all staff, including:

- Competitive salaries
- Optional subsidised private health care
- Commitment to supporting ongoing professional development
- Generous holiday allowance
- Access to school counsellors and the support of a staff wellbeing team
- Use of school gym. Yoga, swimming and Pilates sessions for staff
- Friendly and welcoming common room, which organises regular social events
- Access to school counsellors and the support of a staff wellbeing team
- Complimentary lunches

There is generous CPD support and staff are encouraged to seek opportunities to develop their skills and expertise either to further their career or to support enjoyment of their role. We also have a staff group working on Diversity and Inclusion and the school is a founding member of the Schools' Inclusion Alliance.



How to Apply

An application form is available to download from the School website or by emailing hr@bancrofts.org.

Bancroft's School is an Equal Opportunities employer and is committed to safeguarding and promoting the welfare of children, young people and expects all staff, contractors, Governors and volunteers to share this commitment. Successful candidates will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

In line with KCSIE, Bancroft's will carry out online searches on shortlisted candidates as part of the process of assessing suitability.



“This is an incredibly exciting opportunity for someone looking to develop their skills and work in a brilliantly supportive environment”

Abigail Evans (Director of Admissions, Marketing and Communications)

