



STRATHALLAN
Opportunities for *all* to excel



Marketing and Communications Assistant

(Full Time)

Appointment Brief January 2022

Introduction

Strathallan School seeks to appoint a Marketing and Communications Assistant to provide administrative and marketing support to the External Relations team. This is a busy and diverse role that will require you to turn your hand to a variety of tasks, from event planning, alumni and parent communications and database management to capturing and creating social media content, designing marketing materials and collecting and analysing market research. You will be responsible for helping to promote the reputation and awareness of Strathallan in the UK and internationally, supporting admissions in attracting and processing high-calibre applications, and enhancing alumni and donor engagement. This post presents an exciting opportunity for a dynamic and hard-working marketer looking for entry-level experience in a fast-paced and challenging environment. The role is 35 hours per week, with a salary in the region of £18,000, and may suit a recent graduate or someone looking to move into a career in Marketing.

The School



Strathallan School is one of the leading co-educational boarding and day schools in Scotland. There are over 550 pupils of ages 7-18, divided between the Prep School, the three senior Girls' Houses and four senior Boys' Houses. Approximately 60% of the pupils are boarders.

The School is situated in the beautiful Earn valley as a self-contained wooded estate of 150 acres on the edge of the village of Forgandenny. Perth is the

nearest town some 12 minutes by car. Access to motorways puts Edinburgh, Glasgow and the Scottish Highlands within easy reach.

The school is well-resourced with a mixture of traditional and modern buildings. The Main Building, a Grade B listing, was once a large private mansion, bought by the School's founder in 1920 when the moved the School from its original 1913 location.

Non-teaching support staff are organised into the following departments: Administration, Finance, Domestic Services, Estates, Grounds, IT, External Relations, Catering and Medical. The Head of each Department (bar External Relations) is responsible to the Bursar for the efficient running of the Department and staff performance. External Relations are responsible to the Director of ER, who, like the Headmaster and Bursar, is a member of the School's Executive. The Headmaster, Bursar and Director of ER are accountable to the Board of Governors for all aspects of the running and management of the School.

THE EXTERNAL RELATIONS DEPARTMENT The External Relations Department is a small, busy team that covers the Marketing and Admissions function of the School. Led by the Director of External Relations, the team comprises the Marketing Manager, Alumni and Parent Engagement Manager, Digital Media Manager, and Marketing and Communications Assistant, as well as the Admissions Manager, International Admissions Officer, UK Admissions Officer, International Communications Officer and the PA to the Director of External Relations. Located within the main building and benefitting from being at the very heart of the school, the External Relations department works closely with teaching staff and other departments to ensure the external communications are on brand and promote the most positive aspects of Strathallan to a wide and varied audience.

Duties & Responsibilities

Job Role and Purpose:

The Marketing and Communications Assistant is responsible for providing support to the External Relations team, which includes Marketing, Admissions and Alumni Engagement. You will be responsible for collating and distributing information for a variety of internal and external audiences, assisting in the planning, design and delivery of marketing material, encouraging online engagement, supporting event planning, maintaining databases and conducting and collating market research, as well as general marketing support and administrative duties for the External Relations team.

The right candidate will be able to demonstrate excellent communication skills, a sharp eye for detail, and the ability to work to short deadlines. You will be committed to delivering the highest standard of support to customers and colleagues, have good team-working skills, and be able to create content and communications appropriate to different audiences and platforms, therefore experience with graphic design, photography and video editing – or a desire to learn these skills – is a must. Experience of coordinating events and marketing campaigns is desirable but not essential, as is an understanding of or interest in independent education.

Accountable to:

Marketing Manager

Key Responsibilities and Accountabilities

- Liaising with teaching staff, housemasters and pupils to collate, capture and create social media content
- Collating information for alumni and parent communications, and designing and distributing e-newsletters
- Collating press coverage and putting together campaign update reports
- Writing and updating news stories for the school website and social media platforms
- Encouraging alumni engagement both online and through events
- Planning and supporting events for alumni and parent communities
- Maintaining the alumni and admissions databases
- Assisting with planning and co-ordination of Open Mornings and other recruitment events
- Assisting with production of print and digital marketing content, including: liaising with staff and suppliers, sourcing and collating information, copywriting and proofreading, design and production.
- Assisting with marketing research including compiling recruitment data, competitor analysis and market information
- Ensuring all enquiries to the department are dealt with or passed on to the appropriate staff member in a timely and respectful manner
- General marketing support for pupils and staff
- General administrative duties supporting the External Relations team

Key Skills

Essential

- Excellent communication, presentation and interpersonal skills
- Excellent IT skills, including Microsoft Office programmes
- Ability to work quickly and accurately under pressure
- Effective organisational skills and the ability to plan ahead to achieve tight deadlines
- Excellent team-working skills and a dedication to delivering the highest standards of customer care

Desirable

- Knowledge of Adobe CC, including InDesign, Photoshop and Premiere Pro
- Experience of co-ordinating events and marketing campaigns
- An interest in or experience of the independent education sector
- A further or Higher Education qualification in Marketing, Business or a related field

Remuneration

The salary for this post is expected to be in the region of £18,000 per annum depending upon suitability, qualifications and experience.

Hours of work

Monday to Friday, 0800 – 1700, with one hour for lunch, and the requirement for some out-of-hours work at evening or weekend events. The External Relations team operates a TOIL policy where additional out-of-hours work is required.

Other Benefits

During each School Term, you will, when on duty, be entitled to such meals as are available at the School for pupils free of charge.

Other Information

As the work is in a school context, you will be required to attain PVG membership.

You should, if possible, hold a valid full UK driving licence and must be eligible to live and work in the UK.

How to Apply

Further details of the School and this vacancy can be found on the School website:

www.strathallan.co.uk. A completed application form, including the names of two referees and a full CV should be submitted to the HR Manager, via hr@strathallan.co.uk or by post to: The HR Manager, Strathallan School, Forgandenny, Perthshire, PH2 9EG.

The closing date for receipt of applications will be **5:00pm on Monday 14th February 2022**.

Interviews for the role will be held during the week of **28th February 2022**.