



ALDERLEY EDGE  
SCHOOL FOR GIRLS

**MARKETING & COMMUNICATIONS OFFICER**

**INFORMATION FOR APPLICANTS**

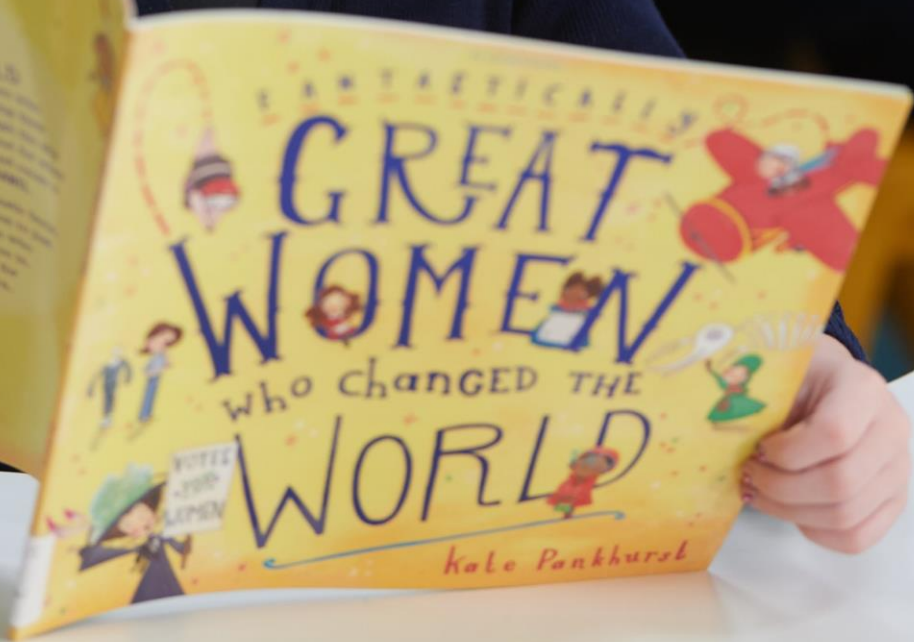




FANTASTICALLY  
**GREAT WOMEN**  
who changed THE WORLD

is a brilliant first-of-its-kind celebration of the lives and achievements of some of the most remarkable women in history. From ancient times to the present day, these women have shaped the world we live in today. With vibrant illustrations and engaging text, this book is a perfect introduction to the lives of these amazing women.

With beautiful illustrations and engaging text, this book is a perfect introduction to the lives of these amazing women. Follow them and prepare for an adventure of your own.



## **Introduction from our Headmistress**

Welcome to Alderley Edge School for Girls,

AESG provides girls with outstanding pastoral support, innovative teaching, a broad curriculum and a fantastic array of extra-curricular activities. Each girl is nurtured and supported in small classes and it is our priority that each girl reaches her individual potential and becomes the best she can be.

We value the successes and achievements of all our girls; both academically and in other contexts, from dance to drama, music to sport. Girls leave as confident, articulate and mature young women who can achieve in the world beyond our school gates.

AESG is a community. All our girls, from those in Nursery at the age of two, through to Sixth Form at the age of 18, feel safe and secure and benefit from being in a school positioned in a vibrant village environment.

AESG is a high-achieving, academic and dynamic school which fosters the well-being of each individual within an exciting, challenging and supportive environment. We recognize commitment, hard work and success, setting the girls the challenges they need to develop their talents to the full.

We are proud of our school and its Christian values, yet respect the beliefs of others in our community. We believe in social justice for all and feel a sense of responsibility for those less fortunate, for whom we provide support, both locally and globally, through our fundraising and community service.

The School has been awarded Apple Distinguished Status and Apple Regional Training Centre, after significant investment and development in Technology Enhanced Learning. Senior School girls bring their own iPads into school to enrich their learning experience. Each teacher is also given their own iPad to support their teaching and there are Apple TVs integrated throughout the School.

In June 2021, the Independent School Inspectorate (ISI) undertook a full inspection at AESG. The School was given the highest possible 'Excellent' rating. The inspection was focused on the pupils' academic and other achievements, as well as their personal development, with the school being found to be excellent across each area.

We are a proud member of the Girls' School Association and we value the importance of an all-girls' education and the benefits this provides for our students. There are numerous opportunities for girls to develop both team working and



leadership skills and to help guide the school and their peers. In this way our students learn important life skills which prepare them for the world of work and they leave us as impressive young women who make a difference.

Nicola Smillie

Nicola Smillie  
Headmistress



**“Aspire not to have more, but to be more”  
(Archbishop Oscar Romero)**

## **Our Aims**

### **Academic**

To provide a challenging and stimulating learning environment in which every girl fulfils her full academic potential, and thus equipping girls with the knowledge, skills and learning attributes for success beyond AESG.

To deliver an innovative and future-inspired curriculum embracing the use of technology, thus fostering intellectual curiosity, developing creativity and a passion for lifelong learning.

### **Spirituality**

To welcome girls of all faiths who share our values, and to respect, celebrate and embrace diversity and equal opportunities without prejudice.

To present a supportive, open and inviting environment for girls to explore their spirituality, to encourage reflection, and develop a strong moral compass based on our Christian foundation and principles.

### **Enrichment**

To offer an extensive enrichment programme to enable girls to develop leadership skills, foster collaboration and resourcefulness, grow in confidence and encourage resilience.

To provide a rich and stimulating school experience in and outside the classroom, where girls can explore and develop their interests and talents.

### **Girls**

To create a supportive, nurturing and happy environment underpinned by proactive pastoral initiatives, putting the girls' wellbeing first.

To empower all our girls to flourish as strong women in the 21st Century workplace, to communicate with confidence, and take their place as responsible, active and global citizens bringing about positive change for a more sustainable and equitable future.





## **Current Staffing**

The School, which is split into the Prep and Senior sections, is led by the Headmistress, Nicola Smillie, who was appointed in September 2020. In the Senior School, teaching staff comprise two Deputy Heads and 50 teachers (21 full-time and 29 part-time).

In the Prep School, teaching staff comprise one Deputy Head, an Assistant Head and 10 teachers (6 full-time and 4 part-time), supported by 4 teaching assistants. The Head of EYFS oversees Nursery, Pre-School and Reception.

The support staff are led by the DFO and comprise of administrative, estate, finance, ICT Support, marketing and development and welfare staff.

The School employs a qualified librarian, technical support staff, visiting instrumental music teachers as well as specialist sport and drama coaches.

Catering and cleaning are currently supplied by external contractors.

## **Accommodation**

In the last four years, an ambitious refurbishment and development programme has transformed the School estate.

The School's outdoor courts have been completely refurbished, along with the Junior Gymnasium. A new fitness suite and climbing wall have been installed.

Early Years provision has benefitted from the installation of outdoor play equipment and the refurbishment of all four classrooms from Nursery to Year 1. Elsewhere, ICT suites have been modernised and infrastructure upgraded, as have numerous specialist subject classrooms. The main buildings have been re-roofed and the main vehicle entrance and parking facilities have been improved, along with the interior of the School kitchen.







## **Marketing & Communications Officer Job Description**

### **Role Reporting to: Director of Marketing & Development**

Alderley Edge School for Girls is seeking to employ a talented and creative communicator to join its successful team as Marketing & Communications Officer. Reporting to the Director of Marketing as well as working collaboratively with the Admissions Officer, you will have a keen eye for developing engaging and exciting content, thrive within a fast-paced environment and will have exceptional customer service skills as you welcome new families to Alderley Edge School for Girls.

As a passionate brand champion, you will work directly with the Director of Marketing & Development to create multi-channel, cross-platform content. You will be adept at developing internal and external communications and publications and will have exceptional IT skills including being able to use Adobe Creative Suite. Experience of the education sector and media would be beneficial though not essential. An operational understanding of social media and good photography skills are essential.

### **Purpose of role:**

- To be responsible for developing and implementing the marketing strategy to increase awareness of the School's brand in the local area, target audiences and stakeholders.
- To increase the number of prospective families making enquiries for their children to attend the School.
- To effectively promote the aims and ethos of the School in a consistent manner.
- To ensure effective targeting of resources through data analysis and evaluation of all activities, maximising return on investment.

### **Main Duties and Responsibilities:**

The post holder will:

- Be responsible for the development and management of effective, multi-channel marketing strategies, under the direction of the Director of Marketing & Development.
- Contribute to an annual strategy for marketing and promotions that identifies key themes and celebrates the success of the School.
- Design and produce the School's marketing materials, e.g. school prospectus, internal booklets, banners, online video content, promotional items etc.
- Creation of the School's weekly digital newsletter.



- Research and create content for news, articles, social media campaigns and blogs, including interviewing and collaborating with colleagues and pupils.
- Implement digital marketing techniques and daily management of social media channels.
- Optimise the School's presence on social media, actively managing the accounts and with the School's tone.
- Communicate the School's ethos to both external and internal stakeholders.
- Be responsible for the continuous updating of internal school marketing displays, celebration boards and digital screens.
- Write press releases and editorials to distribute to local media contacts and collate press exposure in conjunction with the Director of Marketing & Development and the Headmistress.
- Work with and brief partner agencies, printers and other external suppliers.
- Co-ordinate photography shoots.
- Manage and update the school website to ensure SEO optimisation, maximum appeal to target audiences, and consistency with brand guidelines and ethos.
- Maintain an overview of all internally and externally-produced communications and ensure uniformity of branding and key messages.
- Work with teaching and support staff collecting and producing marketing material.
- Manage external resources where required to ensure successful delivery of creative campaigns.
- Keep abreast of developments across the independent education sector at national as well as local level, with a particular close monitoring and reporting of competitor activity.
- Keep the Director of Marketing & Development up to date with all of the above duties in regular meetings and produce relevant schedules to assist this.

### **Events Management:**

The Post Holder will:

- Co-ordinate the School's marketing and organisation for Open Days / Evenings and Sixth Form Information Evening, taking responsibility for managing these events.
- Assist the Admissions Officer in the organisation of Taster Days.
- Co-ordinate the Prep School, KS3 and KS4 & 5 Prize Giving Events and taking responsibility for managing these events.
- Have responsibility for post event school surveys using Survey Monkey.

## **Administrative support for the Admissions Officer:**

The Post Holder will:

- Assist the Admissions Officer in the organisation of the 11+ Examination and Transition Events.
- Assist the Admissions Officer in the organisation of Taster Days.
- Maintain and update the weekly Visit Diary and circulating the visit diary to appropriate staff each Friday, ensuring that all relevant arrangements and tour guides are in place for the following week's tours
- Respond to parental requests for prospectuses via phone and website
- Capture data of prospective new students and enter the data into the Admissions Database and the School's Management Information Software (iSAMS)
- Collate all information from new joiners and cascading information where appropriate

## **General Support for the School:**

The Post Holder will:

- Support the School's commitment to safeguarding children and promoting their welfare at a level appropriate to this role.
- Promote a customer-centric approach consistent with stated aims and objectives.
- Provide event support with branded collateral.
- Attend key school events to promote recruitment and retention, out of normal working hours (including evenings and weekends)
- Be aware of and comply with all policies and procedures relating to health and safety, security, confidentiality and data protection, reporting all concerns to the appropriate person.
- Contribute positively to the overall ethos/work/aims of AESG.
- Participate in training, and undertake any performance development activities as required.
- Attend and participate in meetings and forums as required, both internally and externally.
- Be aware of and responsive to the changing needs of the School and maintain a flexible and pro-active approach to work.

You will also be expected to undertake any other related duties as requested by the Headmistress. Support for other administrative staff at key times in the year may also be required (eg, school holiday periods).



Person Specification: Marketing & Communications Officer		
	<b>Essential</b>  These are qualities without which the applicant could not be appointed	<b>Desirable</b>  These are extra qualities which can be used to choose between applicants who meet all of the essential criteria
Qualifications	Degree or higher-level qualification in a relevant subject or discipline	Relevant Marketing qualifications  Recent relevant training in Marketing including digital marketing
Experience	Hands on experience of leading digital marketing initiatives and analysis there of  Designing both print and digital marketing materials  Social media management  Backend website experience  Organising and operating marketing events  Working with suppliers and external agencies involved in promotion and marketing  Demonstrated success of building collaborative partnerships with external companies / customers	Experience of marketing in the education sector (especially independent education)
Skills	Filming and editing and engaging videos  Excellent communication and writing skills	

	<p>Ability to prioritise workload and manage deadlines</p> <p>Excellent verbal and interaction skills for dealing with stakeholders</p> <p>Fully PC literate, high level of proficiency in the Microsoft Office suite of tools (PowerPoint, Excel, Word) is essential, with knowledge of other design-based software highly desirable (e.g. InDesign, Canva, Adobe Photoshop)</p> <p>Meticulous attention to detail, and a determination to meet deadlines in a busy and dynamic environment and to juggle a number of projects</p>	
<b>Knowledge</b>	<p>Conducting customer needs/preference analysis</p> <p>Advanced understanding and ability to capitalise on social media, digital and electronic initiatives and trends in communication</p> <p>Sound knowledge of image, style and branding and of creative and effective design</p>	
<b>Personal competencies and qualities</b>	<p>Creative flair and imagination</p> <p>Ability to form and maintain appropriate relationships and personal boundaries</p> <p>Emotional resilience</p> <p>Positive attitude, sense of humour and patience</p>	



	<p>Adaptable and flexible with a 'can-do' approach</p> <p>High standards of customer service</p> <p>Be results orientated with proven ability to deliver against tight deadlines</p> <p>Have strong business acumen</p> <p>Be a self-starter, able to work under own initiative as well as part of a wider team.</p>	
<b>Safeguarding</b>	<p>Full understanding of safeguarding requirements</p> <p>Commitment to implementing whole school policies relating to the safeguarding of children</p>	





## **ADDITIONAL INFORMATION**

### **Salary and other benefits**

£28,000 - £32,000 dependent on qualifications and relevant experience.

There is a 40% discount on School fees for the daughters of full-time members of staff – this discount is pro rata for part-time staff.

The School offers membership of a pension scheme for support staff, with employer contributions of 6% of salary.

Staff may purchase a lunch from the School dining room, and refreshment facilities are available during the day.

We offer an Employee Assistance Scheme, alongside a number of other wellbeing initiatives. There is free parking on site for all staff.

### **Working Hours**

The position is offered as full time, Monday to Friday, 8:30am - 4:30pm. This is inclusive of 30 minutes unpaid break for lunch (37.5 hours / week).

Please note that flexibility of working hours will be required at key times of the year to accommodate the requirements of the role.

A paid holiday allowance of 20 days per year plus 8 statutory bank holidays will be given. Holidays should generally be taken outside of school term time, at times agreed by the Director of Marketing & Development.

Full Terms and Conditions will be defined in the Contract of Employment.

### **Other Information**

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

All applicants who are offered employment will be subject to an enhanced criminal record check and the Children's Barred List check for the Child Workforce from the Disclosure and Barring Service (DBS), which must be cleared before the appointment is confirmed. Candidates will be required to submit the subsequent DBS Certificate to the School prior to commencement of their employment. Candidates are also required to present relevant examination qualifications for inspection at the interview stage.

In accordance with the Asylum and Immigration act 1996, the School will require candidates to provide documentary evidence at interview that they are legally entitled to live and work in the UK.

AESG adheres to the Data Protection act and General Data Protection Regulations 2018. As part of the application process we will obtain and process information about you, including any criminal convictions you may have. All information will be kept confidential and will only be used to process your application.

If your application is unsuccessful, all your information will be deleted from our systems and disposed of in a secure manner.

Upon appointment the successful candidate will be required to complete a medical questionnaire which will be kept on their confidential personnel file.

The School is committed to equal opportunities for all of its employees and its policy is available on request.

AESG has a no-smoking policy throughout its buildings and grounds and a smart dress code.

## **Application Arrangements**

An application for the post should be made by submitting to the Headmistress, either in writing, or by email to [staffrecruitment@aesg.co.uk](mailto:staffrecruitment@aesg.co.uk), the following:

- A fully completed AESG Application Form
- A supporting letter outlining how your experience and/or personal qualities would enable you to successfully fulfil the requirements of the post and contribute to the development of a thriving School.

**The closing date for receipt of applications is 12 noon, Wednesday 20 March 2024.**

**Interviews will be held week commencing 25 March 2024.**





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SCHOOL FOR GIRLS

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