



St Faith's  
PREP SCHOOL

MARKETING ASSISTANT  
CANDIDATE PACK





## The School

From the street, all that is visible of St Faith's Prep is a handsome Victorian villa, but venture through the gates and you will discover a vibrant and exciting school, bursting with energy and the joy of learning.

St Faith's is an independent prep school and nursery for boys and girls aged two to eleven. Located in the village of Ash, we serve a broad catchment area covering much of East Kent, including Canterbury, Dover, Sandwich, Ramsgate, Herne Bay and all points in-between. With five acres of playgrounds, sports pitches, an all-weather court, swimming pool and distant views of the beautiful Kent countryside, the school and nursery offer extensive opportunities for outdoor play and learning.

Our happy, inquisitive children enjoy discovering the wonders of the world around them. Class sizes are kept small, allowing the school to provide individually tailored learning to ensure that each pupil achieves his or her potential. As a result, despite being non-selective, we have an outstanding record of success in the Kent Test, with a high percentage of our Year 6 leavers typically securing places at the local grammar schools. A good number of our talented Year 6 pupils also gain major scholarships to local Independent Senior Schools.

At St Faith's, pupils benefit from a broad and exciting curriculum in a safe and nurturing environment. On completing their time at the school, pupils leave happy, confident and well prepared for the next stage of their education. Competitive sport is highly prized, and pupils regularly take part in football, netball, hockey, cricket, rounders and cross-country competitions. Last inspected by ISI in 2022, the school was found to be 'Excellent'.

For more information on St Faith's Prep, please visit: [www.stfaithsprep.com](http://www.stfaithsprep.com)

## Wishford Schools

Wishford Schools is a leading group of independent schools. The group aims to provide an excellent education to all pupils, giving every child the opportunity to shine. Standards and expectations are high, and staff and pupils are challenged and supported to give their best.

The group has a very long-term outlook. This enables investment in the staff, facilities and resources needed in order for the schools to thrive. The group firmly believes that if its pupils are happy and successful, then the business will also succeed. The schools are run in a business-like manner, but the happiness, safety and education of pupils always comes first.

Schools work closely with the group's senior leaders to define the school's strategy and then enjoy the autonomy to run their schools, while benefiting from the support that membership of the group brings. In addition to strategic input and the sharing of best practice, the group provides expertise in education, compliance, property, legal, HR, finance, and marketing matters leaving heads with time to focus on the children within their care.

For more information on the Wishford Schools group, please visit: [www.wishford.co.uk](http://www.wishford.co.uk)

## Background

We are seeking a Marketing Assistant to work with the Marketing Manager to support the school's growth and development. This provides the opportunity for a hands-on, action-oriented individual to work at St Faith's, which provides a happy and caring environment producing children who care deeply about one another and their school community.

Safeguarding and Pastoral care for each and every child is paramount in the thoughts and actions of all staff with the ultimate aim of ensuring that everyone is valued, and their many contributions appreciated.

There is a culture of reward and praise in the school and, as a result, academic, sporting and musical standards are important. The quality of behaviour and work ethic is also high in the classrooms resulting in children aspiring to great things. Competition is important in all aspects of the curriculum and we compete locally, regionally and nationally in many disciplines including spelling, essay writing, drama, Lego and maths to mention but a few. At St Faith's happy children openly display a love for learning and an enthusiasm for the school day.



## The Opportunity

We are looking to appoint a creative and imaginative person to join a supportive, caring and professional team, providing a range of marketing functions for the School. The successful candidate will have excellent literacy, communication and relationship-building skills, a creative and engaging style and a demonstrable talent in the creation and deployment of rich content through digital channels with a proven ability to produce photo and video graphic content. The role requires an energetic and proactive approach alongside a willingness to be an active part of a busy prep school environment.

There may be the opportunity for the right candidate to progress into the Marketing Manager role in the future. We invite applications from candidates with an 'I can and I will' attitude to contribute further to standards of excellence, who love children and aspire to work in a happy and fulfilling environment. An affinity with independent schools would be an advantage, but experience of working within the sector is not a requirement.

Vacancy is commencing as soon as possible.

## Hours of Work and Remuneration

This is a term-time position of 25 hours per week with some additional weeks in the school holidays (a total of 38 weeks per year). Hours of work during term time to be agreed but they will be between 8am and 5pm Monday to Friday. There is also the expectation to attend occasional evening and weekend events including plays, concerts and open days. Hours to be worked during the school holidays can be more flexible.

Salary up to £15,260

## Staff Benefits

- Pension contribution
- Induction, support and personal development including CPD
- Fee remission (means-tested)
- Complimentary lunches and refreshments
- Access to a 24/7 Employee assistance programme that offers lifestyle advice & wellbeing services
- Friendly and supportive staff room
- Opportunities for career development within the Wishford group of schools

## Application Process

To apply for this position, please complete an application online via TES - [link here](#)

The closing date for applications is 9am on Monday 29th April 2024.

We reserve the right to close the vacancy prior to the closing date should a suitable candidate be found so early application is encouraged.

## Important Information

St Faith's Prep School is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Wishford schools are an equal opportunities employer and welcome applications from all backgrounds. Appointments will be made solely on merit and will be made without regard to age, disability, gender, nationality, race, colour, ethnicity, or religion.



## Job Description

### Purpose of the job

To support the school's growth and development by helping build awareness, drive an increase in enquiries and ensure a high conversion level.

### Relationships

The post holder reports to the Marketing Manager and is ultimately responsible to the Head and the Wishford Group Head of Marketing and Communications and works closely with the School Business Manager and fellow office staff.

### Main Responsibilities and Tasks

- Consistently implement the School's brand guidelines and key selling messages.
- Implement the activity in the school's weekly marketing grid, posting regular, engaging content to the school's website and social media channels.
- Organise the creation of new marketing collateral.
- Create photographic and audio-visual content for use on social media and the school website.
- Manage marketing events, including regular Open Days and community events, and support with other school showcase events such as Speech Day.
- Generate a positive and proactive whole-school marketing culture amongst all staff
- Build a strong working relationship with parents and enlist their support with the school's marketing activity.
- Undertake market and competitor research and analysis.
- Implement any planned advertising.
- Proactively identify and react to opportunities to raise the school's profile within the local market, including building relationships with partner organisations locally and promoting the school at local events and clubs.
- Oversee the School's communication, ensuring high standards are maintained in all internal and external communications.
- Manage the School's website and social media channels, implementing a plan to deliver the school's key selling messages and showcase all that the school and nursery have to offer.
- Prepare the school's weekly and end of term newsletters and support the creation of handbooks and related communications including the school prospectus.
- Any other duties as required by the Head, Marketing Manager or Group Head of Marketing and Communications.

### General

- Be aware of and comply with all school policies and procedures.
- Carry out all duties with regard to the School's policies, code of conduct and ethos.
- Participate in training and other learning activities as required and to participate in appraisal and professional development.
- Set high expectations of conduct, acting as a good role model for others.

The duties above are neither exclusive nor exhaustive and the post holder may be required by the Head to carry out additional, appropriate duties within the context of the job, skills and grade.



## Person Specification

### Qualifications

- Highly literate.
- Numeracy skills.
- Professional qualification in marketing (desirable).

### Experience, knowledge and understanding

- Previous experience in a marketing role.
- Extensive experience in the development and running of social media accounts.
- An understanding of the independent school sector (desirable).

### Skills & Aptitudes

- A warm, engaging style that quickly builds trust and relationships with colleagues, parents and the local community.
- Excellent written and inter-personal communication skills.
- Creative flair, a good eye for a story and excellent attention to detail.
- Excellent planning, administration and time management skills.
- The ability to work to deadlines.
- Analytical skills and the ability to assess and present data.
- Strong IT skills including website editing and photo and video editing software.
- Ability to work well under pressure in a busy school environment.
- Be able to take the initiative and develop an idea through to completion.
- Strong social media skills and ability to create exciting and engaging content.

- Ability to be discrete and maintain confidentiality.
- Be able to interact with children in a positive way.
- Ability to set high standards and to be a positive role model for staff and pupils.
- Be able to develop and maintain good professional relationships and contribute positively to all aspects of School life.

### Disposition

- A confident and outgoing personality with ambition, energy, enthusiasm and commitment.
- Ability and passion to support superb care and education.
- Professionalism in all areas such as punctuality, work ethic, honesty, reliability and collaboration.
- Flexible and adaptable.
- Commitment to the safety and welfare of all pupils.
- A 'can do' attitude and willingness to work hard to get things done.
- Strong team working skills.
- Commitment to diversity and inclusion.
- Personal warmth, good rapport with pupils, colleagues and parents.
- Appropriate levels of personal presentation.
- An understanding of, and commitment to, the School's ethos.
- Good sense of humour and the flexibility and willingness to be involved in School life.

Prep schools are wonderful places, but they are exacting and demanding of time and energy too. As such this is a role for someone who can manage their time flexibly in that environment. The rewards can be considerable in terms of satisfaction, personal fulfilment, feeling you can make a difference, and being recognised for it. It is also vital to like the company of children, and indeed, their teachers! St Faith's is a family and all staff play a central role in generating a highly positive atmosphere with colleagues, parents and children.