



FARLEIGH

# **(Digital) Marketing Communications Assistant**

**Candidate Information Pack**

**Term-time plus 5 weeks in the school holidays  
Starting as soon as possible**



## Head's Welcome

Welcome from Fr Simon Everson, Headmaster

Thank you very much for your interest in the position of (Digital) Marketing Communications Assistant at Farleigh School.

Farleigh is an exceptional school of which we are very proud, with over 425 boys and girls, aged 3 to 13. It is a wonderful environment in which to work, with each and every member of staff playing their part in ensuring we have happy and energetic pupils. It is a magical place to be.

We have great colleagues and we are aspirational in seeking the very best for the young people in our care across the whole spectrum of school life. We enjoy their company and prepare them for an exciting future, encouraging them to be engaging, warm and thoughtful in the years to come. We are also extremely fortunate to have an incredibly loyal parent body who support and encourage us in so many ways.

I hope that you enjoy finding out a little bit more about the role of (Digital) Marketing Communications Assistant.

If you would like an informal discussion about the position, please call Deborah Jones, the HR Advisor, on 01264 710766.



## About Farleigh

Farleigh School is a highly successful and vibrant co-educational prep school for boarders and day pupils, aged 3 to 13, based in the beautiful Test Valley of Hampshire and set in 70 acres of open parkland and landscaped woodland. We are just off the A303, close to Andover, Basingstoke, Stockbridge, Salisbury and Winchester.

A leading Catholic school which welcomes all faiths, or none, Farleigh combines excellent teaching, modern facilities and countless opportunities for children to grow in confidence and discover their talents.

Farleigh is committed to providing the very highest standard of teaching and pastoral care to ensure that every child is well looked after, happy and fulfilled. The school is aspirational in seeking the very best for the young people in its care and pupils go on to a wide range of leading senior schools.

At Farleigh, we pride ourselves on our team of skilled and dedicated staff. Each member plays a vital role in the running of the school and in creating a warm, friendly atmosphere for pupils and parents alike.

Farleigh School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All offers of employment will be subject to the relevant safeguarding and background checks, including an enhanced DBS check and references.

# Our Location & Surrounding Area



Farleigh School

Red Rice

Andover

Hampshire

SP11 7PW

[www.farleighschool.com](http://www.farleighschool.com)



# (Digital) Marketing Communications Assistant

Farleigh School are seeking a marketing professional with excellent administrative and organisational skills to work with our Director of Communications & Marketing and Head of Admissions in the position of Marketing Communications Assistant, ideally with a particular focus on digital engagement methods.

The successful candidate will have an active role in all aspects of the school's communications with its stakeholders, including current and prospective parents, past pupils and past parents. The role is busy and varied: from digital marketing and content creation for the website, social media, digital and printed newsletters, to graphic design, photography, editing and proof reading, maintaining databases and being responsive to parents and colleagues. An important feature of the role is the ability to multi-task and a willingness to get involved in the daily life of a vibrant boarding school.

We are seeking an individual to work full-time for 39 weeks per year (34 term time weeks and 5 weeks in the school holidays); **for the right applicant, with the necessary skills and experience, we would consider part-time approaches and/or a different number of weeks per year, as well as the opportunity for a degree of working flexibly.**

Working hours are based on 37.5 hours per week, Monday to Friday, with a 30-minute unpaid lunch break. During term-time this will normally be completed between 8.00am and 6.00pm, but with occasional requirements to work outside these hours in line with the requirements of school events. Applicants are encouraged to state their desired working hours and pattern in their application.

The ideal candidate will have:

**Essential:**

- Strong administrative and organisational skills with a high degree of IT literacy
- Excellent written and verbal communication skills with a keen eye for detail
- Experience of using MailChimp, ToucanTech or similar software, or the ability to pick it up quickly
- Experience of using social media in a professional context
- Experience of updating website content
- Experience of writing, editing and proof reading in order to produce concise, informative and engaging copy
- The ability to be creative, proactive and work independently
- A flexible and discreet team player
- Ability to thrive in a busy environment

**Desirable:**

- Experience of graphic design (Adobe InDesign)
- Experience of photography and Photoshop
- Experience of Google Analytics and Meta Advertising
- Experience of using a relationship management database
- Experience of organising events
- Experience of brand management
- A genuine interest in children and education

## **Job Description: (Digital) Marketing Communications Assistant**

**Responsible to:** Director of Communications & Marketing

**Purpose of the job:** To work with the Director of Communications & Marketing in all aspects of Farleigh School's communications with current and prospective parents, former pupils and past parents (internal and external communications).

### **Particular Tasks & Responsibilities:**

- Drafting the weekly Whiteboard email to parents (via MailChimp).
- Creating other digital newsletters e.g. to past pupils, past and prospective parents (also via MailChimp).
- Updating the school website (copy, news stories, images etc.).
- Social media content creation.
- Developing and managing the alumni database in order to engage proactively and regularly with former pupils of the school.
- Photographing school life, downloading, editing and uploading images to photo libraries for parents, staff and pupils.
- Ensuring Farleigh information and images are up-to-date on education websites and in education guides.
- Identifying contributors and content, as well as writing and editing articles, for the website, termly school newsletter and alumni newsletter.
- Promoting Open Mornings, alumni events etc. through relevant marketing channels eg. social media, digital marketing, printed marketing materials and advertising.
- Producing advertisements and marketing flyers, working with graphic designers where required.
- Writing press releases and articles for local and education publications.
- Assisting at major school events, such as Open Mornings (once or twice per year on a Saturday morning), Grandparents' Day, evening concerts and plays etc.
- Be willing to uphold and support the Catholic ethos of the school
- This list is not exhaustive, but additional activities may include: welcoming prospective parents, giving tours of the school, arranging marketing events, updating school publications and displays around the school.



# Salary, Benefits & Application Process

The successful candidate will receive a remuneration package which includes:

- A competitive salary in line with the school's Pay and Benefits policy
- Membership of the school's pension, Life Assurance and Income Protection schemes
- Access to Help@Hand Employee Assistance programme and shopping discounts
- Free school meals during working hours during term time
- Professional Development Support and opportunities to take on additional responsibilities
- Free car parking
- Supportive colleagues and an outstanding working environment
- A beautiful setting in which to work
- Access to staff social events

To apply for this position, please complete the support staff application form and return it to Deborah Jones, the HR Advisor at [hr@farleighschool.com](mailto:hr@farleighschool.com) as soon as possible. Applications will be accepted until the position is filled, therefore early application is encouraged.

## **Safeguarding:**

Farleigh School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. The successful applicant must be willing to undergo appropriate Child Protection Screening, including references from past employers and an enhanced DBS disclosure and an online search in line with safer recruitment.

## **Equal Opportunities:**

Farleigh School is a co-educational organisation that believes strongly in equal opportunity for all.