



SOMERHILL

YARDLEY COURT
BOYS 7-13 YEAR OLD

SOMERHILL PRE PREP
GIRLS & BOYS 3-7 YEAR OLD

DERWENT LODGE
GIRLS 7-11 YEAR OLD

Marketing Manager *Recruitment Pack*

Employment Status

All year round or Term Time plus 8 weeks

Required From

June/ July

Application Deadline

10 May 2024

Interview Date

17 May 2024



ABOUT US

A Message from the Principal – Duncan Sinclair

A very special school with a unique structure in this part of the world, Somerhill offers the best of co-education and single-sex schooling on one wonderful site. Boys and girls attend our co-educational Pre-School and Pre-Prep from age 2 to 7. Boys then join Yardley Court and girls join Derwent Lodge, for single-sex classes in a co-educational environment, sharing facilities and opportunities equally. Within this structure, our pupils have the space to follow their curiosity and unlock their potential. More details can be found on our website: www.somerhill.org

We are housed in a beautiful Grade I listed Jacobean mansion with 150 acres of beautiful parkland, and we make the most of this by blending indoor and outdoor learning throughout the school day. You will be hard-pressed to find a more glorious setting for a school! Somerhill is an estate just to the south of Tonbridge and is readily accessed by a slip road off the A21. We have excellent facilities including a multi-purpose sports hall, astroturf, dining hall and indoor swimming pool complex and music school.

Ours is a mixed ability school, and we offer a varied and creative curriculum supported by excellent music, science, engineering, art and sport facilities, all of which help children gain technological know-how alongside traditional skills. We have very bright and capable pupils and are one of the largest 11+ grammar school feeders in Kent. We also have a strong record of obtaining scholarships to top independent secondary schools, such as Tonbridge and Sevenoaks, at 11/13+. We also have boys and girls who find aspects of their

learning more challenging and currently approximately 60+ pupils receive some measure of additional support.

When girls leave Derwent Lodge, many of them go to the Kent grammar schools and others go on to Sevenoaks School, Kent College, Walthamstow Hall, Mayfield, and other independent and state schools. Of the boys who leave Yardley Court at 11+ many go to the local grammar schools. For boys leaving at 13+, Tonbridge School is the most popular destination. Others join Sevenoaks School, Bede's, Eastbourne, Caterham, and Sutton Valence.

Whilst Somerhill has some 600 pupils, the division into three separate sections means that each section can tailor its teaching to best suit the children within it. Parents feel that they have the best of both worlds with small care and linked pupil/teacher ratios but with larger school facilities and social opportunities. They are very supportive of the idea behind a coeducational pre-prep leading to single sex prep sections, but within a mixed gender environment.

THE AIMS OF THE SCHOOL

At Somerhill, we set out to help each pupil achieve their best possible all-round development. Children discover themselves and develop their talents here, with the wholehearted support of our caring community.

Taking a holistic approach to education, we nurture academic, personal, spiritual, social, and moral growth, enabling our pupils to become confident, curious, and resilient individuals going out into the world.

We encourage our pupils to work hard and take pride in their achievements, to think independently, to face up to challenges, to accept responsibility, to develop a broad range of skills and interests, and to show concern for others and the environment. To put it simply: we grow amazing people.

Somerhill Pre-Prep is our section for 2 to 7-year-old girls and boys.

“High quality education in a happy environment. Teaching enables pupils of all abilities to make progress. It promotes exploration and independent learning and gives pupils confidence in their abilities.” Independent Schools Inspectorate

Derwent Lodge is our preparatory section for 7 to 11-year-old girls.

“Excellent standards in lessons, in the scholarships and places gained at senior schools. Girls work together exceptionally well and show considerable imagination, independence of thought and flair.” Independent Schools Inspectorate

Yardley Court is our preparatory section for 7 to 13-year-old boys.

“Pupils thrive in the atmosphere of hard work, enjoyment, and effort. Their attitude to their work is excellent and they take pride in their achievements and the success of others.” Independent Schools Inspectorate



JOB DESCRIPTION – MARKETING MANAGER

We are looking to recruit an enthusiastic, willing, and highly adaptable individual who would relish the opportunity to work with us to plan, design and deliver our marketing strategy and activities. The role will report to the Bursar and will work closely with the Headmaster as well as our Registrar, Communications Coordinator and Marketing and Admissions Assistant.

Strategy & Planning

- To work closely with the Bursar and the Head to develop and execute long-term strategic marketing plans aligned with the school's vision, values and objectives.
- Guide and develop day-to-day activities of the marketing team and liaise with other administrative teams, teaching, support staff and SLT.
- Develop a positive and proactive external relations culture amongst teaching and support staff.
- Develop a conducive online content strategy, managing online channels, inc. the school website and social media platforms, creating content to optimise visibility and engagement.
- Develop a strong and robust brand identity, create brand awareness and convey unique value proposition to target audiences.
- Devise and manage the marketing budget, ensuring efficient spending and tracking ROI.
- Undertake regular market research to ensure the school remains competitive.
- Work closely with the Communication Coordinator to ensure consistency in tone of voice and key messages.

Marketing Communications

- Manage and oversee all marketing and promotional activity across the school, both print and digital, providing guidance where needed to strengthen the school's overall standing and reputation with all key stakeholders.
- Develop, embrace and utilise the school's brand values to best effect to differentiate the school's positioning, ensuring these brand values are appropriately reflected in all school communications.
- Create engaging campaigns within budget constraints including paid media campaigns.
- Maintaining ownership of the school's website content and leading on plans for optimisation and regular web updates, working closely with IT and Communications.
- Select outside agencies with input from the relevant stakeholders and manage these relationships.
- Create various in-house publications such as regular newsletters, the school magazine and event programmes.
- Identify opportunities to promote the profile of the Head.

Events & Admissions

- Support the Registrar in organising and coordinating Open Days and other events.
- Update marketing collateral and communications to aid conversions and onboarding within the admissions pipeline.
- Analyse campaign effectiveness and data related to admissions pipeline to inform future initiatives.
- Oversee all marketing events and ensure their effectiveness.

Other

- Create reports for the Bursar, Head and Board, as required.
- Take creative photographs of activities, events and special days.
- Ensure that any external materials or communications consistently comply with brand guidelines.

Skills/Qualifications

- Educated to degree level or equivalent working experience.
- A marketing qualification or accreditation would be desirable.
- Strong stakeholder management skills at all levels.
- Strong working knowledge of digital marketing, social media management, public relations and corporate communications.
- A genuine interest in working within the education sector.
- IT skills including knowledge of databases e.g. MIS (ISAMS), CRM tools, Adobe Design, Google Analytics.
- Knowledge of paid media and SEO desirable.
- Excellent communication skills including literacy with experience of publications/print.
- Demonstrates strong time management skills and the ability to prioritise work.
- A strong team player who can support others in the school.
- Happy to work at all levels required in the role including strategy, operational and administrative tasks.

Personal characteristics

- Positive attitude with the ability to problem solve.
- Genuine enthusiasm for the education and social welfare of children.
- Ability to work in a team.
- Ability to prioritise effectively.
- Ability to see tasks through to completion.
- Flexibility and resilience - this is a fast moving, focused environment where priorities can change.

Additional duties and Professional requirements

- To operate always within the stated policies and practices of the school.
- To establish effective working relationships and set a good example through their presentation, and personal and professional conduct.
- To cooperate with other staff to ensure a sharing and effective usage of resources to the benefit of the school, department, staff and pupils.
- Undertake such other duties as the Bursar or Head or any other Board member may reasonably request.

THE PACKAGE

Salary: £35-40k (full time equivalent), depending on experience and qualifications

Closing Date for Applications: 10th May 2024

Interviews: 17 May 2024

Start Date: As soon as possible

Hours of work: All year round or Term Time plus 8 weeks, Monday to Friday, 8.30am-4.30pm

Reporting to: Bursar





EMPLOYEE BENEFITS



SUPPORT

Professional support through regular appraisals and CPD opportunities



SALARY

Competitive salary package, regularly benchmarked



COVER

Group life assurance



GYM MEMBERSHIP

Discounts to our local gym (Tonbridge School)



SPORTS ACCESS

Free access to our extensive sports facilities, including swimming pool on dedicated days



WELL BEING

A range of well-being activities including fitness classes, tennis, book club - all complimentary or at a reduced cost



EMPLOYEE ASSISTANCE

Access to a 24/7 employee assistance programme that offers lifestyle advice and well-being services



CYCLE

Cycle to work scheme



HEALTH

Flu vaccinations



PENSION

Pension and financial wellbeing workshops

Generous defined contribution pension scheme for staff and the option of TPS for teachers



LUNCH

Free hot lunches and refreshments including vegetarian options, bistro dishes and salad bar during term time



MODERN STAFF ROOM

Modern and friendly staff room facilities and a range of social activities for staff



REWARD

Staff recognition and reward opportunities



CAR PARKING

free



FEE REMISSION



INCOME PROTECTION

for teachers



CONDITIONS

Format of Applications

Formal applications will only be accepted via the official Somerhill Application Form which will be published alongside this pack. All completed applications should be sent to recruitment@somerhill.org.

A tour will form part of the interview process. Our website provides a lot of information about us including a virtual tour <https://spark.adobe.com/page/NWmTWhbdpiUZE/>

Child Protection

All staff have a responsibility for promoting and safeguarding the welfare of children with whom they come into contact and are always required to adhere to and ensure compliance with the school's Safeguarding Policy Statement. If, in the course of carrying out their duties, a member of staff becomes aware of any actual or potential risks to the safety or welfare of children in the school, they must immediately report their concerns to the Designated Safeguarding Lead.

We are an equal opportunities employer, and we welcome applicants from all backgrounds. We celebrate the diverse backgrounds that make up our community and consider it important that people from a diverse range of backgrounds are represented in our setting.

Offer Conditions

Somerhill is an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful applicant will be offered the role conditionally, subject to the satisfactory completion of a number of background checks including but not limited to an enhanced DBS check with Children's Barred list check, the taking up and verification of references, and the verification of career history and medical fitness to undertake the role. The complete list of required checks will be provided to the successful candidate.

Note

This job description is not intended to be a comprehensive statement of procedures and responsibilities, but instead sets out the principal expectations of the school in relation to the post holder's professional responsibilities and duties. We are looking for an individual who is adaptable, flexible, and willing to carry out the wide range of duties that are likely to be required to make a success of this role. We reserve the right to appoint at any time during the recruitment process and encourage early applications.

Health and Safety

Under the Health and Safety at Work Act 1974 and subsequent legislation, the school is obliged to provide you with a workplace and working conditions which, so far as is reasonably practicable, are safe and without risk to health. You are required by health and safety legislation to take reasonable care for your own health and safety and for the health and safety of others.

Further Information

If you require any additional information, please do not hesitate to contact the Headteacher for a confidential conversation or for general queries Jess May at recruitment@somerhill.org.

