



**Position:
Marketing and
Events Manager**

Salary/Hours: NJC S01 £32076 - £33945 per annum pro rata (Pay award pending) / 37 hours per week, term time only + 1 week (to include GCSE Results week)
Pro rata salary £28128.18 - £29767.15 per annum.

Closing Date: 13th October 2024

Interview Date: Interviews will be scheduled as applications are received. Should a suitable candidate be found then the deadline for applications may close early.



Dear Candidate,

Thank you for your interest in joining us at Bexhill Academy. We are a happy and supportive team where wellbeing matters.

Bexhill Academy part of the Attwood Academies Trust, is a larger than average 11-16 mixed school serving the coastal town of Bexhill-On-Sea, East Sussex, with currently just over 1500 students on roll. A seaside town renowned for the De La Warr Pavilion and being the home to the first British motor race! Working at Bexhill Academy, whether as support staff, an NQT or as a teacher of many years, is an opportunity for you to work with some extraordinary and inspiring students and staff. The Bexhill community is a very special place and we are privileged to be working in a state-of-the-art building with modern facilities throughout.

Following our success in recent years, we have become over-subscribed with over 400 applications for the 300 places offered in September 2023. Consequently, year on year we have been expanding our teaching staff to accommodate our increasing numbers.

At Bexhill Academy, we encourage students to aim high and we support them in pursuing their dreams. We offer challenge to all abilities stretching the minds of the most able to become enquiring and independent thinkers, yet offering support to those who find their studies more challenging.

We offer a number of excellent staff benefits for our employees. These include;

Cycle to Work Scheme, A comprehensive Employee Assistance Programme (EAP) Fitness class, Wellbeing weeks. We are partnered with Mulberry Multi Academy Trust in London (excellent CPD opportunities). We encourage and support tangible Leadership courses e.g. NPQ, An extra 2 days added to October half term and Benenden Healthcare. As you can see there is so much on offer for you at Bexhill Academy.

If you are a well-qualified and enthusiastic person seeking to work in a dynamic, modern school, if you are passionate working in a team and having the highest of standards.

We look forward to meeting you,



Dr Craig Neal
Headteacher

Job Advert

Bexhill Academy is seeking a dynamic and creative Marketing and Events Manager to join our successful school. You will be responsible for enhancing the school's reputation and visibility through effective marketing and communication strategies. You will manage all aspects of marketing, including digital and traditional media, school website, social media, event promotion, and content creation. Your goal will be to attract prospective students and maintain strong relationships with current families and the wider community including colleges, business and local community groups. Additionally, you will oversee the development and delivery of the marketing and communications strategy, ensuring alignment with the school's priorities and budgets. This position will also eventually line manage the reprographics department.

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Pre-Application enquiries are encouraged. Please contact roshan.dias@bexhillacademy.org.

Please see our website www.bexhillacademy.org under 'about us' and then 'vacancies' for more details. Please note that we do not accept CVs or approaches from agencies. Completed Bexhill Academy teacher application forms should be sent to academyhr@bexhillacademy.org

Bexhill Academy is committed to safeguarding and promoting the welfare of children and young children, therefore all positions are subject to an Enhanced Disclosure and Barring Service check (DBS).

Job Description

Principal Accountabilities:

Under the direction of the Operations and Business Director and Headteacher your key responsibilities will be:

- Develop, design, and create engaging marketing content.
- Plan and manage digital marketing strategies and campaigns, including email, social media, and display advertising.
- Measure and report the performance of all digital marketing campaigns.
- Manage the marketing and communications strategy, planning resources according to priorities and budgets.
- Execute and track high-impact, insight-driven marketing campaigns to generate leads and monitor sponsorships, partnerships, and website engagement.
- Create and curate content for marketing materials, including online and print, internal and external communications, alumni stories, and press releases.
- Build and maintain strong links with media/press contacts and influencers.
- As required deliver engaging schools tours to parents, prospective students and members of the local community.
- Develop and manage communication programs, processes, and templates for marketing strategy delivery.
- Deliver regular reports and analysis of website and social media activity.
- Innovate and create engaging events to support recruitment and engagement objectives.
- Steer channel innovation based on customer insights.
- Nurture existing and establish new partnerships and sponsorships with industry bodies.
- Communicate the school's core values and ethos across various platforms, including social media, website, print media, PR, and promotional literature.

Marketing

- Responsible for the development, design and creation of compelling marketing content.
- Plan and manage all digital marketing strategies and tactics, email marketing, social media and display advertising campaigns
- Measure and report performance of all digital marketing campaigns
- Manage the development and delivery of the marketing and communications strategy; plan marketing resources in accordance with agreed priorities and budgets, processes and standards
- Plan, execute and track high-impact, compelling insight-driven marketing campaigns generating leads monitoring sponsorships, partnerships and website engagement.
- Create and curate all content for marketing materials (both online and print, internal and external), alumni impact stories, press/media releases, build strong links with media/press contacts and influencers in accordance with school's brand and style.
- Create and manage communication programme / processes / templates for the delivery of the marketing strategy
- Deliver regular reports and analysis of activity across the website, social channels

- Deliver innovative and creative events
- Steer channel innovation based on customer insights
- Nurture existing and establish new partnerships and sponsorship with likeminded industry bodies.
- Successfully communicating the School's core values and ethos across a range of platforms including social media, website, print media, PR and key promotional literature.
- Work closely with United Learning marketing team.
- Meet regularly with the Head and SLT to review marketing and strategy, initiatives.
- Produce reports for the SLT and Trust as required.
- Work closely with the Graphic Design and Print Officer when requesting marketing material / design work to manage pinch points and workload.

Event Management

- **Overview:** lead the strategic planning and delivery of a comprehensive events programme to support the school's recruitment and engagement objectives by effectively delivering events, from open days, recruitment fairs, webinars, Prize Day ceremonies, parent facing events etc. In more detail:
 - Coordinate and organize events
 - Manage event logistics and budgets
 - Collaborate with internal teams and external partners
 - Ensure high-quality and seamless event delivery
 - Regularly reporting on event performance to senior management
 - Represent the school at marketing events, including open events and feeder school information days.
 - Work with the Senior Leadership Team (SLT) to ensure all planned events run seamlessly, helping with practical arrangements as required
 - Plan an annual calendar in advance of all events

Feeder School Relationship Management

- Working in collaboration with the Senior Deputy Head, implement an engagement programme with feeder schools to support the school's recruitment programme.

Communication

- Identifying Sponsorship and Strategic Partnerships opportunities for mutual benefit, negotiating agreements, project managing the implementation of agreements and maintaining relationships
- Budget planning and control
- Communications planning and implementation and/or co-ordination
- Ensure consistency of the school's 'Brand Identity'
- Copywriting as appropriate
- Editorial Strategy for School publications (e.g. brochures, website, leaflets)
- Ensure consistency of the school's 'Brand Identity' for all communications platforms within and outside the school
- Responsible for all media buying across digital and print across various media platforms. Responsible for identifying prime ad placements to ensure maximum engagement with the target audience.

The post holder will be expected to work on occasional evenings or additional hours at agreed overtime.

Business Development

- Conduct market research and confirm annual pricing for facilities hire in line with the market and community user needs
- Build relationships with partners, community groups and alumni
- Work with the Lettings Officer to establish long term relationships for local Businesses and Community Groups to hire the school facilities and generate additional income for the school
- Attract new lettings from clubs and groups to maximise income and minimise vacant hire slots

Other Specific Duties:

- To take part in the academy's staff development programme
- To contribute positively to the school ethos.
- To communicate effectively with colleagues, the parents of students as appropriate
- Where appropriate, to communicate and cooperate with persons or bodies outside of the school
- To follow agreed policies for communications in the academy
- To play a full part in the life of the academy, to support its distinctive aim and to encourage staff and students to follow this example
- To continue personal development as agreed
- To comply with the academy's health and safety policy and undertake risk assessment as appropriate

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.

Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.

The academy will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

The job description is current at the date shown, but following consultation with you, may be changed by management to reflect or anticipate changes in the job which are commensurate with the salary and job title.

The Academy 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 subject to an Enhanced DBS check

Person Specification

Criteria	Essential	Desirable
Education	A broad and balanced educational background at level equivalence of level 4 or 5 as a minimum requirement	Degree, Higher level education
Qualifications	To GCSE or equivalent	Appropriate additional qualifications or experience
Experience	<ul style="list-style-type: none"> • Experience in marketing and some evidence of CPD within marketing • Experience of event management • Implementing social media strategies 	<ul style="list-style-type: none"> • Search engine optimisation • Experience of working children and safeguarding
Knowledge	<ul style="list-style-type: none"> • Strong understanding of effective PR and Marketing Communications • Up to date knowledge of marketing best practice and an eye for creative marketing opportunities 	
Skills & Abilities	<ul style="list-style-type: none"> • Identify work priorities and manage own workload, whilst ensuring that lower priority work is kept up to date • Act on own initiative, dealing with any unexpected problems that arise • Demonstrate good inter-personal skills to communicate with a range of people • Ability to work effectively and supportively as a member of the school team 	

Personal Qualities

To be hardworking and committed to the vision of the Academy.
 To have a willingness to learn and develop new skills.
 To have the ability to work with initiative.
 To have the ability to work as an individual and as part of a team.
 To be focused, aspirational, independent and resilient.

Our School

Creating the Best Opportunities for All

At Bexhill Academy, we strive to create equal opportunities for all our students, ensuring that they have access to the best resources and support to thrive academically and personally. Our inclusive approach celebrates diversity, fostering an environment where students from all backgrounds can learn from one another and develop essential life skills such as empathy, tolerance, and respect. We provide a variety of academic pathways and personalized support systems, tailoring our educational approach to meet the unique needs and aspirations of each student. By nurturing their individual strengths and talents, we equip our students with the skills and knowledge needed to succeed in an ever-changing world.

It's important for us to recognise that the little things matter. Smart uniform, manners, kindness, and punctuality are something we promote within our academy as we feel this embeds a deep sense of pride and self-respect within our students.

In conclusion, Bexhill Academy is dedicated to providing an exceptional educational experience that combines academic excellence, personal growth, and a supportive community. We foster a culture of aspiration, challenge our students to reach their full potential, and create equal opportunities for all. Join us at Bexhill Academy, where we believe in the power of education to transform lives and shape a brighter future.

Wellbeing

We understand that well-being is paramount to academic success. Our school offers a comprehensive well-being program for staff and students that focuses on building resilience, promoting a healthy lifestyle, and equipping us all with the tools to manage stress and navigate challenges. Through a range of extra-curricular activities, student leadership opportunities, and community service initiatives, we actively encourage personal growth, self-discovery, and the development of essential life skills. Our dedicated well-being team provides guidance and support, ensuring that staff and students have access to the resources they need to flourish both inside and outside of the academy.