



# OLD BUCKENHAM HALL

*A leading co-educational preparatory school for children aged 2-13 years*



## APPOINTMENT OF MARKETING GRADUATE

### OLD BUCKENHAM HALL

Brettenham Park, Nr. Lavenham,  
Suffolk, IP7 7PH  
01449 740252

## Context of Appointment

Set in 90 acres of Suffolk parkland, Old Buckenham Hall is one of the country's oldest and most beautiful preparatory schools. Since 1862, it has provided children with a rigorous curriculum and unparalleled co-curricular opportunities, all underpinned by an outstanding system of pastoral care. A co-educational school for children aged 2 to 13, OBH serves a boarding and day community that go on attend some of the most aspirational senior schools in the UK. Many of these pupils leave having achieved scholarships. Regular destinations include Eton, Harrow, Oundle, Uppingham and Rugby, as well schools in East Anglia.

James Large joined the school in September 2023 as its tenth Headmaster and now leads the school in its mission to deliver the premier boarding prep school education in the East of England. In May 2021, the school enjoyed a very successful Focused Compliance and Boarding Inspection, with inspectors noting 'Pupils of all ages are energetic, enthusiastic, confident and happy learners' and 'well prepared for the next stage of their education which they embrace with confidence and excitement.' In recent years, the school has welcomed record pupil numbers, so it is certainly an exciting time to be joining the school.

We are looking to appoint staff who are committed to supporting the development of OBH and its pupils and who are motivated to be part of a busy rural boarding school. We value individuals who work hard and support others, but who are also able to have fun and embrace the joy of prep school education.

# Job Description

## PRIMARY FOCUS

The Marketing Officer will oversee all external marketing of the school, to include social media channels and other forms of printed and digital advertisement. They will also assist in the exhibition of school at various shows and events throughout the year.

## LINE MANAGEMENT

Directly responsible to the Headmaster.

## SPECIFIC RESPONSIBILITIES

### Policy/Strategic direction and development

- Assist the Headmaster in developing and implementing the annual marketing (and public relations) plan as part of the school's strategic planning.
- Keep the plan under review to ensure that it meets the school's objectives, and make recommendations for change and innovation as necessary.

### Marketing and external links, including public occasions

- Prepare all external marketing and communications materials (prospectus, flyers, press releases and articles) to ensure these present an appropriate image of the school.
- Maintain our social media presence through Facebook, Twitter, Instagram and other popular platforms.
- Plan and assist with advertising and promotional campaigns, including fundraising initiatives where relevant.
- Assist the Headmaster with media relations and press liaison to ensure that these are managed proactively.
- Assist in the development of the school website (and parent intranet) to ensure added value as a marketing/promotional/communications tool. Ensure it is maintained and 'fresh' at all times.
- As required, develop and implement public relations events and engagement programmes with the local community, feeder schools and other partners, in order to promote the school.
- Assist in developing relationships with the alumni network to ensure that former pupils remain in contact with the school and potentially support its future development.
- Promote the schools' wider financial interests such as holiday lettings.
- Attend whole school events e.g. Open Mornings.

- Assist in the organisation and delivery of shows and trade events such as the South Suffolk and Hadleigh Shows.
- Manage an agreed budget to ensure that resources are maximised, that value for money is obtained, and that overspending does not occur.

#### **Training & development**

- Take responsibility for personal professional development to keep up to date with new approaches, facilities and technologies relevant to the role.

#### **Monitoring & evaluation**

- Monitor and evaluate the effectiveness of marketing initiatives to ensure that they are meeting agreed objectives;
- As required, prepare and present reports to the Headmaster/SMT/Governors on the operation and effectiveness of the services provided.
- Attend regular school marketing committee meetings to plan, progress and review initiatives.

#### **GENERAL RESPONSIBILITIES**

##### **All school staff are expected to:**

- Work towards and support the school vision and the current school objectives outlined in the School Development Plan.
- Support and contribute to the school's responsibility for safeguarding students.
- Work within the school's health and safety policy to ensure a safe working environment for staff, students and visitors
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues.
- Engage actively in the personal performance review process.
- Adhere to policies as set out in the School Policies.
- Undertake other reasonable duties related to the job purpose required from time to time.

**This job description should be seen as enabling rather than restrictive and will be subject to regular review.**

## PERSON SPECIFICATION

### Skills & Knowledge

Excellent interpersonal and communications skills including the ability to relate to all people with sensitivity, tact and diplomacy	<b>Essential</b>
Able to use an array of design software packages, to include Canva, Adobe InDesign, and Adobe Photoshop.	<b>Essential</b>
First class organisational and administrative skills, with the ability to remain calm under pressure and work to strict deadlines; systematic in approach to tasks, with attention to detail	<b>Essential</b>
Evidence of a proactive approach to planning and prioritising work, with the ability to use initiative appropriately	<b>Essential</b>
Able to maintain a high work rate and to juggle a range of tasks and competing priorities	<b>Essential</b>
Excellent ICT skills e.g. confident and adept in use of Microsoft applications e.g. Word, Excel and database input	<b>Essential</b>
Excellent command of written and spoken English	<b>Essential</b>
Sufficient numeracy to appropriately manage an annual marketing budget	<b>Essential</b>

### Experience

Experience of marketing in a fast-paced organisation	<b>Desirable</b>
Experience of working in a school environment	<b>Desirable</b>

### Attitude/approach

A high level of personal integrity, with proven experience of handling sensitive situations with tact and diplomacy and with complete respect for confidentiality	<b>Essential</b>
Honesty, energy, stamina, enthusiasm	<b>Essential</b>
A willingness to give generously of their time to support school events and activities	<b>Desirable</b>
An enjoyment of working with and being in the company of children	<b>Essential</b>
Professional but approachable demeanour in relating to all members of the school community, suppliers etc.	<b>Essential</b>
Smart dress standards, appropriate to the role	<b>Essential</b>
Willingness to “roll up sleeves” in an emergency	<b>Essential</b>

**At Old Buckenham Hall we are committed to safeguarding children and expect all staff and volunteers to share this commitment. All successful applicants are required to complete Disclosure Application Forms, which means providing criminal conviction information, and must be prepared to undergo checks as relevant to the post, including with the Disclosure and Barring Service.**