

Position of
**MARKETING ASSISTANT &
CONTENT CREATOR**

Yarm School,
North Yorkshire



Co-educational | Day School | Ages 3-18 | HMC



WWW.YARMSCHOOL.ORG



THE ROLE

The School wishes to appoint a proactive, energetic, suitably qualified and experienced Marketing Assistant with a passion for content creation to work in a busy Marketing Department. Yarm School is a successful, vibrant and busy community, and there is always something to promote across online and offline channels.

A Marketing, Business or English degree (or equivalent experience) is desirable for this post, along with a personable approach and can-do attitude.

The successful candidate must have a passion for photography, video editing skills, and content creation in an industry-setting. Experience with design software including Canva, Adobe Creative Suite and desktop publishing software would be beneficial to this role. Creating excellent content is key to this role, from website content, news articles and social media posts, to email campaigns, print information booklets and PR. A creative eye for design is essential.

They will possess excellent written and verbal communication skills, and a high level of capability in using digital applications, such as Google Docs, Forms, Sheets is required. The role requires strong organisational skills and the ability to work in a team, whilst taking responsibility for driving important projects forward, ensuring deadlines are met and prioritising workload. A confidence and willingness to work with key stakeholders across the school sites is also important.

A flexible and adaptable approach is essential as no two days are the same at Yarm. There will be occasional out-of-hours work to carry out on evenings and weekends, for which time in lieu can be taken. The individual should be motivated and keen to innovate the School's approach to marketing, with a good understanding of digital marketing trends and tactics, social media marketing and Facebook advertising.

Contract: Permanent full time 52 weeks of the year (Part-time 0.8+ will be considered and potential flexibility to vary hours between term time and holidays)

Time: 37.5 hours per week, 8.30am till 4.30pm.

Holiday: 21 days holiday per annum, with an additional 4 days to be taken over the Christmas shutdown, plus statutory Bank Holidays.

Rate of Pay: Band 3 (£21,255 - £22,386 subject to experience) pro-rata

Line Managers: Marketing Manager and Partnerships Coordinator with a reporting line to the Head of Marketing, Communications and Development

THE SCHOOL

Yarm School was founded in 1978. Growing quickly since that time, it is now firmly established amongst the country's leading co-educational day schools, with a superb academic reputation as well as a firm commitment to extra-curricular activities and trips. In addition to the Senior School, there is a Preparatory School, and a Pre-Prep which includes a Nursery. In total, there are over 1,100 pupils between the ages of 3 and 18.

There is an impressive array of facilities and accommodation at the Senior School, including a large classroom wing on the banks of the Tees which enjoys beautiful views, a dance studio, extensive sport and drama facilities, underground changing rooms and a bar serving the award-winning Princess Alexandra Auditorium. The Pre-Prep and Preparatory Schools have their own self-contained accommodation on a safe and equally delightful site. The Pre-Prep is housed in a modern purpose-built development, whilst the Preparatory School is located on the site of the original Yarm Grammar School founded in 1590.

The School has ample outdoor space, sporting facilities, a boat house and friendly communal areas. A timber yurt provides space for the outdoor education and eco school curriculum.

THE PAA

The Princess Alexandra Auditorium (PAA) and Friarage Theatre are two stunning venues on the Yarm School site which host an expanding calendar of diverse community, cultural events (www.thepaaonline.org). The PAA was opened in 2012 by HRH Princess Alexandra and continues to host numerous high-profile performers. The Friarage Theatre was opened in 2016 by composer, Will Todd, and is part of the school's impressive music facility.

LOCATION

Yarm is a beautiful market town on the edge of the Teesside conurbation which enjoys easy access to both town and countryside, including the nearby North York Moors, Yorkshire Dales and stunning coastline. Opportunities for outdoor pursuits and exploration of all kinds are many and varied. Similarly, the cities of Newcastle, York and Leeds are within close range and provide much in the way of arts and culture. With superb rail network links in the town itself and nearby, London is also only 2.5 hours away by direct train.

The school is very much a part of the town, with pupils, staff and parents enjoying all that the buzzing High Street has to offer by means of shops and cafes.

DUTIES & RESPONSIBILITIES

General Marketing

- Email out the weekly newsletter to parents, staff and pupils using Mailchimp and iSAMS.
- Manage the Schools' photography library.
- Prepare termly content for assemblies.
- Design graphics and logos for social media using Canva.
- Support the Parents' Association with designing posters and event materials.

Former Pupils

- Working alongside the Head of Marketing, Communications and Development, to support the data management of former pupils' data on our Toucan Tech system.
- Provide support to gather former pupil content for newsletters and website articles.
- Provide administrative support for the organisation of former pupils' events.

Content Creation

- Take photos and videos for uploading to the School website or social media.
- Update the School's social media channels with agreed content from across the School's three sites using Hootsuite, tailoring the post to each channel i.e. resizing and editing assets, understanding word count and tweaking tone of voice as needed.
- Run the School's day-to-day social media channels in liaison with the Marketing Manager and Partnerships Coordinator, including sharing posts from departmental accounts, liking and responding to comments and responding to private messages.
- Monitor industry specific social media channels.
- Take video and edit short social media videos of events, including short interviews with pupils and/or teachers and other creative content.

Events

- Assist with the planning and coordination of events across the whole school.
- Support Heads of Departments in marketing departmental events, from designing posters to promotion.
- Represent the School at external marketing events.
- There is a requirement to attend School events out of core business hours. During occasional busy periods this would mean working no more than 2 evenings a week. Time in lieu can be taken at the discretion of your line manager.

In addition to the areas of responsibility outlined above it is expected that the post holder will provide assistance with other School related tasks, as and when required.

PERSON SPECIFICATION

The successful candidate will ideally:

- Have a Marketing, Business or English degree or relevant experience;
- Have excellent interpersonal, verbal and written skills;
- Be able to write accurate copy;
- Be passionate about photography and video creation;
- Be proficient in Google Suite, Wordpress, Hootsuite and Mailchimp;
- Be highly motivated and a self-starter;
- Be a team player;
- Be flexible and willing to take on a wide variety of tasks and work on occasional out of hours projects ;
- Have excellent planning and organisational skills;
- Have an interest in/eye for graphic design and corresponding software packages such as Canva.

CONTRACTUAL MATTERS

- This post has a 52 week/year full or part-time contract.
- 37.5 hours per week to be worked 8.30am-4.30pm. There is a 30 minute unpaid lunch break.
- It will be necessary to attend some events out of hours on evenings and weekends, and time off in lieu is offered to compensate for this.
- Holiday entitlement is 21 days holiday per year (pro-rata and taken during the school holiday periods), plus 4 compulsory days holiday taken between Christmas Eve and New Year, plus statutory Bank Holidays. The holiday year runs from January to December.
- Lunches (term-time only) are provided free of charge.
- Pension and life insurance is available for eligible employees
- Access to the School's Employee Benefit Scheme
- No smoking or vaping on the School site

BENEFITS OF WORKING AT YARM

- Friendly working environment with a committed community of staff
- Staff receive a generous discount on school fees.
- Occupational DC pension with a choice of contribution levels (maximum employer contribution 12%)
- Life assurance (death in service benefit of twice annual salary)
- Exceptional variety of high quality lunches, free during term time
- Dedicated on-site free parking
- Employee Benefits Scheme
- Cycle to Work Scheme
- Use of school gym outside school hours
- Discounted Auditorium tickets for School productions



CRIMINAL RECORDS CHECK

Yarm School is required to seek a Disclosure from the Disclosure and Barring Service (DBS) in respect of successful applicants for all posts at the School where staff may come into contact with children. A criminal record will not necessarily be a bar to working in the School. Applicants who are invited to interview will be asked to submit a self-declaration form before attending the interview in which they will answer a number of targeted questions about any criminal history or information that would make them unsuitable to work with children. More information about this can be found at:

<https://www.gov.uk/government/publications/dbs-filtering-guidance/dbs-filtering-guide>.

A copy of the School's policy on Vetting and Suitability Checks and the DBS Code of Practice may be obtained from the School Manager. Before an appointment is made routine checks will be undertaken to confirm identity and qualifications etc.

This post is a pupil-facing role and is therefore exempt from the Rehabilitation of Offenders Act 1974. This means that you will be required to confirm that you are not on the DBS Children's Barred List or disqualified from working with children, and further to declare any convictions, cautions, reprimands or final warnings that are not "protected" as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013 and 2020) or other Orders of the Courts made against you, even if they would otherwise be regarded as 'spent' under this Act.

SAFEGUARDING

Yarm School is committed to safeguarding and promoting the welfare of children. The successful candidate will be subject to vetting checks including an enhanced DBS check.

Applicants for all vacancies at Yarm School are encouraged to read these policies on our website before applying:

[Safeguarding and Child Protection Policy](#)
[Vetting and Suitability Policy](#)

EQUAL OPPORTUNITIES

Yarm School is committed to ensuring that all job applicants and members of staff are treated equally, without discrimination because of any protected characteristics as defined in law. We welcome applications from anyone who considers that they meet the requirements of the job advertised.

APPOINTMENT PROCEDURE

Applications will only be accepted on the application form provided by the School. This should be completed electronically. All questions must be answered. The candidate may also submit a Curriculum Vitae if he / she wishes but this is not a requirement. Applications should be submitted by email with a covering letter explaining why the candidate and post are mutually suited.

APPLY

The application form is available on the [Yarm School website](#).

Deadline: midday on Friday 20th October

Provisionally shortlisting will take place after the submission deadline with **interviews to be held on Thursday 26th October**. We reserve the right to interview and appoint an appropriate candidate prior to the deadlines. Unsuccessful applicants will be advised by email that they have not been shortlisted. Due to the volume of applications that we receive we are unable to provide individual feedback.

All applicants must use the Application Form provided, together with submitting a covering letter to the School Manager, explaining why the applicant is suited to the post; CVs may also be submitted but are not a substitute for the Application Form. Download the full job description, application form and application process below. All applications must be sent via email to HR@yarmschool.org

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