



FORRES SANDLE MANOR

INDEPENDENT PREPARATORY SCHOOL

APPOINTMENT OF A MARKETING MANAGER (FULL -TIME & PERMANENT)



Start Date: The position is required for a September/October start.

Full time, 36 hours per week, year round

Closing Date: Tuesday 16th August Midday.

Interviews: TBC

Salary: Circa £25,000



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INTRODUCTION

Welcome to Forres Sandle Manor. Established 140 years ago, Forres Sandle Manor is a delightful family centred school with an enviable history. Located on the edge of the New Forest, in Fordingbridge, Hampshire, Forres Sandle Manor offers a holistic, rounded education and prides itself on a strong sense of community and family. The School is set within 35 acres of stunning grounds. The original manor house and main focal point is recorded in the Domesday Book; an Elizabethan House, largely rebuilt around 1900 but retaining the Tudor style, now home to extensive boarding facilities. Beyond lie the sports fields, an astro pitch, a heated swimming pool, cricket pitches, a multipurpose sports hall, netball/tennis courts, as well as beautiful woodland. Significant funds will potentially be spent to construct a new project which will focus on STEM and include art and design facilities. We prepare our boys and girls for 13+ Common Entrance and scholarships to senior independent schools including Canford, Dauntsey's, Bryanston, Sherborne and Clayesmore. We have recently announced that we will extend this provision to 16+ from 2024. We have high academic standards and these were strongly endorsed in our most recent ISI report. FSM's leavers have celebrated 100% success rate at Common Entrance. Our location in the beautiful New Forest enables us to offer a broad and exciting curriculum which stretches to the outdoors. Lessons can be taught in the stunning grounds and in the Anglo-Saxon Roundhouse. Full, weekly and flexi-boarding is available and the family atmosphere within the Boarding House helps children relax and feel as if they are at home. Thank you for your interest in joining the staff at FSM. This is an incredibly exciting time to be joining the school.



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Location

The school stands in acres of wonderful countryside located on the borders of Hampshire, Wiltshire, and Dorset. Fordingbridge, a small, picturesque, riverside town, is referred to as the 'Gateway to the New Forest' and is located between the cathedral city of Salisbury and the coastal towns of Christchurch, Bournemouth and Poole. The area is steeped in history and boasts easy access to the beaches of the Jurassic coast, riverside walks, the New Forest, and numerous historical and family attractions. It is one of the most beautiful locations in Southern England. The School is located 12 miles from Salisbury, and less than 20 miles from Bournemouth town centre.

Aims and Pastoral Care

Forres Sandle Manor School staff are dedicated to doing the very best for the pupils in their care. This is evident in the nurturing atmosphere and the positive relationships that exist between all members of the School community. Every child is made to feel important and secure, a valued member of the School, allowing their learning to develop and encouraging independence of thought. The pastoral care is excellent; teachers demonstrate concern for their pupils and readily listen to their views. The School's aim is to provide a supportive, physical, emotional, and intellectual environment, its ethos best encapsulated in the statement that "Happy Children Succeed".

FSM Vision Statement

"Forres Sandle Manor will offer an outstanding, all-round education for children from Nursery up to GCSE and inspire them to grow in self-esteem. We shall achieve this by instilling a growth mindset and propagating:

- Exceptional value-added attainment with tailored extension and support
- Bespoke pastoral care and a strong, family boarding environment
- A forward-thinking life skills programme together with broad co-curricular provision
- Celebration of diversity, inclusion and global citizenship

The culmination of a journey at Forres Sandle Manor will enable each individual to develop the character and skills to realise their full potential and successfully negotiate the demands of a rapidly changing world."



BRIEF - MARKETING MANAGER

The role of the Marketing Manager will work closely with both the Head and Admissions Manager to provide high quality promotion of FSM to all enquirers, applicants and their families, both from the UK and abroad.

The role will report directly to the Head, this is a pivotal role which will be instrumental in helping Forres Sandle Manor implement an exciting domestic and international strategy. You will be joining the school at a pivotal time in its history, following our recent announcement to expand to support pupils up to the age of 16 and we are in the early stages of planning for a series of improvements to our wonderful site.

The Registrar takes the lead in delivering an outstanding and highly empathetic admissions experience for prospective parents and pupils in the UK and globally. They will ensure that every prospective family benefits from bespoke contact, from their first enquiry and visit to the school, to the point of their child's admission.

The ideal candidate will be a passionate advocate for Forres Sandle Manor's values and have a demonstrable track record in high quality stakeholder engagement and relationship management gained from within or outside the education sector. They will have good knowledge of the independent educational landscape and a keen understanding of the factors which drive parents to consider and invest in an independent education for their children.

The Registrar will work closely with the Marketing Manager/team for events such as Open Days as well as to help identify areas where targeted marketing is required, working jointly on creative campaigns to benefit the overall image and visibility of the school.

The successful candidate will be highly strategic, articulate, creative, persuasive and a credible ambassador for the school and be able to work effectively with a wide range of people.

The position would ideally commence on or before 1st August 2022 but we are prepared to be flexible for an outstanding candidate.



KEY RESPONSIBILITIES

Marketing Process

- Write and produce marketing materials (brochures, posters, flyers etc) for the school's programmes, liaising with relevant academic staff, including Heads of Departments and relevant members of SLT.
- Support with the creation of content to FSM's social media channels including Facebook, Twitter, Instagram and blogs.
- Support the Head and Head of Admissions on projects to increase the profile of FSM.
- Support the Head to produce news articles and press releases for the FSM's website and for local/national press.
- Assist the Head and Head of Admissions in producing high quality graphic design for a range of digital and print materials.
- Responsible for the School's publicity stands and other event support material-ordering new stock as required and ensuring the supply of stock to events.
- Managing the stock of all marketing collateral i.e. brochures; creating systems to identify when stock needs to be replenished
- Liaison with academic and administrative staff to request and collate information for in-house publications.
- Support with maintaining a photo library and arranging external photo shoots and filming with School staff and students when required.
- Assist the Head and Admissions Manager in the organisation of Open Days and other new pupil events, and have a presence on the day
- Ensure that display areas e.g. corridors, classroom noticeboards are of a high quality for Open Days, tours etc.

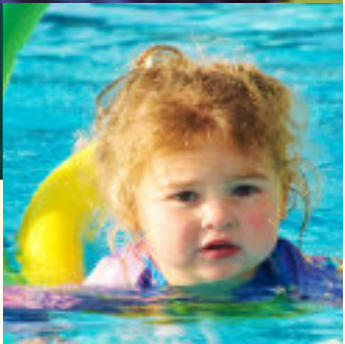


KEY RESPONSIBILITIES (Cont.)

- Assist the Head in the growing number of other school events; major speakers' events, sport dinners, outreach activities etc.
- Presence at feeder school and outreach events, many of which will be after normal school hours and at week-ends.
- Presence at local and national exhibition to promote the school, some events may be after normal school hours and at week-ends.
- Updating the School's PR notice boards.



PERSON SPECIFICATION



JOB PUPOSE - MARKETING, COMMUNICATIONS AND RECRUITMENT

Applicants for this role should be able to demonstrate the following qualities and skills:

- Experience in a marketing role and some evidence of professional development within marketing;
- Experienced user of Microsoft Office word-processing, spreadsheet and presentation packages
- Excellent organisational and project management skills;
- Excellent communication skills, including high standards of written communication, grammar and spelling;
- Information management skills including a high level of accuracy and attention to detail;
- A good team player who has the ability to get on with tasks and achieve results;
- Ability to take responsibility for tasks, prioritising and scheduling own work to ensure deadlines are met;
- Ability to prioritise work and respond effectively as new projects are introduced;
- Work in an organised way and plan how deadlines will be met;
- Always deliver on schedule and to a high standard;



GENERAL REQUIREMENTS

All school staff are expected to:

- Work towards and support the school vision and the current school objectives outlined in the School Development Plan.
- Contribute to the school's programme of extra-curricular activities.
- 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.
- Work within the Diversity Policy to promote equality of opportunity for all students and staff, both current and prospective.
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues.
- Engage actively in the training and development opportunities available.
- Adhere to school policies.
- Undertake other reasonable duties related to the job purpose required from time to time.

Review and Amendment:

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





REMUNERATION AND HOURS OF WORK

- Competitive salary
- Contributory pension scheme
- School fee discount (50% per dependent)
- Professional development
- Full time, 5 days a week
- 25 days annual holiday per annum





HOW TO APPLY

Please complete the Forres Sandle Manor School Application Form
<https://www.fsmschool.com/app/uploads/2022/05/Job-Application-Form- Academic-22-01.docx>

Together with a covering letter and CV. Please email your application documents to Sadie Pretty (office@fsmschool.com) by the closing date.

CVs will NOT be accepted without an application form.

Early applications are very much welcomed. The School reserves the right to interview ahead of advertised interview dates for outstanding candidates.

Forres Sandle Manor School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All our posts are subject to an enhanced DBS disclosure, two work references and other relevant employment checks to this role.

We are an equal opportunities employer.

