



# Heath Mount School

## Information for Applicants

### Marketing Assistant



## About Heath Mount

Heath Mount is a leading IAPS day and boarding Preparatory School with over 490 pupils aged 3 to 13. Established in 1817 our School is a vibrant and forward thinking co-educational environment, valuing traditions of the past whilst embracing the very best of modern education. Heath Mount is located within the beautiful Woodhall Estate in Hertfordshire.

We benefit from our own beautiful forest school set in acres of woodland, and an all-weather astro turf. The spacious central plateau houses rugby, football and cricket pitches, as well as our netball courts.

We have a well-equipped gymnasium, and our swimming pool offers the best of both worlds, with a retractable roof giving shelter in the winter and outdoor swimming in the warmer summer months, so our children really do have the opportunity to enjoy sport all year round.

Inside, all classrooms are equipped with the very latest in interactive technology. We have a dedicated ICT suite in the Pre-Prep and a newly refurbished ICT facility in the Prep School. The newly renovated suite, kindly donated by the du Maurier Society, is equipped with the latest touch screen computer technology, allowing us to deliver the new National Curriculum syllabus with increased emphasis on computer programming.

Our purpose-built Pre-Prep is in the same grounds as the Prep School but separate from it. It has its own library, computer room, music room and hall in addition to a beautiful outdoor playground. Pre-Prep children also use many of the Prep School's facilities such as the Sports Hall, Astroturf, Swimming Pool, Pottery Room and Chapel.

In September 2016, our new state-of-the-art classroom block for Year 3 and 4 pupils opened. In June 2017 we opened our purpose-built performing arts centre.

## **The Position and Responsibilities**

We require a Marketing Assistant to deliver all aspects of marketing within the School across a wide range of channels. Working with other departments in the sharing and updating of relevant information and in the promotion of all aspects of the school internally and externally is vital. The post holder will report into the Head of Communications and work closely with the Registrar.

## **Key Duties and Responsibilities:**

- To support the Communications and Marketing team, working closely with the Registrar, to ensure that the School's vision, ethos and 'brand' is conveyed consistently, appropriately and effectively through high quality internal and external communications.
- Production of written copy for marketing materials, including advertisements, prospectuses, brochures, leaflets, posters, the School Annuary, etc.
- Create and edit news stories and content for school publications, working closely with staff from across the school to gather a wide variety of content.
- Liaise with education sector publications and local and national media to cultivate relationships, update content and optimise PR benefits.
- Liaise with external partners/agencies where required.
- Create accurate and engaging text from a range of sources for use on the website, social media and Parent Portal.
- Monitor, maintain and update content on the School's website.
- Assist with the implementation of the School's Social Media Strategy.
- Maintain the School's photo library, keeping the content up to date, fresh and tagged.
- Champion the external use of the School's brand guidelines, ensuring consistency of message is achieved across all digital channels and off-line media.
- Liaise, as appropriate, with staff and departments to ensure consistency of quality and branding of internal communications.
- Work closely with the Data Protection Team to ensure compliance with data protection legislation and privacy requirements.
- Assist the school's Alumni function.

## **Person Specification**

- Excellent interpersonal and communication skills, both written and verbal.
- Ability to maintain confidentiality.

## **Safeguarding**

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom he/she is responsible or with whom he/she comes into contact will be to adhere to and ensure compliance with the School's safeguarding policy at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, he/she must report any concerns to the School's DSP or to the Headmaster.

## **Benefits**

The post holder will be expected to work 5 days a week. Applications are welcome from those wishing to work a more flexible working pattern. Some evening and weekend work may be required.

**What we offer**

- Excellent salary package for the right candidate
- Staff lunches prepared by our award-winning catering team during term time.
- Free parking
- Use of school swimming pool and gym

Further details and an Application Form can be downloaded from [www.heathmount.org](http://www.heathmount.org), or call 01920 830230

The closing date for applications is Tuesday, 11th December 2018, with interviews to be confirmed. Applications may be considered as and when they are received.

Please complete the application form and return to [HR@heathmount.org](mailto:HR@heathmount.org)