

WINCHESTER HOUSE



APPOINTMENT OF MARKETING & ADMISSIONS EXECUTIVE



About Winchester House

Winchester House School was founded in 1875 and moved to its present 18-acre site in the centre of Brackley in 1922. The heart of the School is situated in Manor House, an attractive building dating from the early 1800s. Winchester House comprises a fully co-educational nursery, pre-prep and preparatory school, offering an outstanding education to children aged 3-13 with day, occasional and weekly boarding available.

The nursery/pre-prep school is located in delightful self-contained classrooms. The School prides itself on small class sizes, individual care, high academic standards and a vast range of sports, music and activities. Specialist teaching starts in Reception with music, sport and ICT and from Year 5, all classes are taught by specialist subject teachers. Tutor groups are no larger than 13 children. Modern classrooms and facilities include 3 separate science laboratories and a full ICT Suite. An impressive astro-turf was opened in 2014 and can be used as a full-size hockey pitch, nine tennis courts or two seven-a-side hockey pitches. Winchester House also has a large indoor sports hall, 5 netball courts, an outdoor swimming pool and a 'Secret Garden' which is used as for a variety of activities. The School offers a blend of the traditional and the innovative, the formal and the relaxed and has a deserved reputation for academic, sporting, musical and dramatic success within a happy, stimulating atmosphere.



The Stowe Group

In January 2021, Winchester House became part of The Stowe Group. The Stowe Group comprises Stowe School, Swanbourne House School and Winchester House School. The Group's formation has given pupils and staff at Winchester House access not only to Stowe's world-famous estate but to its expertise in teaching and learning as well as governance. The Stowe Group recently launched its Change Makers vision along with Change 100 programme to raise £100m for transformational bursaries. The Stowe Group is part of Allied Schools, an association of independent schools which uphold the Protestant and Evangelical principles of the Church of England.

The Stowe Group does not aim to produce stereotypes or mould pupils into conventional all-rounders. Change Makers are encouraged to grow in their own way and celebrate the differences between them. Nurturing the emotional, physical and mental well-being of each pupil is of paramount importance and our culture is characterised by teamwork, collaboration and mutual respect. Mindful of their ethical, intellectual, physical and social development, we educate and support our pupils to achieve fulfilling lives. Our goal is to inspire pupils and staff to be Change Makers who will shape positive futures for themselves, their families and the global community.

Through a broad and inclusive education, pupils are educated and prepared for life. They gain knowledge and understanding in a wide range of academic disciplines as well as developing core skills in thought leadership, critical thinking, intellectual curiosity, innovation, communication, technology, creativity, team-work and collaboration, self-reflection and lifelong engagement. World-class facilities support our educational aims and are shared with the wider community. We strive for excellence and celebrate achievement, valuing education as a journey and not a destination in the belief that all pupils can exceed their potential. Learning is learnable and everyone can improve.

Our aim is to encourage personal development by creating a flourishing, vibrant, cohesive, caring and socially inclusive community which embraces pluralism, diversity and intercultural understanding. We celebrate differences by giving everyone a voice and then listening to multiple viewpoints. We believe it is our collective responsibility to develop the cognitive, physical, emotional and spiritual well-being of everyone in our community.

We are committed to the development of character with particular emphasis on tolerance, resilience, honesty, humility, courage, compassion, gratitude and service. While many pupils compete at the highest level in sport, our aim is to provide a wealth of co-curricular activities which pupils of all abilities can access and enjoy. Through teaching, coaching and counselling, we will do our utmost to support pupils to be their best, do their best and feel their best. We honour the legacy of Change Makers from the past by looking forward to a future where wealth is not a barrier to success. We are building an endowment to support Change 100 which will promote social mobility by allowing unprecedented access, regardless of financial means or circumstances, to a Stowe education. We have developed partnerships with local schools, explored international opportunities and strategic links with universities, businesses and NGOs. We strive to attract and retain employees of the highest calibre.

Environmental stewardship and sustainability are cornerstones of a Stowe education. Stowe stands in the most sublime setting of any school in the world and embodies beauty and liberty. The historical importance of Stowe should give Stoucs and staff a heightened awareness of their social and environmental responsibility in preserving this unique eco-system. We have developed and implemented a comprehensive Environmental Stewardship Programme which confronts a variety of challenges, including climate change and environmental sustainability.

We are Change Makers

Winchester House and The Stowe Group have a talented and committed workforce. We are committed to fostering team engagement, attracting, mentoring, developing and retaining our best teachers and non-teaching staff. We focus on employee well-being, provide opportunities for professional growth and create a culture of community and partnership. Environmental stewardship and sustainability are cornerstones of a Stowe Group education.

MARKETING & ADMISSIONS EXECUTIVE

Date of appointment **ASAP**

Reporting to **Director of Prep School Marketing & Admissions**

RESPONSIBILITIES

Marketing

- Build strong relationships with the teams across the school, engaging them in marketing activities and help create buy-in for marketing strategy.
- Work with the Director of Prep School Marketing & Admissions on implementing advertising plan. To include building relationships with local media.
- Manage the school's social media content. To include Twitter, Facebook, Instagram, YouTube, Vimeo and LinkedIn. Work with Director of Prep School Marketing & Admissions to create and implement targeted advertising plan across social media channels.
- Create in-house films for the school to be used across social media and website. To include proactively identifying opportunities for film and generating ideas for the content strategy, and then the filming, editing and sharing online. Manage sharing of videos on school's YouTube and Vimeo platforms to include generating all tags and copy to support SEO.
- Proactively source stories from staff and pupils to be shared across website, social media channels and review publications. To include copywriting and photography.
- Collate stories, edit, design and distribute weekly parent newsletter.
- Support the Director of Prep School Marketing & Admissions in implementing robust Search Engine Optimisation activity across the school's website and video channels.
- Manage a monthly 'From the Head' update blog on the school's website.
- Organise the school's photography library, ensuring up to date images are used across collateral and pupil media permissions are managed. Work with the Director of Prep School Marketing & Admissions on the organisation of professional photography shoots.

- Manage the school's Mail Chimp account, creating and managing mailings as briefed by members of the Marketing & Admissions Department.
- Creative design of in-house materials (such as posters, brochures etc) as required.
- Be a key brand guardian for the school in terms of ensuring all marketing communication is within brand and tone of voice guidelines.
- Source print costs and liaise with printers on print jobs.
- Source stories, write copy, create design proof and arrange print for annual school yearbook.
- Work with the Director of Prep School Marketing & Admissions to support the implementation of the marketing strategy as required.

Alumni

- Support the Alumni and Community Relations Manager in implementing the community event programme. To include supporting with invite lists, invitation distribution, set up of events and attendance at events to help with management.
- Support the the Alumni and Community Relations Manager in management of the alumni CRM.

Admissions

- Support the Registrar with the successful management of Open Days and other admissions events across the school year. To include creating mailings, managing invites and liaising with the relevant teaching and support staff regarding the itinerary, catering, grounds, signage and tours.

- Be one of the point of contacts for admission enquiries into the school, providing information about the school and its mission to everybody who enquires, either by phone, email or face-to-face in a timely manner.
- Coordination of private tours for prospective families ensuring all relevant information is gathered beforehand and communicated with the Head.
- Work with the Registrar and Director of Prep School Marketing and Admissions on the school's admissions CRM and successful implementation of a first-class customer service experience. Maintain effective tracking of new enquiries/ applicants through each stage of the admission process on iSAMS: enquiry, pre- application, application, decision, registration and deposit payments.
- With Registrar manage the confirmed new pupil process, ensuring all necessary paperwork (including contractual paperwork) and information is obtained and shared with appropriate departments before the first day to ensure a smooth start at the school.
- Build effective relationships with the 'Friends of Winchester House' (current parent year group representatives) who welcome new families into the School community. This includes arranging attendance at Open Mornings, New Families Tea Party and other events. Ensure new families' contact details are shared with the 'Friends' (once permission is given).
- Assist the delivery of the annual New Families Tea Party, managing invites and liaising with the relevant teaching and support staff regarding the itinerary, catering, grounds, signage and tours.

YOUR APPLICATION

A letter of application and completed support staff application form to be sent to Hywel Jones hywel.jones@winchester-house.org

Closing date is 9am Friday 29th April.

Interview date is Thursday 5th May.

Full time 35 hours per week. Salary is £23-£25k pa, dependent on qualifications and experience. Membership of a pension scheme. All meals during the day are provided free of charge during term time.

Offers of employment are made subject to receipt of satisfactory references and DBS clearance.

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and we expect all staff to share this commitment and undergo appropriate checks.

