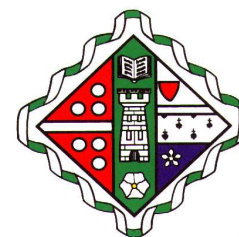


Wellington School

Marketing Manager (Maternity Cover)



Salary: **£28 - 33k (pro rata)**

Location: **Ayr**

Closing date: **Friday 3 May**

We are looking for an energetic and self-motivated individual with relevant skills and experience to take charge of the school's marketing over a period of maternity leave. The person appointed will have experience of, and skills in all forms of contemporary marketing, together with the ability to initiate projects and see them through to a successful conclusion. This position involves liaising with colleagues within the school, with the press and with the local community. Excellent communication skills, therefore, are essential. The successful candidate will be able to work well independently and as part of a team and be willing to 'go the extra mile' when necessary.

Responsibilities

The tasks undertaken by the current holder of the post are listed below:

- Creation and production of all advertising materials used by Wellington School.
- Maintenance and development of the school's online presence by means of the website and social media.
- Liaison with the local and national press to ensure that the school is portrayed effectively in an appropriate range of publications.
- Preparation of advertising materials and programmes for the School Show and other important calendar events.
- Assistance with the planning and organisation of significant school events, such as Speech Day.
- Production of the school's Annual Report, the school magazine ('The Turret') and other key documents.
- Provision of a 'house style' for all school documentation.
- Maintenance of an up-to-date bank of school images and arrangement of photography as required.
- Promotion of the Former Pupil Association and the school's development strategy, Wellington Future.

Skills and experience

Applicants should be able to demonstrate knowledge of, and experience in, the following areas:

- Website design, editing and day-to-day management.
- The use of social media for communication and marketing purposes.
- The education market in Ayr and the surrounding area.
- The full range of marketing opportunities, traditional and modern.
- 'Brand' creation and development.
- Fundraising.

This position is part-time 0.8FTE, but the exact terms and conditions are negotiable. The post will be tenable from 1 August 2024 and the salary offered will be in the range £28 - 33k (*pro rata*).

Appointment Procedures

Full information about Wellington School can be found on the website: www.wellingtonschool.org. If you have further questions about the post, please contact the Headmaster headmaster@wellingtonschool.org or phone 01292 269321.

All appointments at Wellington School are subject to clearance through the Disclosure Scotland Protecting Vulnerable Groups Scheme.

Applicants should send the completed application form and a covering letter via email to vacancies@wellingtonschool.org to arrive no later than Friday 3 May.

Interviews are likely to be held in mid-May 2024.