



Communication and Events Co-Ordinator

Full-time, year round | To commence asap

Horris Hill is a successful day and boarding school, set in more than 65 acres of Hampshire countryside. We are a small school with an incredible history and character. The richness of our offering is matched by the quality of our pupil's achievements. The children achieve wonderful academic results, moving to the best schools in the country, whilst also developing confidence, resilience and a wealth of skills. Horris Hill is fundamentally a **family** school, providing a great deal of **freedom** for children of all ages. The school regularly celebrates **flair** in the pupils, expressed most strongly not only in academic work, but also in the many musical and artistic opportunities our children enjoy.

We are seeking an action-orientated individual to capture the essence of life at Horris Hill and to communicate our key messages through a dynamic and engaging marketing programme. The successful candidate will be a creative thinker who understands social media and enjoys writing content. Being part of a busy Prep School will require the successful candidate to be adaptable and have excellent inter-personal skills. They will have a keenness to deliver excellence, and recognise the importance of attention to detail, along with first-class literacy and communication skills. This role will be the primary communicator, to multiple stakeholders, across a range of marketing channels.

This is an exciting time of change for Horris Hill and we have big ambitions! We have recently opened a Nursery for two-year olds and in September 2022 we welcomed a new Headmaster as well girls to the school for the first time in our 130 year history.

Horris Hill is part of Forfar Education, a specialist school investment and advisory business, which partners with and manages schools across the world; supporting them to become outstanding centres of excellence for pupils of all ages to learn and grow. Forfar intend to continue their investment into the school. The successful candidate will be supported by Forfar's Regional Marketing Manager for the South, as well as having an opportunity to network and knowledge share with other marketing teams within the Group.

This role reports to the Headmaster, with a dotted reporting line to the Forfar Regional Marketing Manager.

Main Responsibilities:

- Implement the school marketing plan under the direction of the Regional Marketing Manager.
- Manage the school's social media posts and editorial content in line with the agreed content plan.
- Generate leads for attendance to events arranged by the Head of Admissions.
- Assist the Head of Admissions with the organisation and management of external events that promote the school to prospective parents, such as open days and alumni engagement events.
- Organise and manage events for current parents to assist retention*.
- Promote the school externally by attending events and exhibitions* and liaise with external stakeholders (such as alumni, feeder schools, nurseries, sponsored partners, influencers) to positively promote the school.
- Plan, co-ordinate and produce digital newsletters, including the weekly newsletter to parents
- Review and update the school website
- Promote the school's key messages through 'story-telling' and writing engaging copy
- Proof-reading content
- Capture the essence of Horris Hill through photography and film. Demonstrate a keenness for photo and video editing.
- Consistently implement the School's brand guidelines and key selling messages
- Proactively identify and react to opportunities to raise the school's profile within the local community
- Support the Regional Marketing Manager with the creation of handbooks and related communications including the school prospectus, etc
- Record budget spend within agreed parameters
- Produce a half-termly marketing activity report
- Undertake research as required by the Regional Marketing Manager
- Manage stocks of promotional items and brochures. Purchase items to support marketing activity as agreed with the Regional Marketing Manager.
- Attend regulatory training, for example Safeguarding, Health and Safety, Compliance

- Attend staff INSET sessions
- Manage the alumni database. Harvest content for a twice-yearly Alumni newsletter and actively seek opportunities to engage alumni in school life.
- Pro-actively support all members of the school community in their role as school marketers
- Share best practice with colleagues across Forfar schools
- Work in synch with admissions to understand and support the recruitment process

*Please note that some events may occur outside of normal working hours.

Person Specification:

| | Essential | Desirable |
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| Experience and qualifications | <p>Educated to degree level or equivalent qualification in marketing</p> <p>Experience of working in a customer facing role in a service driven industry</p> <p>Knowledge of social media channels and experience of using these on behalf of a business or organization.</p> <p>Photography / video editing skills</p> <p>Event management and organisation</p> | <p>Experience of working in a school setting</p> <p>Experience of social media management platform for planning and scheduling content (such as Hootsuite)</p> |
| Technical Skills | <p>The ability to communicate well in writing and on the telephone.</p> <p>Excellent command of written and spoken English.</p> <p>High levels of accuracy and a level of numeracy to understand figures and create reports</p> | <p>Indesign, Photoshop or similar artworking and design software</p> <p>Knowledge of iSAMS or similar MiS</p> <p>Use of TEAMS and Sharepoint</p> <p>Experience of using email broadcast software such as mailchimp or HubSpot</p> |

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| | <p>Experienced with Microsoft Office: Excel, Word, Outlook.</p> <p>Familiarisation of website editing through CMS</p> | |
| Personal Characteristics | <p>The ability to build relationships and work well within a team.</p> <p>Ability to remain calm under pressure with an organised approach to tasks, with attention to detail.</p> <p>The ability to prioritise one's own workload and progress a number of projects concurrently.</p> <p>Excellent interpersonal skills and the ability to build connections with a variety of stakeholders.</p> <p>A keen eye for detail and an interest in brand guardianship</p> | |