

## Post: School Administrator and Marketing Coordinator

Reporting to: Headmaster

### Prior Park Schools

---

We are a family of schools comprising, Prior Park College, Bath, The Paragon Junior School (Bath) and Prior Park School Gibraltar. Each School provides a high achieving, co-education, Christian Education. Our encouraging ethos nurtures pupils to become confident, capable, compassionate and independent young people.

Set in a stunning location, high up on The Rock and overlooking the bay, Prior Park School is a vibrant, caring community with an ambition as boundless as our view. Prior Park School is Gibraltar's first independent, co-educational, Catholic/Christian day school for children aged 12-18

More information about our schools can be found at [www.priorparkschools.com](http://www.priorparkschools.com).

### The Role

---

This is a temporary Maternity cover role, responsible to: Headmaster.

The aim of this post is to cover some of the duties maintained by our current Marketing & Communications Manager during maternity leave. The role is therefore tiered into 3 main parts: Marketing, Admissions and General Admin including Finance.

Working alongside the Marketing Managers at Prior Park College and The Paragon School, the post holder will manage the day-to-day marketing and communications activities at Prior Park School, Gibraltar (PPG, the School).

They will also provide efficient administration support to the Admin function and oversee the day-to-day financial tasks required with the support of the UK based Finance team.

Working closely with the Headmaster, the post holder will also manage the admissions process from beginning to end.

### **Key Tasks:**

- Raise and maintain the School's profile among existing and prospective parents and securing strong student recruitment to the school
- Manage marketing projects and events, including Open Days
- Maintain and update the School's website and social media channels
- Provide administration support to the wider Admin Team including some Reception cover as and when required
- Empathy and understanding of the schools ethos, its Christian values, its staff and students is essential, as is the ability to work collaboratively.

### **Responsibilities:**

#### Marketing and Communications

- Supporting the development, implementation and management of the School's marketing and communications strategy and plan under the direction of the Headmaster,
- Managing, organising and delivering all School's marketing activities and events, which includes Facebook, Twitter, YouTube and the School's website,
- Acting as the School Registrar, actively involved in recruitment (including registrations and admissions) and development,
- Supporting the continuation of an outreach programme that widens the school's network and maintaining positive relationships with the School's neighbours, the local community and local schools,
- Ensuring the life of the School is well documented in images / film and managing these in an image archive,
- Facilitating internal and external communications, including preparation of press releases and responses to the media in liaison with the Headmaster.

#### Financial Management

- Responsibility for operating within the marketing budget at all times,
- Provide information and support in the preparation, agreement and dissemination of annual budgets for the School,
- Be responsible for cash purchases and staff expense claims. These will then be processed by the accounts team at PPC,
- Coordinate the placing of orders for goods and services via the central purchase ordering system, working closely with Front of House to coordinate deliveries and customs clearance,
- Populate PO invoices on s/s and liaising with Central Finance to authorise payments,
- Keep an oversight of petty cash spending,
- Banking transactions

## School Administration

- Provide admin support to the Academic Team as and when required, including School trips support
- Providing cover in the Reception area as and when required including lunchbreaks and staff absence
- Lead on the purchasing process for the School and support the faculties in this respect
- Ad hoc duties such as second hand uniform, post etc.
- Maintaining student and school data on the school Information Management System (SchoolBase) to ensure accurate record keeping and registration information
- Working together with the Facilities & Resources as part of the wider Admin function

The tasks listed above are not exhaustive. The post holder may be required to carry out other duties reasonably requested including those, which may arise in relation to Prior Park Schools and any of its constituent schools.

## The Person

---

The ideal candidate will display the following essential attributes:

- Experience of working in a professional marketing environment, ideally supported by a marketing qualification
- Excellent communication, presentation, oral and written skills
- High standard of literacy, including grammar and spelling
- Extremely well-developed people skills
- The ability to work collaboratively to achieve results in a fast-paced environment whilst maintaining empathy for all members of the Prior Park community
- Highly organised, accurate and detail orientated
- High level of creative ability; including writing and digital / photographic systems
- Competence in IT, management of social media and website content
- Proactive and confident team player and effective multi-tasker
- Resilience and the ability to cope with pressure and multiple deadlines
- Ability to work independently, demonstrate initiative
- Ability to receive instruction as well as propose solutions
- Total integrity with the ability to work with discretion and ability to maintain confidentiality
- A commitment to the highest standards of child protection
- Photography experience is desirable

## Child Protection

---

Prior Park Educational Trust is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

## Data Protection

---

In the course of employment at Prior Park Educational Trust, staff may have access to confidential information relating to pupils and their families and are required to exercise due consideration in the way they use such information. Staff should not act in any way which might be prejudicial to the School's interest. Information which may be included in the category covers both the general business of the school and information regarding specific individuals. A strict code of confidentiality must be adhered to at all times. The School is registered under the Data Protection Act 2018 and operates under policies that meet General Data Protection Regulations (GDPR). Staff must not at any time use the personal data held by the school or disclose such data to a third person.