



Recruitment Information

Marketing and Development Coordinator

Employment Status	Full Time, Permanent
Required From	ASAP
Job Location	Whole College
Application Closing Date	Thursday 16 January 2020 (1200)
Interview w/c	Monday 20th January 2020



WELCOME TO ST DUNSTAN'S COLLEGE

Welcome to St Dunstan's!

We are very proud of this community and believe we offer something genuinely different and exciting for the families and staff who join us. Our Lewisham setting allows us the privilege of working in a diverse and vibrant school that, combined with our co-educational ethos and smaller size, engenders a culture that genuinely cherishes individuality and celebrates open-minded thinking.

Underpinned by a liberal, Christian heritage, we deliberately embellish the values embodied by St Dunstan, using the life of that great polymath to guide our own educational narrative. We are a dynamic institution, encouraging creativity and innovation in all we do. We want all our pupils to embrace the richness of the broad and cutting-edge education we offer here and our staff to be excited by what we are able to provide for the children under our care.

As a Nursery to Year 13 College, we pride ourselves on genuinely knowing our children and families, and we hope that everybody who joins us will feel an important part of this exciting community.

Mr N Hewlett
Headmaster

ST DUNSTAN'S COLLEGE

The history of St Dunstan's College can be traced back to 1408, making it one of the oldest schools in the country. It still retains strong links with the City of London, from where it originated. For the last 130 years the College has been located in Catford, within the Borough of Lewisham, in South East London. The location of the College is a key element in defining its identity and the College is proud of its reflection of the diverse and vibrant community in which it is located. The Headmaster is a member of HMC (The Headmasters' and Headmistresses' Conference) and the Head of the Junior School a member of IAPS (The Independent Association of Prep School Heads). The College Leadership Team, chaired by the Headmaster, consists of the Bursar, the Head of Junior School and the Deputy Heads of Senior School. Admission to the College is competitive at all entry points.

St Dunstan's has a truly coeducational ethos, following the admission of girls in 1994, for over 940 pupils aged from 3 to 18 years. The Pre-preparatory Department was established in 1995 and a Nursery followed in 2008. Both now form part of a flourishing Junior School which sits within the College site and, by extension, is an essential component of College identity. Most Junior School children transfer on to the Senior School as a natural transition. Parents like to commit to the whole-College 'family' and a large proportion of parents have more than one child at the College. The social life of the College is therefore an important feature of its ethos and our 'Friends of St Dunstan's' is as important in name as it is in what it achieves.

The College has enjoyed considerable development and refurbishment over recent years, with an investment of several million pounds and a significant programme of capital works planned for the next few years. The relatively recent acquisition of 30 acres of playing fields, just 500 metres away from the College buildings, provides an exciting opportunity for further development on both sites.

The size of the College is small compared to many of its competitors, offering all pupils cohesive community that celebrates individual talents, strengths and approaches to learning and development within a friendly, inclusive and nurturing environment. The diversity of the College is furthered by the inclusion of international students from a whole range of different countries around the world. The College has a particularly special link with Hangzhou, China.

The ethos of the College is welcoming, without pretence, and draws upon the liberal Christian values of its foundation. Relationships between all members of the community are based upon mutual respect and this is well embedded. St Dunstan's is a happy place in which to learn and teach, where great careers are launched and genuine friendships are forged.



THE DEPARTMENT

The Marketing and Development Department comprises a Head of Marketing, a freelance Designer and an Archivist, all overseen by the Director of Marketing, Admissions and Development.

The Marketing Department has enjoyed significant success over the past 18 months, in particular, including the launch of a new website and a new school video in Spring 2019, the rebranding of all the College's literature, and the initiation of a new termly magazine, The Shield. The Department has also been responsible for hosting BBC Question Time and has been shortlisted by the prestigious TES magazine for the Marketing Campaign of the Year 2019, as well as seeing its school video winning several awards.

The Development Department has successfully launched a new Alumni Software, Toucan Tech, in order to enable Dunstonians of all ages to reconnect, either online or through regular events hosted throughout the year. Events range from Christmas Drinks for recent leavers to more formal Black Tie Dinners. It is due to launch an ambitious fundraising campaign in January 2020, in order to raise funds to support the significant facility development plans of the College. These funds will be sourced to build an outside Parade Square and Amphitheatre, a new Performing Arts Hub and a new Sport and Leisure Centre. This will all be in addition to the current construction of a new Junior School, STEM centre and Sixth Form Hub, all due to be realised for the College by 2021.

The Marketing and Development Coordinator is a new position in the College and will be answerable to the Director of Marketing, Admissions and Development.

THE ROLE

We are looking to appoint an energetic and enthusiastic team player who will be able to split his or her time equally between the Marketing Department and the Development Office.



JOB DESCRIPTION

The Marketing and Development Coordinator's main duties and responsibilities include:

Marketing:

- Create and manage the publishing of content on social media platforms, including Instagram, Facebook, Twitter and LinkedIn for both the Marketing and Development Departments
- Monitor and update the College's website content
- Collect letters for and write the College's weekly Bulletin
- Assist the Head of Marketing for collecting articles for the termly magazine, The Shield
- Take photos of internal events in both the Junior School and the Senior School
- Contribute to the smooth running of the MAD office by providing event support, content generation and deal with all Event Planning Forms and room bookings for events
- Assist with ordering materials, including signage
- Attend and contribute to weekly team updates and support additional team meetings where appropriate

Fundraising:

- Monitor the newly launched alumni software on a regular basis, drawing reports
- Engage with the alumni community by keeping them informed of the College's progress and activities through a regular online newsletter, as well as social media activity;
- Help launch a range of branded merchandise for all Dunstonians
- Research extensively Dunstonians for fundraising purposes and identify major donors
- Help design and execute fundraising campaigns both online and through our alumni network
- Help organise a series of key annual events for Dunstonians
- Offer to the alumni community ways of getting involved in the College by working closely with the Head of Careers and the Head of Sixth Form
- Research and apply for grants and accreditations if appropriate

PROFESSIONAL ATTRIBUTES

The following professional attributes are expected from all staff:

Courtesy, consistency, discretion, energy and stamina, resilience, enthusiasm, flexibility, initiative, sound judgement, patience, integrity and honesty, self-awareness.

PERSON SPECIFICATIONS

The following Experience and Skills are Essential/Desirable:

Interpersonal skills	Essential	Desirable
Drive, energy and stamina	X	
Flexibility	X	
An ability to enthuse and inspire colleagues	X	
Approachable and open to change	X	
Self-starter who is highly organised, proactive and a team player	X	
Job-Related Skills/Aptitudes		
Extensive knowledge of social media channels	X	
Adept at social media and digital communication	X	
An aptitude and an enjoyment for data analysis	X	
A creative eye for innovative fundraising campaigns	X	
Evidence of how to upload and manage a website	X	
A very high standard of verbal and written communication as well as attention to detail	X	
Ability to draft accurate correspondence and proof read	X	
Ability to manage and prioritise workload in order to meet ambitious deadlines	X	
Ability to exercise judgment, identify and manage risk and to make clear, informed, appropriate and timely decisions within a fast-paced environment		X
Excellent IT skills including Word, Excell, Power point	X	
Knowledge of Marketing specific software such as InDesign and Photoshop		X

THE PACKAGE

Salary: £18,000 - £20,000 per annum

Pension: Contributory Pension Scheme ISPS (DC)

Benefits: Means-tested tuition fee remission and no registration fees*
Private Health Care Insurance (50% paid by employer)
Free lunch and beverages during term time
Staff Accommodation (subject to availability)
Free off road parking
Reduced health club membership
Salary Sacrifice Schemes
Season Ticket Loan
Free winter and summer social events
Annual flu immunisation
Use of College leisure facilities including gym, tennis courts and pool**

** Permanent staff members only*

*** Conditions apply*