



# Candidate Information

Marketing Manager

September 2022



## Sutton Valence one school, many journeys



### Introduction

Sutton Valence School (SVS) is an independent, HMC co-educational day and boarding school situated in the heart of Kent. The School is part of, and overlooks, the picturesque village of Sutton Valence whilst being just five miles from Maidstone and within convenient travelling time from central London.

The School enjoys an excellent reputation for providing a truly holistic education for its pupils. An important part of its success is the partnership between staff, parents and pupils who work together as a purposeful and supportive community, allowing pupils to excel and realise their full potential.

The Senior School's roll is currently 560 of which 113 are boarders. Class sizes are small and the overall pupil-staff ratio of 9:1 enables Sutton Valence pupils to benefit from the close guidance and individual attention of teachers. The academic staff are all highly-qualified subject specialists. In addition to the focus on excellent academic achievement, all pupils are encouraged to take full advantage of the School's broader co-curricular offering to expand and develop their interests in both the creative arts and sport, as well as their leadership skills and sense of service.

Contained within the 100 acre site, there are dedicated games pitches, an all-weather playing surface, a sports centre, which contains a fitness suite, an all-weather athletics track and field sports arena and an indoor six-lane swimming pool.

Sutton Valence Preparatory School (SVPS) occupies its own site in the neighbouring village of Chart Sutton and currently has 285 pupils between the ages of 2 and 11. SVPS offers outstanding learning opportunities for a wide-ranging cohort in each of the four pillars considered core to an SVS education: Academic, Enrichment, Community and Leadership and Service. SVPS has a long history of preparing children for the next stage of their education, including the Kent Test and entry to Sutton Valence.

## The Role

Reporting to the Headmaster, the Marketing Manager will be responsible for the planning, design and delivery of all marketing activities, including advertising and social media campaigns, website management, PR, production of marketing communications and publications for both the Senior and Prep School, public relations and admissions. The Marketing Manager will manage photography and videography and take a leading role in the organisation of key School events. The Manager works closely with the Headmaster's Office and the Admissions and Development departments.

This is an exciting time for Sutton Valence School. There is scope to develop even further the already excellent marketing provision to celebrate current successes and to support and strengthen the School's reputation as it moves towards its 450th anniversary in 2026.

The responsibilities listed below are not exhaustive, but they outline key aspects of the role.

### Marketing Internally and Externally

- Be responsible for all marketing materials to ensure key messages are communicated and both SVS and SVPS are positively promoted;
- Ensure the SVS brand is used appropriately and communicates the vision and values of the School in all Admissions and Marketing activities and events;
- Understand the key target markets of prospective parents and feeder schools;
- Keep the School website exciting, relevant and up-to-date in all areas;
- Ensure social media channels are exciting, up to date and give an excellent image of the School;
- Maintain an oversight of internal and external publications;
- Maintain an oversight of our School communications (internal and external).
- Using appropriate metrics to assess the success of the SVS advertising strategy to inform future tactics for marketing the School.

## Marketing for Admissions

- Work closely with the Headmaster, Senior Management Team and Admissions to market the School such that its admissions process is fruitful;
- Work closely with the Head of SVPS and Preparatory School staff in promoting the Senior School amongst Preparatory School pupils and parents;
- Strengthen relationships with, and understanding of, feeder schools to ensure SVS is well-positioned in their thinking.

### Marketing via Events

- Play a significant role in organisation of all Open Mornings and Open Events.
- Lead the School's involvement in various recruitment fairs and similar events such that the School is marketed successfully;
- Have an oversight of, and lead, the organisation and execution of a range of internal events which serve to market the School.

## Person Specification

### Qualifications

- Hold a relevant higher education qualification or have demonstrable, significant high quality experience working in a consumer marketing environment.

### Experience

- A proven track record of successful management with experience of leading effective communications;
- Understanding of the marketing environment in a school or similar context;
- Evidence of having designed and delivered new initiatives that have positively impacted upon individuals, groups or an organisation.





### **Additional Duties**

- This is not an exhaustive list and will vary as the School's requirements change. Flexibility regarding working hours will be expected from time to time. Occasional Saturday working and overseas travel will be necessary.

### **Must be able to:**

- Think strategically at a whole-school level;
- Balance effectively the priorities of the School;
- Operate independently under broad direction;
- Be a creative thinker, able to design solutions to challenges and consider new ways of operating;
- Be an outstanding communicator (both orally and in writing) with exceptional inter-personal skills, relating well to adults and children;
- Speak in an engaging and persuasive manner in public;
- Direct, motivate and develop the Marketing Assistant;
- Work collaboratively with others;
- Show initiative and able to make things happen;
- Be proactive in all areas of responsibility;
- Meet deadlines and thrive under pressure;
- Demonstrate a high level of organisation and excellent time management.

### **Must have:**

- Commitment to Sutton Valence School, and able to demonstrate understanding of its ethos and the School's ambitions for the future;
- Excellent listening skills;
- Proven ability to persuade and influence staff;
- High level of integrity and confidentiality;
- Resilience;
- Thorough approach;
- Energy;
- Positive attitude and approach to change and development;
- Strong sense of self-awareness and a willingness to learn;
- High standards of personal and professional presence;
- Client focused;
- Thoroughly detailed approach;
- Ability to write clearly and concisely.

## Vision, Mission and Ethos

### Vision

Through membership of our community and the academic and co-curricular opportunities it provides, we believe that all young people in our School will be enabled to fulfil their true potential. We want our students to be confident civilised, tolerant and open-minded individuals who possess a love of learning and a strong set of values reflecting our principles as a Christian Foundation.

**Our Mission** is to provide:

- A caring, supportive and inclusive community for the education of children aged 2-18, day and boarding;
- A challenging, relevant and broad curriculum delivered in ways that allow all to achieve;
- An outstanding range of sporting, artistic, cultural and social activities, and opportunities so that children can develop skills such as self-discipline, commitment, leadership and teamwork;
- A safe, secure and stimulating environment which promotes excellence, independence and high standards whilst providing support to all who need it;
- A grounding in moral and spiritual understanding which will promote respect for others, along with self-respect.

### Ethos

A community where each cares for all and individuality is cherished.

## Additional Information

The post is available from September 2022. The salary is circa £32,000 per annum. The annual holiday entitlement is five weeks plus public holidays, to be taken outside of term time.

The post does not include any accommodation.

### Application Process

Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS), and a declaration of medical fitness. It is an offence to apply for this role if the applicant is barred from engaging in regulated activity relevant to children.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. A copy of the School's Child Protection policy may be found on the School's website, which all applicants are expected to read prior to interview.

Covering letters of application should state what particular skills and attributes you can bring to Sutton Valence School, brief details of how you fit the position, including specific details of skills, experience and achievements.

To apply, complete the [application and monitoring form](#) and email it with a covering letter to [hradmin@svs.org.uk](mailto:hradmin@svs.org.uk) or post it for the attention of the Assistant Bursar, Sutton Valence School, North Street, Sutton Valence, Kent ME17 3HL.

Please note: we reserve the right to appoint prior to the closing date.

Sutton Valence School is an equal opportunities employer.

## Benefits to Working at SVS

### Pension

The School operates a contributory pension scheme which is open to all members of staff. Support Staff are offered the opportunity to join a defined contribution (DC) scheme, and currently offer two levels contribution. With Option One, the employee contributes five per cent of their salary, and the School contributes three per cent. With Option Two, the employee contributes seven per cent and the School contributes fourteen per cent.



### Fee Remission



All staff with a contract for at least one full term and have children who attend either the Senior or Preparatory School will be eligible to receive a discount in respect of School fees (excluding the Nursery). The current rate of discount is 65 per cent for full-time staff, and for part-time staff the relevant percentage will be calculated on a pro rata basis.

### School Meals

All staff are provided with excellent lunches with no charge.



## Benenden Healthcare Membership



All staff are welcome to join the Benenden Healthcare Scheme. The cost of joining Benenden is currently £11.90 per month; the School pays up to 80 per cent of contributions, based upon length of service. Further Information is available from the Bursary.

### Fitness Facilities

All staff may use the Senior School's fitness facilities at designated times. These facilities include an indoor, heated, six-lane swimming pool, a fully equipped air-conditioned Strength and Conditioning Suite, and a Cardiovascular Suite, as well as a large sports hall available for a multitude of sports.



### Free Parking

Both the Senior and Preparatory School sites have free, ample parking available for staff. Both sites have disabled bays available.





**Sutton Valence School**

North Street  
Sutton Valence  
Kent ME17 3HL

[www.svs.org.uk](http://www.svs.org.uk)  
01622 845200

A member of The United Westminster and Grey Coat Foundation. Registered Charity No 1181012.