



St Leonards  
St Andrews

# Marketing Assistant

INFORMATION PACK



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# Marketing Assistant

**Responsible to:** Marketing & Communications Manager

**Responsible for:** N/A

**Salary:** £24,327 - £25,837 per annum, depending on experience

**Hours of Work:** Full time, permanent, Monday to Friday - 8.30am - 5.00pm (37.5 hours per week with a one-hour daily unpaid lunch break). Occasional out of hours and weekend work may be required. Commencing July/August 2024

## Job Purpose

The Marketing Assistant will actively uphold the ethos and values of St Leonards School, managing, protecting and projecting the School's reputation both locally and further afield. The Marketing Assistant is one of the main points of contact for key stakeholders of St Leonards, providing effective communication, branding and information-sharing concerning St Leonards.

Reporting to the Marketing & Communications Manager, and ultimately to the Director of External Relations, the post-holder will work primarily to support the School's Marketing function, assisting with internal and external communications, imagery, digital and print marketing, social media and building relationships within the wider community. The role will involve promoting and raising the profile of the School in target market segments, locally, nationally and internationally, and protecting and maintaining the St Leonards' reputation as a leading co-educational boarding and day school. They will also support the wider External Relations Department and assist with events organisation and management, which will involve occasional weekend and evening work.

The role sits within the External Relations Team, a collaborative structure encompassing the Admissions, Alumni and Marketing functions. The ideal candidate will thrive in a busy environment and will be used to balancing competing demands and delivering results under pressure. The postholder must demonstrate outstanding interpersonal, communication and organisational skills and a 'growth mindset' to be successful in this role.



# DISCOVER ST LEONARDS

St Leonards has been at the forefront of education since its foundation in 1877. It is a traditional school, yet forward-thinking and ever progressive in its outlook, offering a truly inspirational global learning environment for pupils aged five to 18.

St Leonards is an HMC and IB World School situated in the heart of the vibrant, historic and cosmopolitan university town of St Andrews, the 'Home of Golf'. The School is fully co-educational with 600 pupils from Year 1 to Year 13, over 150 of whom are boarders, with boarding available from age ten. The Junior School accounts for 135 of the pupils of St Leonards, with plans to continue to grow our Junior boarding offering.

With 34 nationalities in the pupil body, it is a school with a truly global outlook. The school's motto is *Ad Vitam* ('for life'), and the approach to learning of the International Baccalaureate permeates all areas of school life, within and beyond the classroom. The IB ethos is central to all that we do in our school community, to our present day and to our future.

St Leonards offers an exceptional range of enriching academic, sporting, musical and creative opportunities, and was named 'Scotland's Independent School of the Year' by the Sunday Times for 2019, in recognition of its complete commitment to offering a first-class education.

Since then, St Leonards has been named winner of the BSA Boarding Research (Boarding & Wellbeing) Award 2022, and most recently was named Independent School of the Year 2024 for Academic Performance (A Level/IB)

The average IB Diploma points score in 2023 was 35, with over 85% of all Higher Level (HL) scores graded at 7/6/5 (equivalent to A\*/A/B at A level).

The School has recently undergone a multi-million refurbishment programme of the boarding houses; a sector-leading golf programme is well established; the record school roll continues to grow; academic achievement is strong; public recognition of St Leonards is incredibly positive; the highest standards of pastoral care are provided by experienced and committed staff, and outstanding teachers are attracted to work in and become part of the inclusive and diverse St Leonards community.

One hour from Edinburgh Airport and approximately a one-hour flight from London, our enviable Scottish location is accessible, with beautiful beaches, historic landmarks and rolling countryside on our doorstep.

The town is very much seen as an extension of the School campus and St Leonards' close collaboration with the University of St Andrews, recently voted the top university in the UK for a second year running, is yet another opportunity. It truly is a special place to live and to work, offering an outstanding quality of life in the most scenic of surroundings.

As we move towards our 150th anniversary, the School is at an exciting stage of its development. At St Leonards, we aspire to attract and retain the best staff, who embody the IB Learner Profile attributes and strive to deliver a holistic education that effectively prepares pupils for the future, fostering in them a love of learning that they take with them through life, *Ad Vitam*.



# Marketing Assistant

### Duties and responsibilities:

- Assisting with the effective delivery of marketing and PR activities/projects and the achievement of agreed targets.
- Supporting and assisting the School's Marketing team with the creation and maintenance of all of its marketing assets at the direction of the Marketing Manager.
- Working closely with in-house stakeholders and third-party suppliers, ensuring compliance with the brand guidelines, attention to detail and core messaging adhered to at all times.
- Creating on-brand designs, content and outputs across digital and offline marketing activities including, in particular but not exhaustively, advertising, social media, website, photography, video, events, newsletters, campaigns, advertising and other marketing initiatives.
- Assisting with the maintenance and updates to the content, design, journeys of the School's websites, collateral and other assets.
- Monitoring the School's profile and online presence on third-party sites and platforms.
- Work closely with the Marketing & Communications Manager and the Marketing & Events Coordinator and teaching staff in Senior, Junior and Boarding to produce a consistent and engaging stream of stories of interest and information.
- Assisting with the production of the School newsletters and mailing.
- Ensuring the School's image and logo library is kept up to date and assisting with formatting and branding internal communications, in line with brand standards.
- Assisting with the photography and filming of key school events and celebrations, including some out of normal working hours work.
- Assisting with the production, conducting, administration and evaluation of market research and customer surveys - sharing the data to help to refine marketing strategies and improve campaign performance.
- Supporting and assisting with the practical organisation, delivery, administration/logistics and running of events, working closely with colleagues within the department and the wider school community to do so. Some out of hours, evening and weekends, work may be required on occasion to support events.

### National and School Standards:

- Have an understanding of the IB Diploma, BTEC, IGCSE/GCSE, MYP and PYP programmes.
- Demonstrate knowledge of and uphold and support all of the School's policies and the School's Development Plans.
- Contribute to the ethos of the School, for example, by promoting positive relationships among staff, parents and children.
- Demonstrate a sound knowledge and compliance with Health and Safety guidelines and procedures.
- Demonstrate an understanding of the way roles and responsibilities are shared among staff and how to obtain help from staff within the School, including those with responsibility for the curriculum, guidance, learning support and staff development.

*This is not intended to be an exhaustive list of duties, and it is expected that the post-holder will participate in other reasonable activities according to the needs of the School and for better fulfillment of the role.*

# PERSON SPECIFICATION

## Education, Training & Qualifications

### Essential

- SQA Higher Level/A Level/IB Diploma or equivalent in English.

### Desirable

- Educated to degree level
- Marketing, Communications or Public Relations degree.
- A professional qualification in Marketing, Communications and/or Public Relations.

## Knowledge & Experience

### Essential

- Familiarity of writing clear, compelling copy and proofreading work for accuracy and quality.
- Use of social media for effective marketing, including content creation, audience analysis and campaigns.
- Familiarity with search engine optimisation and Google Analytics.
- Proficient in Adobe Creative Cloud, particularly Photoshop and Premiere Pro.

### Desirable

- Experience of working with a number of stakeholders in a marketing related context.
- Experience in Marketing, PR or a related role.
- Photography experience.
- Events experience.
- Knowledge of Google Suite.

## Competencies & Personal Attributes

### Essential

- Able to manage multiple projects and deadlines while maintaining attention to detail.
- Be forward thinking, intuitive and collaborative in nature with a 'growth mindset' seeking to learn, reflect and improve.
- Excellent communication skills, both written and verbal.
- Excellent interpersonal skills, confident and resilient.
- Ability to work as part of a team as well as independently.
- Highly competent user of ICT and social media.
- Creative and a competent problem solver.
- Effective time management skills, well organised with the ability to plan and prioritise to meet deadlines.
- An open communicator, willing to report progress and identify issues early on.
- Professional manner and appearance with the ability to act as an ambassador for the School.



# THE APPLICATION PROCESS

St Leonards is committed to creating a diverse and inclusive culture, where all members of the community - colleagues, pupils and families - are seen and valued. This culture ensures that St Leonards delivers an outstanding global education in a multi-cultural living, learning and working environment.

Applications should be made via our School Talent/Teacheroo portal - link found [here](#)

**Closing time and date for applications is 12 noon on Friday 2 August 2024**

**Early applications are encouraged as St Leonards reserves the right to interview and close the post early.**

Any questions may be directed to Stuart McGill, Marketing & Communications Manager at [recruitment@stleonards-fife.org](mailto:recruitment@stleonards-fife.org) in the first instance.

*All successful applicants will be required to undertake a Criminal Record check and either hold or be accepted for membership of the Disclosure Scotland Protecting Vulnerable Groups (PVG) scheme.*





# St Leonards

St Andrews

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