

Contextual Information for the appointment of Marketing Manager

The post of marketing manager is an exciting opportunity to help shape and build for the future position of Stratford upon Avon School. The school has recently gone through a significant period of growth and development both in terms of student numbers and school facilities. This role will play a critical part in the development and maintenance of the school reputation and will act as a key link to external stakeholders including the press and media, potential donors and school alumni.

The role of marketing manager is both strategic and practical. The post holder will need experience of developing marketing strategy and be comfortable in the delivery of a range of marketing activities. With a particular focus on building our social media presence. This role will be key in developing a digital marketing profile for the school.

This position provides the opportunity to build on our existing marketing programme and to bring your own viewpoint and expertise to it. This will include the management of the school website, the organisation of regular school events and oversight of school display and promotional materials.

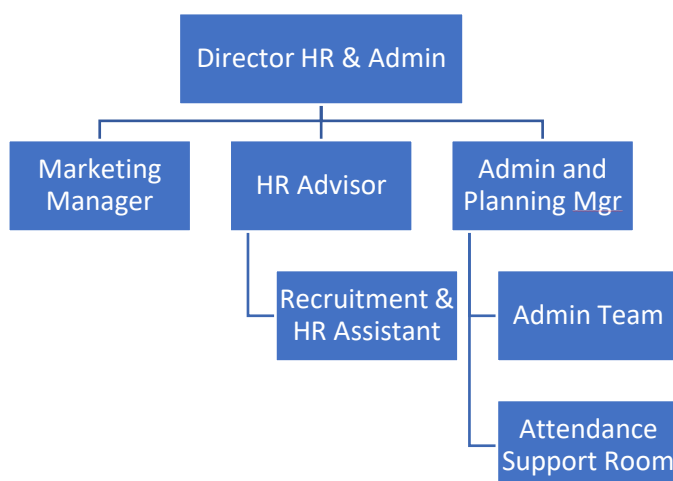
The successful candidate will have a 'can do' attitude, an ability to work independently and comfortable working with a range of stakeholders to successfully deliver their objectives. The post is suited to a highly organised person with a systematic approach to work, able to prioritise their own workload and manage a diverse range of tasks. It is also essential that the successful candidate will often be a spokesperson for the school and consequently must work with discretion and confidentiality.

The position is for 37 hours per week working Monday to Friday. The actual working hours will be determined with the successful candidate alongside the needs of the department. There is some need for flexibility to allow for some evening and out of hours work for school events and media related tasks.

The post is term-time (38 weeks) plus five teacher training days per annum, plus a further three weeks to be worked during school holidays: a total of 42 weeks.

Department

Marketing is headed up by the Director of HR & Administrative Services who is responsible for HR, recruitment, marketing and the administrative teams including reception, main school office and our student services team. The post holder will work closely with colleagues from across the school including the Headteacher, Performing Arts, IT, admissions admin team.



Working hours and holiday Arrangements

The post is advertised as 37 hours per week; 42 working weeks per year.

As you are entitled to a proportion of the full-time annual entitlement, the pay allowance for your holiday entitlement is included in the calculation of your annual salary. The number of weeks you will be paid each year is 48.51 weeks based on grade and as a result you are not entitled to take holiday entitlement during term time. This may increase dependent on any continuous service.

Grading of the post

The pay system in operation uses a banding system, and this post is aligned to Band I. The indicative salary is as noted in the advertisement.

Payment is made monthly at the end of the calendar month direct into a nominated bank or building society account. Cost of living rises are awarded for all staff on or around 1st April each year, except during national wage freezes. Increments within the scale for the post are automatic in April, as long as a minimum of six months has been completed by the time of the first increment and successful completion of the probationary period. For example, if starting in September, the increment would be paid the following April, but if starting on 1st December, the first increment would not be paid until six months had elapsed, that is on 1st June.

Induction and Professional Development

An induction programme will be developed for the successful applicant and a programme of support and training will be given. After the induction period, a planned professional development (PD) programme will be agreed, linked to the competency-based performance review system, which is carried out in school for all staff.

The organisation of staff at Stratford upon Avon School

There are around 240 staff employed at the school, with slightly over half being support staff. We aim to be a cohesive, inclusive workforce, and we operate in a professional environment of respect, with the overriding purpose for every post in the school being to support the learning of our students.

We take seriously the wellbeing of our staff and believe that everyone has a vital contribution to make to the life and vibrancy of the school. We operate a wellbeing programme; all staff have the opportunity to be involved in school improvement activities, and to contribute to student development through co-tutoring, mentoring and other areas appropriate to their role and expertise. Other opportunities, include running extra-curricular clubs, accompanying school trips, leading an assembly, getting involved in sport (e.g. staff football or cycling), and participating in staff social events.

Start date

It is anticipated that the successful candidate will be able to start as soon as possible. However, it is our policy always to appoint the individual whom we believe to be the best person for the job, and if there is a delay whilst extended notice is worked, then that is accepted.

Interviews

The selection process will normally take place with 2 weeks of the closing date.

I hope you find this opportunity of interest, and we look forward to receiving your completed application form. Meanwhile if you have any questions or queries about the post, please contact me at the school, on 01789 268051.

Jenny McCormick
Director of HR & Administrative Services
October 2026