



Appointment of

Marketing Assistant

Full-time, fixed-term contract until 31 August 2025

With the possibility of extension or permanent appointment

Information for Applicants

Letter from the Head

Dear Applicant

Thank you very much for your interest in becoming a Marketing Assistant here at Alleyn's. I am delighted that you are considering it and I hope to give you a sense of our school and why it is such a wonderful place to work! Our ROCCK values (Respect, Opportunity, Curiosity, Courage, Kindness) will also tell you what we are seeking to achieve here.

So, why Alleyn's? I started as Head here in January 2021, so I feel in a good position to help you answer that question, having asked it myself a few short years ago! You'll know, from our website, most of the key facts. We are an academic, co-educational through-school; our Junior School is also on our site and we love the fact that many of our pupils learn here from 4–18. We are situated in an inspiringly leafy part of SE London, on a beautiful and well-resourced site with the City of London twinkling enticingly on the horizon, just about four miles away.

As one of the three Dulwich Foundation Schools, Alleyn's is part of a historic foundation which has been educating young people for 400 years. Our namesake and founder, Edward Alleyn, was one of the great Elizabethan players, and playful academic exploration and discovery is something we very much welcome here. I won't go into the less reputable activities he was famous for, but as well as acting, Edward Alleyn was also a philanthropist and a philosopher. His "College of God's gift" was established to change the lives of children – initially "12 poor scholars". It is rather wonderful that the original 12 has grown into our large, thriving community of more than a thousand children. Alleyn's has been honouring the founder's legacy, as one of this country's leading co-educational schools, for generations.

We are very over-subscribed and entrance to the school is intensely competitive. Our pupils are gifted and ambitious and, unsurprisingly, they do extremely well in exams. I can't pretend that we are not proud of our pupils' results; we are, of course, but they are a by-product of an Alleyn's education, not the reason for it. The 'outcomes' we most care about are the incredible young men and young women who leave us. They are engaging, grounded, passionate and interesting individuals, who cross the stage at graduation, aware of who they are and what they care about and very ready to go out into the world and make it better. We're not the only people who think this; we loved Tatler's take on it in their Schools Guide this September: "If you're looking for the epicentre of forward-thinking education, here it is" they said, quoting a recent visitor to the school, 'the school is "dynamic, diverse and thinking in the future tense."

The really lovely staff/pupil relationships here are critical and they underpin all we do. The strength of the relationships was one of the things people told me about before I started at the school and the other thing was how delightful Alleyn's pupils are. And they were right on both counts! Our students are grounded, engaged and enormous fun; they wear their talents lightly, they support each other, they are often impassioned and keen to fight for important causes and they are (mostly!) very engaged by the adventure of learning. They also make us laugh a great deal (you can see lots of evidence of all of this in our latest ISI report - do have a look at the highlights online).

Pretty much all of our pupils are involved in the co-curricular life of the school and in our partnership and outreach programmes. This matters to us and we do ask all our teaching staff to play an active part in the co-curricular and enrichment programmes partly because so much of the fun and friendship here stems from this. Equally, of course, most staff will play a role in the pastoral care and education which is delivered through Year Groups, School Sections and Houses. The Outreach programmes at Alleyn's are a big part of who we are and a critical part of an education here.

I hope this summary has been helpful and that you feel excited by this opportunity and keen to apply. If perhaps you are thinking that a historic, academically selective independent school might be a bit daunting or might not be the right place for you, can I urge you to reconsider this? We are emphatically not a 'one-size-fits-all' community and we take great pride and delight in individual differences and the successes these bring. And of course, our pupils benefit from seeing a varied team of adults working together successfully and happily as part of a diverse and inspiring team. If you join us, we hope that you will quickly feel part of the school community and we will warmly encourage you to make the most of the many opportunities for personal and professional development on offer.

I also very much hope that you will be able to get a sense of the energy and fun at the heart of our school during this recruitment process. The informality, the warmth and the unpretentious approach at Alleyn's really is infectious and I hope you will feel it, as I did, the moment you walk through the doors. There is nothing entitled, stuffy or pompous about this school. And we really hope that you will enjoy getting to know us a little bit.

May I wish you the very best of luck.

Yours faithfully,



Mrs Jane Lunnon
The Head



About The Role

Thank you for your interest in the role of Marketing Assistant. This position plays a vital role in supporting the Marketing and Communications Team to promote and enhance the School's reputation. It is an exciting and busy time for the Alleyn's Marketing and Communications team and we are looking to expand our energetic, creative team with this temporary position. It is a varied, interesting and hands-on role with plenty of opportunity to get involved in a busy school environment.

The Marketing Assistant will assist in the execution of marketing strategies and deliverables across digital platforms, content creation, and publications, contributing to the overall strategic aims of the Marketing and Communications Team.

The role-holder will collaborate closely with the Director of External Relations, Marketing Manager, the Marketing and Communications Team, and key stakeholders to contribute to the ongoing development of the School's brand identity. This includes helping shape its international presence and effectively engaging with the wider community.

Responsibilities of the Role:

- Support the development of messaging and delivery plans for the following marketing channels:
 - School Website
 - Social Media Channels
 - Online Marketing
 - Digital Content
 - Digital Newsletter
 - Printed School Publications
- Develop, deliver and monitor Alleyn's School Enterprise Limited's presence across social media and digital platforms through a coherent and relevant social media strategy.
- Work with the Marketing Manager and the Digital Marketing Associate to support the effective management of the School's website by ensuring high-quality content, updating copy, and making regular updates as needed. This includes coordinating with and liaising with editors and contributors across the School to maintain an engaging and accurate online presence.
- In collaboration with the rest of the Marketing and Communications Team, help develop, deliver and monitor the School's presence across social media and digital platforms through a coherent and relevant social media strategy.
- Cover for the Videographer and Photographer in their absence, carrying out photography of informal and formal events, and of pupils and staff around the School, some of which will by necessity take place outside of normal office hours.
- Work with the Design and Branding Officer to ensure brand consistency across all marketing materials and communications.
- Develop and contribute to key performance indicators across all marketing activities.
- Contribute to the development of a peer-training culture in order to share skills and best practice across the department and organisation.
- Under the guidance of the Marketing Project Coordinator, assist with conducting research and preparing reports on the impact of digital marketing and communications in meeting the strategic objectives of the School.
- Carry out other duties for the Marketing and Communications Team as reasonably required.



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Other

- Being aware of the School's Health & Safety Policy.
- In conjunction with all staff of the School, supporting, promoting, and acting within the School's data protection policies and practices.
- Promoting the School's eco-agenda and ensuring all work is carried out with a view to reducing waste and protecting our environment.
- In conjunction with all staff of the School, supporting, promoting, and acting within the School's Safeguarding Policy.
- Undertaking any additional duties, as directed by the Director of External Relations or Marketing Officer (Publications and Editorial) which are within the reasonable capability and responsibility of the Marketing Assistant.

Line Management

The Marketing Assistant is managed on a day-to-day basis by the Marketing Manager (Publications and Editorial) and Director of External Relations. The role holder will also have free access to the COO who holds ultimate responsibility for Operational Staff.

Our Values (the Alleyn's ROCCK!)

Respect

Opportunity

Curiosity

Courage

Kindness

Person Specification

The ideal candidate will have:

Qualifications:

- A relevant undergraduate degree, or other equivalent qualifications / professional development.

Experience:

- Proven experience in Marketing or Communications.
- Demonstrable relevant experience in digital marketing or communications is essential.

Skills and Abilities:

- Excellent written communications skills which facilitate accurate proof reading, the ability to produce strong copy, resonant design and images which relay messages in a concise, informative and persuasive manner.
- Effective verbal communication skills which aid the building of a positive rapport with internal and external stakeholders; strong visual communication skills.
- Adept knowledge (as well as the ability and willingness to learn) of software with marketing functionality (such as InDesign, Canva, Mailchimp, Google Analytics and content management systems) as well as strong general IT skills (Microsoft Word, Outlook, Excel, etc.).
- Ability to plan, prioritise and manage projects effectively and autonomously in a timely fashion alongside day-to-day responsibility.
- An understanding of how to extend and embed a set of brand values across multiple communities, teams and stakeholders.
- Ability to assist and work well with colleagues.
- A proactive and results-oriented approach to problem-solving.

Personal Attributes:

- A proactive and flexible approach to work, with the ability to respond to changing priorities and demands.
- Punctual and reliable; ability to adapt working hours to suit the needs of the School.
- A strong attention to detail and a commitment to excellence.
- Commitment to continuous professional development.
- A great team player and enjoys open and collaborative working, including managing difficult situations and to form and maintain important relationships.



Working at Alleyn's

Terms and Conditions

This role is based on-site at Alleyn's School in Dulwich, South London, and is offered as a full-time, fixed-term contract until 31 August 2025, with the possibility of extension or transition to a permanent appointment. The position includes twenty days of holiday per year, plus public holidays, along with a discretionary closure period over Christmas, rising to twenty-five days after five years of employment.

The core hours are based on 37.5 hours a week. Normal working hours will be between 8:00 am to 4:00 pm or 9:00 am to 5:00 pm, Monday to Friday, excluding a 30-minute unpaid break for lunch. Due to the nature of the role, it is essential that applicants are flexible to adjust working patterns outside 'normal' office hours including evenings, early mornings, and weekends. The successful applicant will be expected to work a full day on Founder's Day, one Saturday per year in late June or early July.

The salary for this position will be from £30,000 per annum, based on experience and qualifications and will be paid in monthly instalments.

The school provides additional benefits to its staff, including income protection insurance, an employee assistance programme, enhanced family leave pay, lunches and other refreshments, the use of school facilities including the swimming pool and gym, access to the library, free tickets to school performances, and the opportunity to join one of two private healthcare plans. Staff also enjoy discounts with local businesses and may use holiday sports camps for the children of staff at a preferential rate.

The role holder will have access to, and may be automatically enrolled into, the School's Group Personal Pension Plan, currently provided by Legal & General. This plan may involve contributions being made via salary sacrifice based on 6.5% employer contributions.

The post has the possibility of becoming permanent following successful completion of a six-month probationary period.

On completion of the required recruitment checks, the post would be available to the successful candidate with immediate effect or at the completion of their due term of notice.

Commitment to Safeguarding

We are fully committed to providing a safe environment for children, staff and visitors.

We promote a climate where anyone in the community can freely share their concerns about themselves, or others, in terms of individual safety and well-being.

We protect the interests of the children at Alleyn's through awareness among all members of staff of the kinds of issues of abuse, maltreatment and neglect that would impair a pupil's health or development.

In this way, Alleyn's supports its pupils' development by fostering security, confidence and independence.

We provide an environment in which children and young people feel safe, secure, valued and respected, and know how to approach adults if they or those whom they know are in difficulties, with the assurance that they will be listened to.

Everyone in the staff community at Alleyn's takes responsibility for safeguarding, and we always aim to act in the best interests of the child.



Arrangements for the Appointment

How to Apply

The application form can be downloaded from our website, www.alleyns.org.uk/jobs.

Candidates should complete all sections of the form and submit it together with a completed Equal Opportunities Monitoring Form, full CV and covering letter.

Please address your covering letter to the COO, Mr Guy Collins-Down, **explaining in your letter why you are interested in this particular position at Alleyn's and why you think it would suit you at this time in your career.**

All documents should be emailed to jobs@alleyns.org.uk.

Alternatively, they can be posted to:

The HR Department, Alleyn's School, Townley Road, London SE22 8SU.

The deadline for applications is midday on Monday 17 February 2025.

If you have any questions, you are very welcome to contact Human Resources by email at jobs@alleyns.org.uk or by phone on 020 8613 5016.

Interviews and Appointment

Interviews will be conducted at the School on **Thursday 6 and Friday 7 March** and will consist of interviews with relevant colleagues including the Director of External Relations and the COO. There will also be an opportunity to meet with other relevant staff. Please note that references may be taken up before the interviews. If you would prefer to be contacted first please state this.

Safeguarding Checks

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. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced DBS check.

Equal Opportunities

As an Equal Opportunities employer we welcome applications from all applicants who meet the requirements for the position. However we are especially keen to receive applications from those in minority groups for which the School is currently underrepresented. We celebrate diversity and thrive on the benefits it brings.

