

Shrewsbury

CO-EDUCATIONAL BOARDING & DAY SCHOOL



Information for Candidates
Marketing Administrator

Contents

Headmaster's Welcome	3
Welcome to Shrewsbury School	4
Marketing Administrator Advert	5
Job Description	6
Person Specification	9
Our Ethos	12
Academic Life at Shrewsbury	13
Support Staff at Shrewsbury	14
Pastoral Life at Shrewsbury	15
International Links	16
The Application Process	17
Benefits and Contractual Terms	18
Recruitment Guidance Notes	20

Headmaster's Welcome

Having moved to Shropshire with my wife and young family in 2018, I can speak with first-hand experience of the warmth of welcome offered by the School community and indeed within the town of Shrewsbury. It really is a friendly, gentle yet invigorating place to live and work.

The School's 110 acres have the feel of a village gathered around a green. Stunning architecture complements the natural beauty of ancient trees and open spaces that are meticulously maintained. We wholeheartedly believe that children and staff alike respond to the inspiration of their surroundings. There can surely be fewer more uplifting places in which to live and learn. Staff morale is high and there is a shared sense of purpose which is energising. The pupils are a diverse crowd who are united by a willingness to participate and enjoy all that the school has to offer. We have an excellent staff development programme ensuring that colleagues are stimulated to keep growing as professionals.

Above all, it is a community where the individual is celebrated and encouraged to become the fullest and best version of her or himself: this goes as much for the staff as it does the children in our care.

Thank you for your interest in Shrewsbury School. I hope that this document will encourage you to go ahead with an application that may lead to your joining this unique and vibrant school community.



Welcome to Shrewsbury School

Shrewsbury School, Independent School of the Year 2020, has a world-class reputation for all-round excellence. Fully co-educational, with a seven-day boarding heartbeat and an integral day community, the school delivers a dynamic education that develops the abilities and enthusiasms of each and every pupil.

Founded by Royal Charter in 1552, Shrewsbury School is one of the 'great' nine schools in England identified by the Clarendon Commission of 1861. The School moved to its current location in 1882. Over the centuries it has grown in size and reputation. The School is now ranked amongst the leading co-educational boarding schools in the world, educating around 840 pupils aged 13-18 years.

Shrewsbury delivers a programme of academic learning that is exciting, challenging, responsive and versatile. On the School's breath-taking 110-acre site on the banks of the River Severn, pupils also have the opportunity to participate in a wide range of sporting, music, drama and co-curricular activities, as well as being encouraged to engage in adventure and charitable endeavour.

Shrewsbury School is committed to a seven-day full boarding model that benefits from a local day element. The School offers only one kind of boarding: full boarding, with nearly 80% of the school roll being full boarders and around 20% holding non-UK passports.

Packwood Haugh Prep School (co-educational, boarding and day school for pupils aged 3-13) became part of the Shrewsbury family of Schools in 2019.

Shrewsbury is a registered charity with a number of wholly owned trading companies, an annual income of over £35m and a staff of 400. It is overseen by a Governing Body which has up to 19 members. The Governing Body and its Committees meet once a term.

Recent years have seen an ambitious programme of new buildings and refurbishment projects. The fully refurbished Barnes Theatre, recently opened by Sir Michael Palin, Old Salopian, with additional new teaching facilities for Drama and Dance. A full refurbishment of Rigg's Hall, one of our boys' Houses, completed in 2022, with refurbishment projects of Churchill's and Ingram's Hall finished in December 2023. The building of a fifth girls' House (Queen Elizabeth Hall) was completed and opened in September 2023, along with two new all-weather sports pitches.

Marketing Administrator

Permanent, Full Time

A fantastic opportunity has arisen to join our Marketing Department to provide administrative support.

This is a diverse role where you will be dealing with a varied workload. The successful candidate will be an experienced administrator who is able to juggle deadlines and be flexible in approach. You will be adaptable, friendly, a good communicator and happy to work as part of a wider team, as you will also provide ad hoc administrative support for the Admissions Department.

Essentially you must have:

- A good standard of education, with an ICT or Marketing qualification.
- The ability to work quickly and accurately, with good attention to detail, in a busy office environment.
- Extensive ICT experience with Microsoft Office suite, marketing software and social media platforms.
- Experience of organising events, CRM systems use, or digital marketing would be an advantage.
- First class attention to detail, together with good verbal and written communications.

This is a full-time, permanent position working 35 hours per week, Monday to Friday, from 09:00 to 17:00, all year round. The successful candidate will need to be flexible to working hours because support will be required during events being held occasionally in the evenings and on the weekends.

In addition to a competitive salary, we offer generous benefits including enhanced holiday entitlement and pension contributions, training and development, life insurance, school lunch when the kitchens are operational, car parking, use of school facilities when not in use by pupils (library, swimming pool, gym, tennis courts, squash courts) and access to a cycle to work scheme.

Early applications are encouraged. We reserve the right to close this vacancy early, should a suitable candidate be appointed before the closing date.

A full application pack and job description can be obtained from our website:

<https://www.shrewsbury.org.uk/about-shrewsbury/job-vacancies>

or via email: recruitment@shrewsbury.org.uk

Closing Date: 12 noon, Tuesday 29 July 2025.

Interviews will be held during week commencing 4 August 2025.

Shrewsbury School is committed to safeguarding and promoting the welfare of children and young people, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Job Description

MAIN PURPOSE OF ROLE

The Marketing Administrator will provide administrative assistance to the Director of Marketing and Communications, Marketing Manager and the wider Marketing team. The post is located in the Marketing Department and the post holder will also provide support to members of the Admissions Department on an adhoc basis.

LEVEL OF POSITION

The Post holder will report directly to the Director of Marketing and Communications who is responsible for day-to-day line management including annual reviews, training and development and health and safety.

DUTIES AND RESPONSIBILITIES

The duties and responsibilities below are illustrative. The position holder will be expected to become involved in a range of work on occasions that may not be shown below:

Main Responsibilities:

- Support the Director of Marketing and Communications and whole Marketing Team in administrative tasks helping to deliver the Marketing Strategy and operational plans.
- Respond to customer enquiries from the school website, social media channels and promotional campaigns including the Shrewsbury Summer School promotions and update all customer details onto the Customer Relationship Management (CRM) system.
- Maintain the customer records on the CRM and school MIS systems throughout their journey through the recruitment/marketing funnels.
- Use the project management and to do software programme used by the marketing team to successfully action required administrative tasks and objectives.

- Provide timely support to the Admissions Team helping customer progression through the recruitment funnel at peak times of the academic year.
- Assist the marketing team in preparation for all marketing events, including Open Days and Feeder School events. This will include compiling attendance lists, communicating with attendees pre and post event, preparing name badges, setting up marketing display materials, collating promotional goods for visitors to take away with them.
- Provide support at events at Shrewsbury or the family of schools including marketing events by welcoming visitors and ensuring the smooth running of events.
- Assisting the marketing and admissions teams with customer communications using our digital channels as well as conventional print communications such as large-scale mailings and mail-merges.
- Maintain stock levels of marketing promotional items and literature.
- Maintain the organisation of the marketing storage areas and the loan system of key marketing equipment.
- Support the collation of marketing reports from our various data sources and software.
- Undertake research for marketing reports as set out by the Director of Marketing and Communications and Marketing Manager.
- Support the Director of Marketing and Communications with administrative support.

SUITABILITY TO WORK WITH CHILDREN

- Shrewsbury School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
- The postholder must comply with the School's Safeguarding & Child Protection policy at all times.
- The postholder must undergo Safeguarding & Child Protection training as directed by their Line Manager.

- Full safer recruitment checks will be completed on successful candidates which will include an Enhanced Disclosure & Barring (DBS) check.

CONTACTS

In all contacts the successful applicant will be required to be a good ambassador for Shrewsbury School as well as maintain constructive relationships.

Person Specification

It is anticipated that the successful candidate will demonstrate the following:

	<u>Essential</u>	<u>Desirable</u>
<u>Qualifications:</u>		
• Excellent standard of Education to A Level (or equivalent)	✓	
• GCSE English and Mathematics to at grade C / Level 5	✓	
• An IT qualification would be an advantage or qualified by experience.		✓
• An NVQ or equivalent qualification in Business Administration or customer services would be an advantage.		✓
• A full UK driving licence		✓
<u>Work Experience:</u>		
• Experience of working in a busy office environment	✓	
• Experience of organising events, CRM systems use, or digital marketing would be an advantage.		✓
• Proven ICT experience to be able to provide high level IT support to the team.	✓	
• Some knowledge of customer care and hospitality would be an advantage		✓
• Neatness, accuracy, and a high attention to detail, including strong proof-reading skills.	✓	
• Able to keep accurate written & electronic records.	✓	

- Excellent interpersonal, customer service and telephone skills to liaise with a wide range of people both internally and externally ✓
- Strong administrative and organisational skills. ✓
- Strong keyboard skills in order to produce quality administration and correspondence to a high standard ✓
- Good degree of organisational ability ✓

Specialist knowledge

- A high standard of accuracy in written English ✓
- Working knowledge of the Microsoft Office software including Word, Excel, PowerPoint ✓
- Possess cultural awareness and sensitivity in working towards the aims of the Department and the School. ✓
- Committed to maintaining a safe and secure working environment ✓

Personal attributes:

- A good team player with the ability to contribute effectively to a small team environment and in particular be willing to be involved in all aspects of an administrative role ✓
- A positive and cheerful approach to work ✓
- Must be able to carry out simple instructions either supervised or unsupervised ✓
- Good time management skills with the ability to develop into working independently ✓
- Motivated individual with a good work ethic who is reliable ✓

- A professional approach to welcoming visitors to the school ✓
- A pleasant and welcoming telephone manner ✓
- Hard-working, with a strong eye for detail and a willingness to 'roll up ones sleeves' and show a flexible attitude to work, to ensure the best outcome. ✓
- Energetic, motivated and enthusiastic but being tactful and patient and staying calm. ✓
- Willing to make a full contribution to the life of a busy independent boarding school. ✓

Other / Special working conditions

- Possess cultural awareness and sensitivity in working towards the aims of the Department and the School ✓
- Experience of working in a marketing position previously would be an advantage. ✓
- Evidence of having a flexible approach to work to meet the demands of the School where necessary ✓
- Occasional work outside normal office hours to meet the demands of the office and assist on events ✓

Our Ethos

Shrewsbury School has a strong vision, derived from our position as a major co-educational boarding and day school of international reputation.

A Shrewsbury education will educate and empower each individual pupil to flourish in life and contribute positively to the world around them.

Shrewsbury offers a unique whole person education – Floreat – that fosters learning and personal development in four vital and mutually reinforcing fields: the intellectual; the active; the expressive and the reflective. Through this distinctive model of education Shrewsbury promotes the Six Salopian Virtues: wisdom; kindness; courage; integrity; self-mastery and spirit.

As a learning community, the school pursues academic knowledge, wisdom and truth with the aim of developing the ‘cultural capital’ of each child and instilling character strengths, aptitude and vital life skills, such as resilience and resourcefulness. The individual is able to flourish whilst also pursuing communal values, social responsibility and a willingness to contribute positively to the wider world.

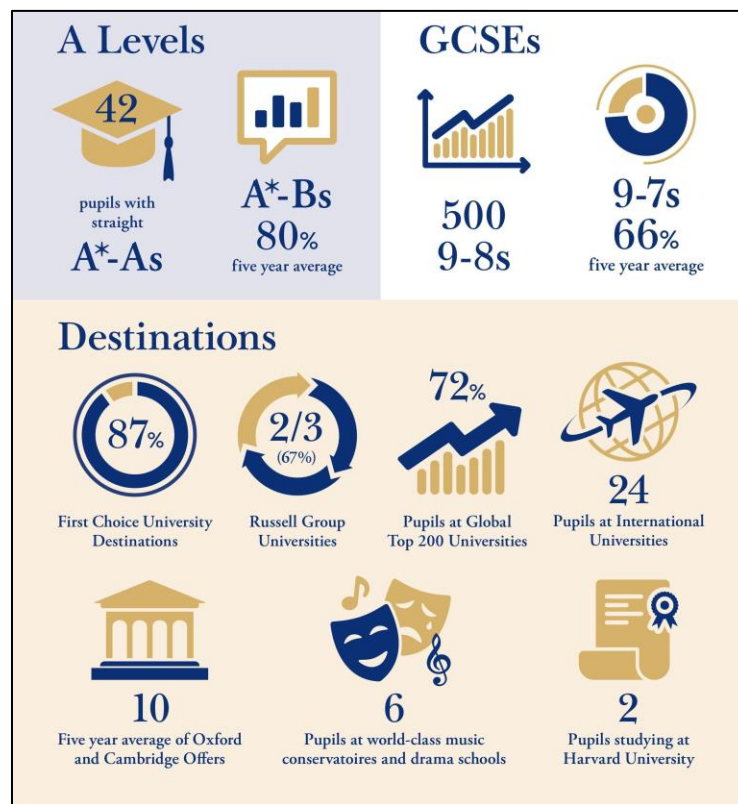
More information about Shrewsbury’s Ethos and Educational Philosophy can be found [here](#).



Academic Life at Shrewsbury

Academic life focuses on developing intellectually curious young adults who are able to think critically and creatively, have the confidence to question and to challenge and are equipped with the skills that they will need to thrive at all stages of life.

In recent years, around 10% of our leavers have gone on to Oxford and Cambridge and virtually all have won places at the university of their first choice. We expect about 80% of A Levels each year to be passed at A*, A or B grade. But there is as much joy for pupils who surpass his or her expectations as there is for the pupil whose progress to top grades always seemed more certain.



2024 Public Examination Results at Shrewsbury

Support Staff at Shrewsbury

Support staff provide management and operational support, in various careers, which enables teachers to focus on the teaching and learning of our pupils. We believe that having motivated and enthusiastic staff who want to support teaching and learning is critical to our academic provision.

We will always strive to achieve the highest possible standards in the breadth and quality of our curriculum, the provision of our facilities and resources and achievements, whether academic, sporting, musical, theatrical or artistic, of our pupils and our staff.

Shrewsbury delights in the uniqueness of its education; a blend of values, traditions, and inspiring people. Our staff are our greatest asset with both teaching and support staff inspiring our pupils through their dedicated professional support.



The Marketing Office

Pastoral Life at Shrewsbury

The unique, friendly yet respectful atmosphere between staff and students plays a crucial part in establishing the character of Salopians and the School. Together we are a highly supportive community. The House system (7 boys' Houses and 5 girls' Houses) is at the heart of Shrewsbury School.

The House is a Salopian's centre of gravity, a real home from home, somewhere to relax and make friends, as well as work. In addition to their Housemaster or Housemistress, each pupil has a personal tutor who also has strong links to a house and will be involved in a duty evening plus helping out with house events and trips.



International Links

Shrewsbury School delight's in playing its part in developing outstanding schools around the world. Our first international school opened in Bangkok in 2003 and has become the benchmark for quality education in the city and the wider region.

We opened a second campus in Bangkok in 2018 to keep up with demand, while at the same time opening a new school in Hong Kong. In 2021, Shrewsbury signed an agreement for a new international school to be launched in Phnom Penh, Cambodia. Plans are afoot to open further international schools in the coming years, including Shrewsbury School India in 2025.

The Shrewsbury family of schools share commitment to encouraging intellectual curiosity and respecting diversity and have formed a close and effective partnership over the years. We exchange best practice and perspectives from our own operating contexts via regular staff visits and via Governors who sit on the Boards of the schools. Over the years Shrewsbury UK alumni have visited Bangkok to enjoy gap year opportunities there.



The Application Process

Please complete the Shrewsbury School application form together with a covering letter.

Please email your documents, ideally as 'pdfs' to: **recruitment@shrewsbury.org.uk** by the closing date and time.

Alternatively, you may prefer to send a printed copy, addressed to: The Human Resources Department, The Bursary, Kingsland House, Shrewsbury, Shropshire, SY3 7BB.

Closing Date: 12pm, Tuesday 29 July 2025

Interviews will be held at the school during week commencing 4 August 2025.

Short-listed candidates will be contacted by telephone.

Offers will be given verbally and in writing as soon as possible following the interview.

The School reserves the right to appoint at any stage of the recruitment process.

Queries regarding applications should be addressed to:
recruitment@shrewsbury.org.uk or telephone 01743 250834.

Please also see the Recruitment Guidance Notes on page 20.



Contractual Terms

Contractual staff benefits

Salary

We offer a competitive salary which will be dependent upon the qualifications, skills and experience of the successful candidate.

Hours

This is a full-time position working 35 hours per week, Monday to Friday from 09:00 to 17:00, all year round. The successful candidate will need to be flexible to working hours because support will be required during events being held occasionally in the evenings and on the weekends.

Sick pay

The postholder will automatically join the contractual sickness scheme after the first six months of employment. In the event of sickness, you will receive 6 weeks at full pay and 6 weeks at half pay and thereafter Statutory Sick Pay.

Holiday

Shrewsbury School's annual leave year runs from 1 April to 31 March: a full year's entitlement is 28 days per annum, plus statutory bank holidays. New members of staff will receive a pro-rata entitlement in this leave year if employment commences part way through the year.

Pension

All support employees are eligible to join Shrewsbury School's Pension Scheme (employee 5%, employer 7.5%).

Life Insurance:

The post holder will be able to join the death-in-service insurance scheme. In the event of your death whilst in Shrewsbury School's employment your estate will receive two times your basic salary.

Staff Benefits

Training & Development

All Shrewsbury School staff have the opportunity to access generous professional training; we seek to develop individuals in all areas of their school life.

Provision of Meals

While the kitchens are operational, lunch is provided in our dining room, Kingsland Hall.

Parking

Parking is provided free of charge on and around site in designated areas and with a school permit.

Sports Facilities

Our swimming pool has both staff and staff family swim times. We have tennis courts, squash courts and a gymnasium which are available for staff use.

Discount Gym membership

There is a discounted gym membership that staff can access at a local club.

Cycle to Work Scheme

The scheme gives employees access to significant savings on cycles and accessories used for commuting purposes.

Counselling

Staff can access free counselling sessions through our assigned local counselling service.

Recruitment Guidance Notes:

Terms of Appointment

Under the Department of Education's Keeping Children Safe in Education Regulations we have a legal duty to follow safer recruitment checks. Therefore, any appointment will be subject to the following employment checks:

Probationary Period

All appointments are subject to a twelve months' probationary period.

Application Form

All candidates must complete our application form to be considered for a job. You must list your employment history from the date you left full-time education and give details of any employment gaps. This should be accompanied by a covering letter.

Note: CVs are not accepted.

Your letter and application form should be sent as a pdf to:

recruitment@shrewsbury.org.uk

References

In order to assess candidates' suitability, we shall request at least three references. Please note that in accordance with safer recruitment regulations, Shrewsbury School will follow up written references with a telephone call to the referee. The School will also follow up recent employment within an educational setting.

Right to work in the UK

If you are invited to attend an interview you will be asked to bring identification with you to confirm your right to work in the UK. We ask that you bring **three** forms of identification with you, to include:

- ✿ Current passport, share code or eligible immigration document
- ✿ Current driving licence
- ✿ Birth or adoption certificate for the UK or Channel Islands - issued within 12 months of birth (*including those issued by UK authorities overseas, e.g. Embassies, High Commission and HM Forces*)

Evidence of qualifications

If you are invited to attend an interview you will be asked to bring original evidence of your qualifications.

Medical Fitness

If successfully appointed, you will be asked to complete an occupational health statement and if necessary, complete a pre-employment health screening.

Safer recruitment checks

Please read through the school's Safer Recruitment Policy which will give full details of the safer recruitment checks undertaken as part of the on-boarding procedure. If you have any questions on any of these checks please contact us. In summary, below are details of some of the checks carried out.

Disclosure & Barring Service (DBS) Disclosure:

If you have ever been convicted of a criminal offence, bound over or cautioned, you must read carefully the section of the application form headed 'Criminal Convictions'. The appointment is subject to a satisfactory Enhanced Disclosure & Barring Service (DBS) Certificate.

Overseas Police check

If you have spent time abroad for three months or more in the last five years you will be required to obtain an overseas check from that country. The school will support the successful candidate through this process.

Prohibition check

Some pupil facing job roles require the School to carry out a prohibition check. This is carried out online via the Department for Education website.

Social Media check

The School is required under the Keeping Children Safe in Education to carry out a social media check on all candidates invited for interview.



Shrewsbury

CO-EDUCATIONAL BOARDING & DAY SCHOOL



The Schools, Shrewsbury. Shropshire SY3 7BA.

Email: recruitment@shrewsbury.org.uk

Telephone: 01743 280500

www.shrewsbury.org.uk

Registered charity number: 528413