

# Norwich School

## Development and Marketing Apprenticeship



### JOB DESCRIPTION

**Job Title:** Development and Marketing Apprenticeship (DMA)  
**Reports jointly to:** Fundraising Campaign Director and Head of Marketing  
**Duration:** Fixed term (apprenticeship typically 24-30 months)  
**Salary:** Band 3: £17,285 – £18,450 per annum

The DMA will be employed as a trainee Operations Manager, working towards the Level 5 Operations/Departmental Manager occupational standards. The post-holder will gain experience in working in teams and on projects and achieving operational/departmental goals & objectives as part of the school's strategic plan. The apprenticeship focuses on developing specific knowledge, skills and behaviours through attending College one day per week for the duration of the apprenticeship, undertaking self-study outside of college/working hours, and embedding practical application of the apprenticeship training in the work place. Typically, the apprenticeship will take 24-30 months to complete.

The DMA at Norwich School will gain experience in all elements of the Development and Marketing Departments and will work alongside colleagues in Admissions and Outreach, as the external-facing function within the school, and also complete a Level 5 Diploma in Leadership and Management through a Higher Apprenticeship programme one day per week at College. The apprenticeship standard is assessed through a combination of on-programme assessment, a work-based project, development of a portfolio of evidence and an End Point Assessment (EPA) conducted by an independent assessor.

Applicants cannot hold an equivalent management or leadership qualification at Level 5 or above, and must hold (or achieve before completing the End Point Assessment) Level 2 qualifications in English and Maths.

#### 1. KEY LEARNING MODULE CONTENT:

##### Operational Management

- Understand operational management approaches and models, including creating plans to deliver objectives and setting KPIs.
- Understand business development tools (e.g. SWOT), and approaches to continuous improvement.
- Understand operational business planning techniques, including how to manage resources, development of sales and marketing plans, setting targets and monitoring performance. Knowledge of management systems, processes and contingency planning.
- Understand how to initiate and manage change by identifying barriers and know how to overcome them.
- Understand data security and management, and the effective use of technology in an organisation.

##### Project Management

- Know how to set up and manage a project using relevant tools and techniques and understand process management.
- Understand approaches to risk management.

##### Finance

- Understand business finance: how to manage budgets, and financial forecasting.

##### Leading People

- Understand different leadership styles, how to lead multiple and remote teams and manage team leaders.
- Know how to motivate and improve performance, supporting people using coaching and mentoring approaches.
- Understand organisational cultures and diversity and their impact on leading and managing change.
- Know how to delegate effectively.

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### Managing People

- Know how to manage multiple teams and develop high performing teams.
- Understand performance management techniques, talent management models and how to recruit and develop people.

### Building Relationships

- Understand approaches to partner, stakeholder and supplier relationship management including negotiation, influencing, and effective networking.
- Knowledge of collaborative working techniques to enable delivery through others and how to share best practice.
- Know how to manage conflict at all levels

### Communication

- Understand interpersonal skills and different forms of communication and techniques (verbal, written, non-verbal, digital) and how to apply them appropriately.

## 2. ON-SITE JOB DESCRIPTION:

### CONTEXT:

Norwich School prides itself on proactive marketing of its offering to pupils and parents, reflecting an industrious and lively school, reinforced by a busy social media presence. The school has a well-established alumni relationship programme with a broad calendar of well-supported events. The school is now embarking on an ambitious plan to develop the school site. This is a new role aimed at strengthening the school's external focus.

The successful candidate will be organised and data-driven, as well as keen to enter into the thriving school community, based in the fantastic setting of Norwich Cathedral. The school is a flourishing, co-educational, independent day school located in the vibrant centre of Norwich.

### OVERALL REQUIREMENTS:

To bring Apprentice-level expertise to both the Marketing and Development Teams, plus general; marketing support to the wider external affairs teams (Admissions, Marketing, Development and Outreach).

The candidate will assist in the busy workings of the school's wider external affairs teams, engaging with a range of internal and external stakeholders. As directed, they will assist colleagues' effective and proactive management of pupil-led bodies that the Marketing and Development Departments are actively associated with. Good teamwork is essential to contribute energetically and positively to the Norwich School community, handling sensitive and confidential information appropriately, juggling an onerous and multi-faceted workload, whilst supporting the ethos and aims of the school.

Responsibilities will be roughly evenly split between the Marketing and Development aspects of the role, depending on departmental needs at any one time. The role reports into the heads of those departments and benefits from a co-located Departmental Officer to assist in delivery of shared goals and to manage pinch-points in workload.

### SPECIFIC RESPONSIBILITIES:

The DMA will prioritise support to key Development and Marketing functions including:

#### A) Development focused:

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To work closely alongside the Fundraising Campaign Director, Development Manager, Alumni Relations Manager and the Development and Marketing Officer in the full spectrum of activities in which the Development Office is engaged, including:

### Data Management:

- To become proficient at and work on the day to day running of the Development Office's database, Raisers Edge, to ensure it is up to date, and to ensure its value is maximised
- To provide data-driven administrative and organisational support to the Development Office
- To provide accurate and timely information as requested by a wide variety of internal and external stakeholders that relates to the Development Office
- To assist in our Gift Aid submission

### Assistance with Development Office events:

- To assist in the formulation, preparation & execution of a wide range of alumni & fundraising events
- To help coordinate all mailings from the Development Office
- To deputise as necessary for other members of the Department as required

### **B) Marketing focused:**

To work closely alongside the Head of Marketing, the Assistant Head (Admissions, Marketing and Outreach) and the Development and Marketing Officer in the full spectrum of activities in which the Marketing Office is engaged, including:

### Generation of Publications and Newsletters:

- Support the production of major publications including Norvicensians and Old Norvicensians, including proof-reading and assisting gathering of content
- To liaise with design agencies and other external suppliers
- Assist with the creation, circulation and print of Norwich School termly newsletters and any other school newsletters
- Assist in the creation of compelling marketing collateral for any fundraising or bursarial marketing, campaign literature and other publications
- To assist in the delivery of other marketing publications including production of materials on Adobe Photoshop and InDesign as needed

### Advertising strategy and implementation:

In close collaboration with the Head of Marketing to:

- Help to create and manage advertising for Norwich School including print, radio & outdoor campaigns
- Liaise with design agencies on campaign messaging
- Help create artwork for print adverts using InDesign/Adobe Creative suite as required
- Liaise with other external suppliers, as required
- Assist with the monitoring and analysis of advertising activity

### Wider Marketing and Communications:

- Help to ensure the visual identity guidelines are adhered to across the school
- Assist with the development and maintenance of brand messages
- Help to set up collateral for particular campaigns and events (e.g. fundraising campaign, Royal Norfolk Show etc)
- Ensure school communications and stories from around the school, including Exam Results, are published across multiple platforms

### Press and PR:

- Ensure Norwich School maximises all appropriate public relations opportunities
- Assist in writing press releases and co-ordinate blogs

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### Photography and Filming:

- Assist with providing photography and moving image at Norwich School. Work with colleagues to ensure photographs of all major events are captured
- Co-ordinate freelance photographers as required (e.g. Exam Results days)
- Contribute to the yearly set of brand photography including liaison with design agency and photographers and Norwich School stakeholders including staff and pupils
- Work in collaboration with Design department to ensure moving image is captured and edited, to be used for promotional or educational purposes
- Assist with producing and editing regular short films in-house for use on our website and on social media

### Website:

- Collaborate colleagues to ensure the website is engaging, compelling and up to date
- Assist in managing latest news sections of the school website, including the Beyond Norwich School section, liaison with teaching staff and ONs, update websites with both stories and images on daily basis
- Help develop new web pages and create links to different areas of the site
- Incorporate use of film and audio extracts into the website (and other platforms)
- Support website admin users across the school including training of new website editors
- Help generate termly Google Analytics and monitoring of website stats (along with Assistant Head, AMO) and share with Norwich School stakeholders

### Social Media:

- Assist in managing the Norwich School social media messaging across all platforms including Twitter, Facebook, Instagram and blogs and assist with the ON versions as required
- Actively seek blog content from the school and ON communities
- Grow the social media community across all platforms
- External monitoring to keep abreast of updates in social media and of what other schools in the sector are doing.

### **3. GENERAL:**

- Working flexibly to meet the needs of the school, which may involve working and participating in school events in the evenings and/or weekends.
- To participate actively in personal development, training and performance appraisals
- To act as an ambassador for the school.
- Undertaking any other duties and activities that fall within the band and role, including as may be reasonably required by members of the school's Senior Leadership Team.

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### PERSON SPECIFICATION:

	Essential	Desirable
<b>Education and Qualifications</b>		
Level 2 qualification in English & Maths	X	
Qualifications/equivalent occupational experience at Level 4 <sup>1</sup> or above, that is: <ul style="list-style-type: none"> <li>using practical, theoretical and/or technical knowledge to analyse, interpret and evaluate relevant information</li> <li>taking responsibility for courses of action within broad but generally well-defined parameters,</li> <li>identifying, adapting and using appropriate knowledge and skills to address problems which are normally well-defined but complex and non-routine.</li> </ul>	X	
Apprenticeship applicants must <u>not</u> hold a management or leadership qualification at Level 5 or above.		
<b>Skills</b>		
Commitment to the ethos of on the job training and learning	X	
Exceptional written and grammatical skill and accuracy	X	
Excellent IT skills and extensive experience of Microsoft Office	X	
Strong experience pertaining to database entry, analysis and report pulling, although training specific to Raisers Edge will be provided	X	
Understanding of copywriting principles	X	
Excellent organisation and prioritisation skills	X	
Excellent ability to plan and multi-task	X	
Knowledge of writing for web principles		X
Knowledge of web analytics tools		X
<b>Experience</b>		
Experience of writing articles and news stories	X	
Proficiency with social media	X	
Experience of developing communications for a wide-range of stakeholders	X	
Website development from a technical perspective		X
Design skills		X
Experience of writing press releases and public relations		X
Experience in fundraising and with educational institutions		X
<b>Personality</b>		
Outgoing personality with ability to 'get things done'	X	
Comfortable in a fast moving, deadline orientated environment	X	
Ability to communicate in an appropriate and timely manner with range of internal and external stakeholders	X	
Good teamwork to contribute energetically and positively to the Development Office and the wider Norwich School community	X	
Ability to handle sensitive and confidential information appropriately	X	
Support of the ethos and aims of the school	X	

<sup>1</sup> For further information on occupational levels guidance, see the Institute of Apprenticeships guidance, available at: <https://www.instituteforapprenticeships.org/media/1538/occupational-levels-guidance.pdf>

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### Salary and Benefits

#### Salary and Working Pattern

This post is a full time, fixed term contract for the duration of the Level 5 Operations/Departmental Manager Apprenticeship which is usually 24-30 months. The salary will be between £17,285 – £18,450 per annum depending on skills and experience. The DMA is expected to work 37.5 hours per week typically between 08:30 and 17:00 each weekday with one hour of unpaid lunch break. Included in the working week will be at least 20% dedicated to study. Flexibility in working hours and pattern is required to meet the changing needs of the school.

#### Weekend and evening working (excluding coursework)

Where such non-standard, out of hours work is required, time off in lieu will be awarded.

#### Holidays

Staff are initially entitled to 25 days of annual leave excluding the 8 days bank holidays, increasing to 30 days after five years' service. A day off in lieu for the Norfolk Show Day is also awarded to support staff. This must be taken on the day designated by the Bursar each year and is normally in the Christmas holiday period. Generally, support staff must take their annual leave during the school holiday periods.

#### Pension

Subject to meeting the qualifying conditions, support staff are eligible for the Aegon pension scheme. The school will contribute 8% if the staff contributes a minimum of 4% of their salary into the scheme. Please note that this is a defined-contribution pension scheme.

#### Healthcare

Staff may benefit from the school's private healthcare plans. To join, a full-time member of staff has to contribute £100 per annum. The spouse and dependent children may also join the scheme at the prevailing corporate rate.

The school also offers a free flu jab to those staff who wish to take this up and this is administered on site during the school day by a nurse.

#### Lunch

Staff may enjoy a complimentary lunch in the school's Refectory during term-time.

#### Salary Sacrifice Schemes

Norwich School offers the Cycle to Work scheme.

**NOTE:** Please note that Norwich School is located in the centre of Norwich with very limited parking. The successful candidate may apply for a parking space but success will be dependent on availability and on meeting the school's criteria for awarding parking spaces. However, the school is well served by public transport systems. Bus stops are located just outside the Cathedral gates and there are frequent services for the various Park 'n' Ride car parks as well as for other parts of the city and county. The Norwich mainline train station is only 5-10 minutes' walk from the school.