



**THE BEACON**

Guiding the next generation



# **MARKETING & SOCIAL MEDIA ASSISTANT**

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Permanent - Full Time



## **INTRODUCTION**

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The Beacon is a leading independent day school for boys aged 3-13, set on an 18-acre site within the Chilterns countryside, located in Chesham Bois, Amersham.

The school was founded in 1934 by its first Headmaster, Stanley Fieldhouse, opening on its current site with just 5 boys. Today, The Beacon has circa 510 pupils from Nursery to Year 8.

## **GUIDING THE NEXT GENERATION**

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The Beacon prides itself on academic excellence, abundant opportunities and our ability to identify an individual's potential; preparing them for what's now, what's next, and wherever life may take them.

## **ACHIEVE ACADEMICALLY. PROSPER PERSONALLY.**

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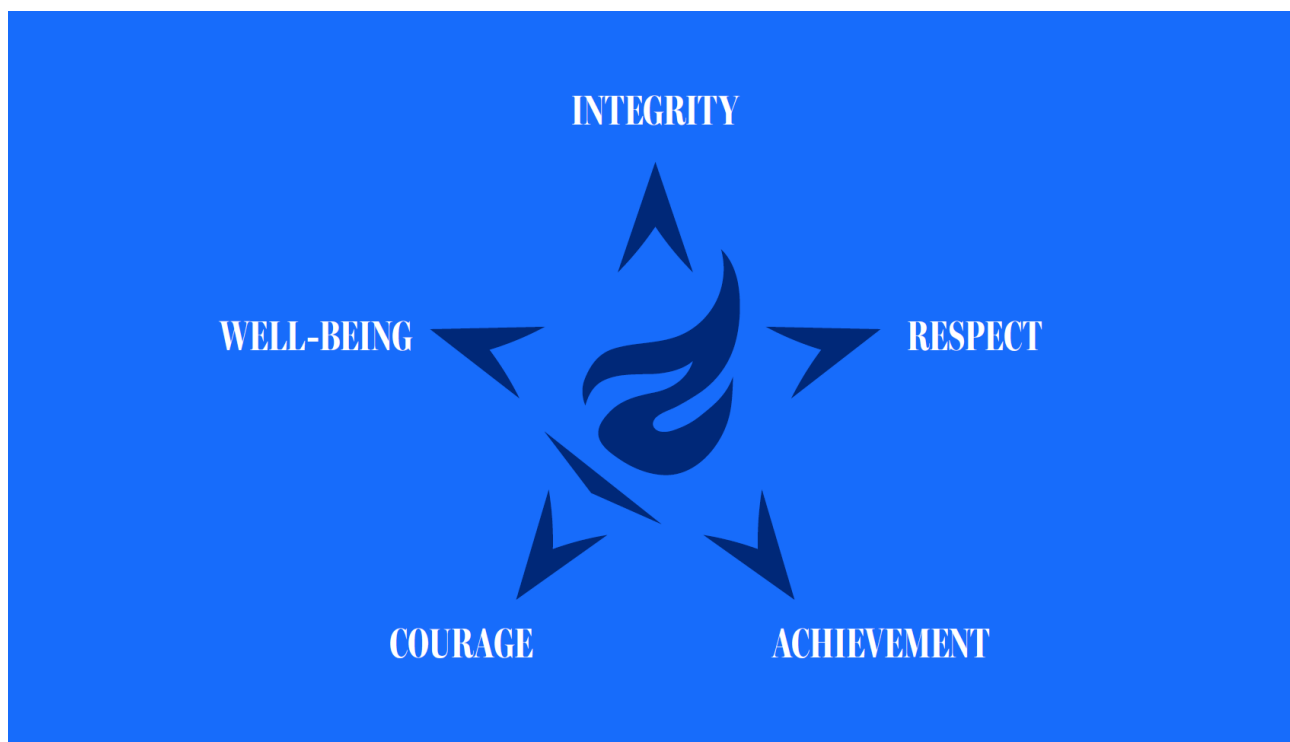
From the first steps to the last exam, our team of inspiring teachers and staff deliver best-in-class education in an enriching and enlightening environment.

We ensure that every experience at The Beacon is about becoming a Beacon boy for life.

## **THE BEACON VALUES**

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Our values are embedded into Beacon Life.



# WELCOME FROM THE HEADMASTER

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Dear Applicant,

Thank you for your interest in our role of [Marketing and Social Media Assistant](#) at The Beacon.

This is a key role providing professional and effective support to the Marketing Department. The successful applicant will possess excellent communication skills, creative flair, be highly motivated and have a fine eye for detail. This role will be responsible for the day to day running of social media channels, a weekly newsletter and the school website. The ideal candidate would be a creative thinker with a proactive approach to capturing and creating engaging content to tell stories and inspire audiences.

Reporting into our Marketing Manager, you will ideally have a marketing, creative or other relevant experience and possess the skills to hit the ground running in a fast-paced environment. Alternatively, you may have relevant qualifications which are suitable to the role. The role is permanent, 37.5 hours per week, full-time, working all year-round.

The Beacon is a large prep school for boys aged between 3 and 13, with superb facilities and resources that support a forward-looking educational environment. The school is accessible by Chiltern Railways and Met Line, located close to Amersham town.

To give you a flavour of life at The Beacon, please look at our website [beaconschool.co.uk](http://beaconschool.co.uk). Here, you will find our Safeguarding and Child Protection Policy among other useful policies on the 'policies' page.

The Beacon is an exceptional school, and we seek exceptional people. I look forward to hearing from you.



Nick Baker

**Headmaster**

#### IMPORTANT NOTE:

- *The school is committed to safeguarding and promoting the welfare of children. Safeguarding checks will be undertaken in accordance with School policy*
- *The safeguarding responsibilities of the post can be found in the job description and person specification in this recruitment pack*
- *The post is exempt from the Rehabilitation of Offenders Act 1974.*



# JOB SPECIFICATION

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**Job Title:** Marketing and Social Media Assistant

**Reporting to:** Marketing Manager

**Hours:** **Full-time, 5 days a week (37.5 hours per week)** – includes working term and non-term time. It will be necessary to attend some events outside of school hours. *Potential for working slightly shorter hours over the summer.*

## **Main Duties & Responsibilities:**

- Act as a point of contact for the Marketing department, fielding emails and responding to general queries and requests
- Photograph and film school activities and events - uploading and filing imagery, checking media consent, and selecting hero shots to edit as appropriate
- Manage multiple social media accounts daily, generating ideas, creating content, writing captions and scheduling posts, reels, stories, etc.
- Manage, generate ideas and content for the Lighthouse Newsletter - writing copy, populating the design, and distributing to our database on a weekly basis
- Create weekly news stories to feature on our website, including uploading of imagery and writing compelling copy
- Initiate and plan topics, manage hosts, record and edit episodes for Beaconverse, our monthly podcast
- Update, upload and edit content on the school website (using our WordPress CMS) – vacancies, policies, photos, videos, forms, etc.
- Support with creative development of marketing collateral and advertising assets
- Organise and maintain the school's photo and video library
- Identify and keep abreast of marketing and social media trends, reporting back to the team
- Track social media and newsletter analytics, creating an evaluation on a termly basis
- Help solicit copy for, and assist with proofing and editing school communication including parent emails and The Beacon Bulletin, our termly magazine
- Help ensure school-wide branding compliance
- Develop a competitor analysis report termly
- Manage and update our media consent spreadsheet
- Manage the marketing inbox, ensuring emails are responded to, filed and categorised as appropriate
- Manage the marketing calendar and The Beacon calendar, ensuring activities are scheduled and key events are diarised
- Support with the Leavers' Yearbooks, including organising, taking and collating photos
- Carry out general administrative tasks and aid assistance with other marketing and advertising projects
- Assist in the planning, co-ordination and delivery of school events, including Open Days, Messy Play Mornings, Speech Day, talks, fairs and exhibitions. It will be necessary to attend such events outside of school hours, to capture content (video and photo).



# SAFEGUARDING

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Promoting and safeguarding the welfare of children and young persons for who you are responsible and with whom you come into contact; following the school's safeguarding policy at all times and using the internal systems/contacting the DSL for monitoring safeguarding, wellbeing and pastoral issues

Please Note:

- *The role may bring you into contact with children and as such a level of responsibility for children. The role constitutes regulated activity with children.*
- *In the role, you may also be required to undertake such other duties as the Head reasonably requires from time to time.*



## PERSON SPECIFICATION

	Essential	Desirable
<b>Qualifications</b>		<ul style="list-style-type: none"> <li>Marketing, creative or other relevant degree</li> </ul>
<b>Experience</b>		<ul style="list-style-type: none"> <li>Previous experience of working in marketing or related field</li> <li><i>Note: it is not essential to have worked in the education sector</i></li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Thorough knowledge of Word, Outlook, Excel etc as well as confident about learning new IT packages</li> <li>Ability to prioritise and manage multiple projects with fluidity to adapt to change</li> <li>Able to work both independently and as part of a team</li> <li>Responsible and organised with meticulous attention to detail</li> <li>Specific skills or strong interest in photography and video</li> <li>Excellent communication skills</li> <li>Excellent copywriting skills</li> <li>Creative flair</li> </ul>	
<b>Knowledge</b>	<p>Strong understanding of digital advertising and social media</p> <p>Enthusiasm and passion, particularly in content creation and marketing</p>	<ul style="list-style-type: none"> <li>Photo, design and video editing skills</li> <li>Knowledge of graphic design – InDesign, Illustrator and/or Adobe Photoshop</li> <li>Knowledge of video editing – Adobe Premier Pro and/or Final Cut Pro</li> </ul>



<p><b>Other</b></p>	<ul style="list-style-type: none"> <li>• Excited by the prospect of promoting one of the country's largest and most successful prep schools</li> <li>• Highly professional with positive outlook</li> <li>• Self-motivated and task-orientated</li> <li>• Team player</li> <li>• Able to be proactive and reactive</li> <li>• Motivated, kind, confident and hard-working</li> <li>• Excellent role model</li> <li>• In all areas of school life, staff are expected to lead by example and demonstrate and uphold the values and principles that we wish the boys to learn.</li> <li>• An unwavering commitment to safeguarding</li> </ul>	
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## **PERSON SPECIFICATION**

**Duration:** Permanent contract

**Start:** ASAP 2024 subject to satisfactory vetting and DBS

**Holiday:** 6 weeks paid annual leave

**Benefits:** Free lunch, Support Staff Pension, Death in Service and Income Protection – subject to rules of the relevant schemes



## THE PROCESS

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The school is committed to safeguarding and promoting the welfare of children.

All applicants must be prepared to undergo appropriate child protection screening, including checks with past employers and the Disclosure and Barring Service. The Beacon is an equal opportunities employer. References will be required and any relevant issues arising from such will be taken up at interview or a suitable point during the process.

Candidates who have a disability or any other special requirements should let the school know if there are any reasonable adjustments they would like the school to make as part of this recruitment process.

There is a requirement to complete the school's Application Form. Please complete/download from the [website](#) send a copy of your completed Application Form and covering letter by e-mail to: [recruitment@beaconschool.co.uk](mailto:recruitment@beaconschool.co.uk)

Closing date for receipt of applications: 17:00 on Monday 20<sup>th</sup> January 2025.  
Interview date to be confirmed.

Please note: CVs cannot be accepted. Whilst an interview is to be used as the primary feature of the selection process, if invited for interview you will be advised as to whether any additional selection methods will be required to supplement the interview. This may include a lesson, presentation and/or other task. Whatever methods are chosen, the panel will use these to assess the merits of each candidate against the job and person specification.

## CONTACTS

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**Address:** The Beacon, 15 Amersham Road, Chesham Bois, Amersham, Bucks, HP6 5PF

**Telephone:** 01494 736165

**Email:** [recruitment@beaconschool.co.uk](mailto:recruitment@beaconschool.co.uk)

**Website:** [beaconschool.co.uk](http://beaconschool.co.uk)

