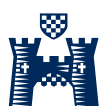


JOB TITLE: **MARKETING EXECUTIVE**

# REIGATE GRAMMAR SCHOOL INFORMATION FOR CANDIDATES

Role commences: As soon as possible

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## REIGATE GRAMMAR SCHOOL

**Alderman Henry Smith founded Reigate Grammar School in 1675. For over 345 years, young people have been educated on the same site, in the heart of Reigate, a historic market town in the east of Surrey at the foothills of the North Downs in an area of outstanding natural beauty.**

RGS is a leading HMC independent co-educational day school. It is a highly successful, happy and exciting school, which aims to provide a broad and balanced education to boys and girls that will prepare them for the modern world. The school song, *To Be a Pilgrim*, reminds our students that they are on a journey of noble purpose, to have an impact and to make the world a better place. We aim to educate the whole child and offer a broad range of experiences for all. We are an inclusive school and, built upon the vision of our founder, are committed to social mobility and the provision of bursaries through wider access and a supportive Reigatian community.

**“Happy Kids Great Results”** Good Schools Guide 2019

Reigate Grammar School caters for over 1050 students aged 11 to 18. Another 600 students are educated at Reigate St Mary's Preparatory and Choir School and Chinthurst School, RGS's junior and nursery schools – both recently shortlisted for UK Independent Prep School of the Year. RGS offers the very best academic education with equal prominence placed on the arts, sport and a rich extra-curricular programme. RGS has a distinctive educational philosophy and a strong ethos of pastoral care underpinning a well-rounded education. The House system has some clearly defined aims: for everyone to feel part of a team; to allow leadership to be nurtured; talent to shine; confidence to surge; teamwork to flourish; and competitive spirit to develop. In the school's academic culture of intellectual freedom, the structure of the curriculum means that students receive a strong grounding in core subjects but

can elect to pursue any area of interest. In the elective curriculum, one student may learn to trade stocks while another deepens their understanding of French literature. It is a challenging and balanced education, equipping students for the opportunities and demands of their future lives and allowing them to explore their personal passions.

The first line of the school's most recent ISI report asserts that 'the quality of the students' achievements and learning is exceptional': the first co-ed day school to achieve this rare accolade. RGS' approach to teaching and learning melds expert teaching knowledge with a modern, innovative approach to pedagogy with a judicious use of technology. Inspirational and personalised teaching and learning is at the centre of the vision and requires expert teachers. The school is one of a small number of world-class schools to have been a global pioneer in High Performance Learning, focusing on the development of global citizens, advanced performers and enterprising learners.

Outcomes at RGS are world-class with 86% of GCSE entries graded at 9-7 in 2023. A Level results are equally impressive, with over 95% of entries graded A\* to B. 96% of our A Level students went on to Oxbridge, Russell Group and other top universities and medical schools. In 2019, RGS was named Independent School of the Year for Wellbeing and Pastoral Care at the TES Awards – the most important element of any great education – and also received the award of School of the Year for Community Outreach; in 2020 RGS was named Public School of the Year 2020-2021 by Tatler, the school Oscars; in 2021 RGS was named School of the Year in the UK Social Mobility Awards; and in 2023 RGS is a finalist in the Independent School of the Year Awards for Contribution to Social Mobility.

Shaun Fenton, Headmaster, acknowledged as one of the outstanding educational leaders in this country, was elected Chairman of HMC in 2018-2019 and most recently awarded an OBE by Her Majesty the Queen for Services to Education.





## JOB DESCRIPTION

### MARKETING AND ADMISSIONS AT RGS

Marketing and Admissions at Reigate Grammar School (RGS) is an important function and is integral to the school's ongoing success. Its role within the school is to generate enquiries, recruit new pupils and maximise satisfaction and advocacy with existing families which in turn generates a positive perception and helps fuel word of mouth which is a very important driver of school marketing.

The Marketing Executive will work as part of and provide support to the Marketing and Admissions team. The team consists of five core team members: Director of Marketing and Admissions, Head of Marketing, Admissions Executive, Events Coordinator and a Marketing and Admissions Assistant. An Assistant Head is also hugely involved and the Headmaster sees this as a significant personal professional priority for his work. Whilst the team has individual roles and responsibilities, there is also a great deal of collaboration with regard to events and to support other team members at peak periods, for example during the admissions cycle.

### THE POST

This role would suit someone who is creative with digital marketing experience, is a good writer and communicator, is organised and a self-starter.

As an integral member of the Reigate Grammar School Marketing and Admissions team, you will support the development and implementation of the school's Marketing strategy which seeks to maximise awareness of RGS through the recruitment of new pupils, retention of existing pupils and communicating effectively with all key stakeholders to ensure they are enthusiastic messengers for the school. Word of mouth is a key recruitment driver for independent schools. Digital marketing and exploring new technologies will be a core part of the role.

### Essential Skills

Exceptional people skills, self-motivation and the ability to relate quickly and easily with pupils, parents, staff, feeder schools and other stakeholders

- Experience in social media and digital marketing
- Excellent writing skills
- Experience in marketing communications

- Strong attention to detail
- Creative thinker
- Excellent time management and organisational skills
- Friendly, approachable and willing to get involved
- Team player
- Proficiency in computer packages such as Office 365, Word, Excel, PowerPoint, Canva etc.
- Experience of Adobe Creative Suite
- Collaborate with the Head of Marketing to:
- Coordinate digital advertising and online listings
- Contribute to the creation and development of content across all marketing activities
- Assist in management of content plan for social media posts and coordinate paid social media advertising
- Assist with content gathering from across the school community, especially school departments
- Assist with the development and management of a new school website
- Coordinate print and banner advertising – liaising with advertisers on bookings, provision of artwork and editorial
- Prepare written communications such as letters, school newsletters, feeder school emails, website news stories
- Prepare press releases and school award submissions
- Develop relationships with journalists to maximise PR coverage across print, radio and TV
- Manage the school's search strategy - paid and organic
- Attend admissions and marketing events including open events, assessment days, future school events and hospitality events some of which are out of hours during evenings and weekends.
- Be part of a busy Marketing and Admissions office helping with a range of tasks to support the team

Additional responsibilities to be agreed with successful candidate at interview.



## FURTHER INFORMATION

### TERMS AND CONDITIONS

- Non-teaching staff at Reigate Grammar School are remunerated according to our own salary scales. Salary will be commensurate with qualifications and experience.
- Employees are entitled to join the School's relevant workplace pension scheme.
- Lunch is provided free of charge during term time.
- All staff have access to the school swimming pool and fitness room at designated times, free of charge.
- Successful applicants will be required to make an enhanced disclosure to the Disclosure and Barring Services and to complete an Online Pre-Placement Medical Questionnaire.
- All shortlisted candidates will be required to complete a **Suitability to work with children: self-declaration form**. This form must be completed, signed and returned to HR prior to the interview taking place.

### SAFEGUARDING

This role will involve contact with children. Reigate Grammar School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All applicants should read the school's safeguarding policy (available on our website) and are required to declare any criminal convictions, cautions or disciplinary proceedings related to young people. Applicants must be willing to undergo child protection screening appropriate to the post including checks with past employers and the Disclosure and Barring Services. Full details are given on the application form.

The post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are spent unless they are protected under the DBS filtering rules) in order to assess their suitability to work with children.

### EQUAL OPPORTUNITIES

Reigate Grammar School is an equal opportunities employer and welcomes applications from appropriately qualified persons from all backgrounds. We are dedicated to creating and sustaining an environment that values individuality and difference and celebrates the diversity of both staff and pupils

by fostering perseverance, tolerance and integrity. We believe in equal opportunity for everyone, irrespective of age, disability, gender, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sexual orientation or socio-economic background. Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities, experience) in selection and recruitment. We know that more diverse teams are stronger teams, and that the more inclusive we are, the more our staff and pupils will feel a sense of belonging and will thrive.

### APPLICATIONS

Applicants are asked to complete the **Support Staff Application Form and Supplementary Form** (which are also available on our website) and send them with a supporting statement together with a CV addressed to Dawn Holmes as soon as possible and by **Thursday 28 March 2024, 9.00am** at the latest. Applications will be considered in the order in which they are received, and the school reserves the right to make an appointment prior to the closing date.

Reigate Grammar School is committed to ensuring that the privacy of applicants and employees is protected. The School Privacy Notice is available on the school website and is included in the application pack and sets out how the school uses and protects any personally identifiable information that is collected as part of the recruitment process.

Within your application letter we would be grateful if could indicate where you saw this position, whether it was from the TES Publications, the TES Online, Indeed or Fish4Jobs or another source.

Shortlisted candidates will be invited for interview. Interviews with senior staff will explore each candidate's ability to perform the duties of the post, subject knowledge, ability to relate appropriately to pupils and colleagues, organisational and pastoral skills, and willingness to contribute to the school community.

Applications should be addressed to the Head of Human Resource and sent (by letter or by email) to:

Mrs Dawn Holmes  
Head of Human Resources  
Reigate Grammar School  
Reigate Road, Reigate, RH2 0QS

01737 222231

[hr@reigategrammar.org](mailto:hr@reigategrammar.org) | [reigategrammar.org](https://www.reigategrammar.org)



## SCHOOL LOCATION AND DIRECTIONS

The RGS campus is on its original 1675 site in the historic market town of Reigate within an area of outstanding natural beauty. Adjacent to junction 8 of the M25, the school is also easily accessible from central London by train.

The school benefits from excellent facilities, including:

- A new £8m Sixth Form and Learning Resource Centre at the heart of the campus
- Drama studios and Music school
- Swimming pool
- 32 acres of sports ground with two floodlit all-weather hockey pitches, rugby, cricket and football pitches

The school is currently within the planning phase for the construction and development of a state-of-the-art sports centre on the town centre campus.

### DIRECTIONS:

#### By Road

Reigate Grammar School and Reigate St Mary's Preparatory and Choir School are situated on the south side of the A25 about a quarter of a mile east of Reigate town centre, between Reigate and Redhill.

RGS postcode                   RH2 0QS  
RSM postcode                   RH2 7RN

Chinthurst School is situated in Tadworth, just north of junction 8 of the M25 close to the A217

Postcode                         KT20 5QZ

#### By rail

The school is approximately ten minutes' walk from Reigate station which is well served by direct trains from London Victoria, East Croydon, Guildford and Dorking. Frequent connections to Redhill station (about one mile away) allow access to Crawley, Horsham and towns to the south along with Nutfield, Godstone and Tonbridge to the east.

### WHAT3WORDS

**Main Reception:** cabin.fire.brave

