

We are looking for an energetic, personable and self-motivated marketer to support and drive forward the progress of Wellington School. The person appointed will have experience of, and skills in all forms of contemporary marketing, together with the ability to initiate projects and see them through to a successful conclusion. This position involves liaising with colleagues within the school, with the press and with the local community. Excellent communication skills, therefore, are essential. The successful candidate will be able to work well independently and as part of a team, and be willing to 'go the extra mile' when necessary.

## Responsibilities

The tasks undertaken by the current holder of the post are listed below, but it is expected that the role will evolve in accordance with the interests and skills of the successful applicant.

- Creation and production of all advertising materials used by Wellington School.
- Maintenance and development of the school website and the school's social media pages
- Liaison with the local and national press in order to ensure that the school is portrayed effectively in an appropriate range of publications.
- Preparation of advertising materials and programmes for the School Show and other important calendar events.
- Production of the school's Annual Report, the school magazine ('The Turret') and a number of other key documents.
- Provision of a 'house style' for all school documentation.
- Maintenance of an up-to-date bank of school images and arrangement of photography as required.
- Promotion of the Former Pupil Association and the school's development strategy, Wellington Future.

## Skills and experience

Applicants should be able to demonstrate knowledge of, and experience in, the following areas:

- Website design, commissioning and day-to-day management.
- The use of social media for communication and marketing purposes in schools.
- The education market in Ayr and the surrounding area.
- The full range of marketing opportunities, traditional and modern.
- 'Brand' creation, development and reinforcement.
- Fundraising.

## Terms

This position is part-time, but there is the possibility of full-time employment for a suitable appointee. The exact terms and conditions are negotiable. The post will be tenable from 15 April 2019 and the salary offered will be £30,250 (pro rata).

## Appointment Procedures

Full information about Wellington School can be found on the [school website](#). If you have further questions about the post, please contact the Headmaster [headmaster@wellingtonschool.org](mailto:headmaster@wellingtonschool.org) or phone 01292 269321.

All appointments at Wellington School are subject to clearance through the Disclosure Scotland Protecting Vulnerable Groups Scheme.

Applicants should send the completed application form and a covering letter via email to [vacancies@wellingtonschool.org](mailto:vacancies@wellingtonschool.org). Alternatively, a hard copy can be sent to: The Headmaster, Wellington School, Carleton Turrets, Craigweil Road, AYR, KA7 2XH to arrive no later than 8 March 2019.

Interviews are likely to be held in mid-March 2019. **Closing date: Friday 8 March 2019**