



SEDBERGH
SCHOOL

FOUNDED 1525

Candidate Information Brochure
**SSDL/ISS Sales & Marketing
Assistant**

Part-time/Permanent





About Sedbergh School

Sedbergh School, founded in 1525 by Roger Lupton, Provost of Eton, is an independent Co-educational Boarding School. Situated in England's book town amid the unspoiled scenery of the Yorkshire Dales and within a few miles of the Lake District, the school benefits from its rural setting, yet has excellent transport links being close to Junction 37 of the M6 and just twenty minutes from the main London-Glasgow railway line. Manchester airport is within 90 minutes' drive.

The School is a vibrant, demanding and supportive community which encourages pupils and staff to be involved in a broad range of activities and interests. Art, Drama and Music are especially strong, and the School has a national reputation for Sport. The boarding houses are the heartbeat of the school and provide pupils with a strong sense of identity and belonging.

In 2013 the merger between Casterton and Sedbergh Schools allowed for much needed expansion of site and facilities with the Prep School relocating to the site of the former Casterton School.

The Principal, Mr A A Fleck BSC, MA, acts as the "Chief Executive" of both Schools and is supported by a number of senior managers. The Chief Operating Officer (COO), Peter Marshall, is ultimately responsible to the Principal and Governors for the management of all the administration and support staff.

The COO has responsibility for the finances of the School, as well as running the commercial trading arm of the School, Sedbergh School Developments Limited (SSDL). The Bursar (Operations) is responsible for the extensive land and buildings, maintenance department, grounds & gardens, catering housekeeping & domestic staff.

Duties

The Sales and Marketing Assistant will report into the Commercial Director and work closely with the Course Directors, Marketing Director, Bursary and other School staff to plan, promote, administer and implement the courses. The focus of this role initially will be ISS (International Summer School), whilst also providing key support for Sedbergh Courses and outreach activity. Duties will be many and wide-ranging and will vary according to the time of year.

Job Title:	SSDL/ISS Sales & Marketing Assistant
Location:	Flexible
Responsible to:	Commercial Director
Contract Type:	Permanent
Hours of work:	Part-time – 25 hours per week (to be worked over a minimum of 4 days)
Salary:	£23,400 per annum FTE



Role Responsibilities

- ✦ To build and enhance excellent working relationships with agents, parents and relevant School staff;
- ✦ To maintain an effective database for enquiries, registration, travel details, invoicing and payment details;
- ✦ To research, plan, make bookings and payments for all activities, sports and excursions, as instructed by the Course Directors;
- ✦ To maintain and update payment and accounting information for all bookings and add to the sales database, before forwarding to the Accounts department;
- ✦ To implement effective and timely follow up systems for all enquiries;
- ✦ To oversee and maintain accurate course recruitment records and to provide regular reports and trend analysis for management;
- ✦ To research, maintain and produce regular reports on relevant and targeted competitor activity including pricing and provision;
- ✦ To produce periodic reports and analysis on course feedback from both parents, pupils and agents for Course Directors and management;
- ✦ To collate all medical and dietary information and produce complete and accurate files for the office, staff and catering teams;
- ✦ To ensure all documentation has been prepared for each course week;
- ✦ To liaise with Admissions concerning any scholarships/prospective pupils, and any interest expressed in either School;
- ✦ To ensure that recruitment literature is a feature of relevant School events;
- ✦ Any other associated duties as required.



Person Specification

Essential Characteristics and Experience:

- ✦ Relevant sales experience;
- ✦ Proven ability to maintain accurate databases;
- ✦ Familiarity with promotion through Social Media;
- ✦ Strong interpersonal skills;
- ✦ Excellent numeracy, combined with the ability to understand, track and explain data;
- ✦ Desire to excel;
- ✦ Proven track record of meeting deadlines;
- ✦ Excellent administrative and organisational abilities;
- ✦ Articulate and motivated team player;
- ✦ Excellent written and verbal communication skills.

Desirable Characteristics and Experience:

- ✦ Experience of School-based administrative procedures;
- ✦ A knowledge of Boarding School life and education.

Safeguarding Responsibilities

Safeguarding the welfare of children is of the highest priority to Sedbergh School. Every employee of the School has a responsibility to:

- ✦ Protect children from abuse;
- ✦ Be aware of the School's safeguarding procedures;
- ✦ Know how to access and implement the required procedures;
- ✦ Keep a sufficient record of any significant complaint, conversation or event;
- ✦ Report any matters of concern to the Designated Safeguarding Lead;
- ✦ Attend annual in-service training provided by the School.



How to Apply

If you would like to be part of our team please contact us on hradmin@sedberghschool.org.

Closing date for applications: 2 December 2020

1st round interviews are planned to take place remotely on 7 & 8 December 2020

We look forward to hearing from you.



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Sedbergh School is committed to safeguarding & protecting the welfare of children.

Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Registered Charity No 1080672