

**Hassall Road, Alsager, ST7 2HR**

**Headteacher: Andrea O’Neill**

**Required as soon as possible**

**MARKETING CO-ORDINATOR**

Responsible to: Headteacher

Temporary to end on 18th July 2026 with a view to becoming permanent.

Hours between 8.00am-4.00pm (half hour unpaid deduction for lunch)

Term-time plus 2 weeks (40 weeks)

We have a unique opportunity to join our administration team as a Marketing Coordinator for 18 or 20 hours per week. Additional weeks would be used flexibly to fulfil the requirements of the Marketing post.

**Grade 4**: **scp 05-06 [pro-rata of** **FTE £25,583 – £25,989]**

**About the role:**

Thank you for your enquiry about the above temporary post, temporary in the first instance. The post is based at Alsager School and reports to Andrea O’Neill, Headteacher.

The Marketing co-ordinator role is to support the work of the Headteacher, SLT and other key staff in the promotion and coordination of the schools. Open events such as the Open morning and Open evenings for lower school and 6th form, production of the school prospectus and release of school information to media platform providers, production of the Parent Handbook and all communications, news articles and media content, including video’s and press releases.

In addition, the role will include overseeing and arranging of the school’s external photography service.

The Marketing coordinator role will require working in a busy environment with frequent interruptions and reprioritising of tasks in order to meet deadlines.

As the first point of contact, it is essential for the person appointed to be an exceptional communicator and we pride ourselves on the service we currently offer to pupils, staff and visitors. The successful candidate will also need to be able to work calmly under pressure, whilst working on their own initiative. Have a willingness to undertake appropriate training in relation to SIMS.net. Applicants should have a good general educational background and be computer literate. Knowledge of SIMS.net (Schools Information Management System) would be an advantage but not essential as appropriate induction and training will be provided when in post.

**About the School:**

Alsager School is a large 11-18 mixed Multi Academy Trust with 1528 pupils on roll, including approximately 228 students in the Sixth Form and is the only secondary school in the town. We currently employ in excess of 100 teaching and 75 support staff.

TCT currently comprises of Alsager School, Alsager Highfields Primary school, Weston Village Primary School, Brine Leas School, Nantwich, Audlem St. James CofE Primary School and Pear Tree Primary School, Nantwich, and from January 2025 Stapeley Broad Lane CofE Primary School, Nantwich joined our Trust.

Alsager School is a fantastic place to work with motivated and well-behaved students, a committed and experienced governing body, dedicated staff and supportive parents. Visitors to the school often comment about the calm and caring environment. Children of all abilities make impressive progress throughout the key stages. We are one of the highest performing schools in Cheshire East, and our last Ofsted in September 2021 graded the school as Outstanding.

Approximately 75% of our students are drawn from the town itself and its adjacent villages. The remainder come from towns in neighbouring Staffordshire and Cheshire, sent to us by parental choice. The school’s reputation and popularity mean that it has been largely unaffected by the demographic dip currently affecting most schools and is always over-subscribed.

**Principal Responsibilities:**

**Marketing Coordinator – To coordinate communications, publications and promotions for the school. This will include:**

|  |  |
| --- | --- |
| 1. | To support the Headteacher, SLT and other key staff in the production and coordination of all communications, including (but not limited to) social media posts, news articles and video or other digital content, to share the activity and work of the school and continue to raise the profile of both. |
| 2. | Produce high-quality content for all forms of communication (social media, website, press, letters emails etc.) under supervision of the Headteacher. |
| 3. | Establish and liaise with key contacts in the wider school body. |
| 4. | Coordinate and participate in events relevant to the marketing and publicity of the school. |
|  |
|  |

Notwithstanding the detail in this outline, in accordance with the Trust’s flexibility policy the Jobholder will undertake such work as may be determined by the Headteacher from time to time, up to or at a level consistent with the Principal Responsibilities of the job.

**In conclusion:**

In order to ensure the future successful development of our school, we are keen to appoint only staff of the highest ability or with the greatest promise. Working at Alsager School is demanding but the rewards are commensurate in a school with strong leadership, dedicated staff, supportive parents, and pleasant, friendly, and highly motivated pupils. The school is proud of its supportive ethos and the person appointed can expect much help, guidance and support from colleagues.

Alsager School is an equal opportunities employer, and we are committed to safeguarding and promoting the welfare of children and young people. We expect all staff and volunteers to share this commitment.

**How do I apply?**

If having read this information, you find the post and Alsager School appealing, we would like to hear from you. Application is by completion of the School’s two part Application Form. CV’s will not be accepted. Please also remember to complete the Equal Opportunities Questionnaire section. [Diversity].

It is important that your supporting statement should give comprehensive information about your skills, and it should emphasise your qualities which are relevant to the post. This is your opportunity to introduce yourself and to describe why you believe you are capable of carrying out the duties described.

The closing date is **12 noon, on Monday 22nd September 2025.**  Interviews are likely to be held during that week. In the interests of economy, those applicants who have not received an invitation for interview or any further communication within two weeks of the above date are asked to consider their application unsuccessful on this occasion.

Completed application forms should be returned to: Mrs Ashley Owen

 Trust H.R. & Payroll Deputy Lead

 Alsager School

 Alsager ST7 2HR

Your completed application should be received in school no later than **noon, on Monday 22nd September 2025** ideally via email to Mrs Owenat HR@thecornoviitrust.org

*NB: All candidates submitting an electronic application will be required to sign and date their form if invited to interview.* All electronically submitted applications will be acknowledged.

It is the school’s practice to take up references for all shortlisted candidates. One referee should be from your current or most recent employer. Where you are not presently working with children but have done so in the past, you should provide a referee from that employer. References will not be accepted from relatives or from people writing solely in the capacity of friends.

If you require any further information or wish to discuss any issues, please do feel free to contact me. In the meantime, good luck with your application. I look forward to reading your response and to possibly meeting you in the near future.

Yours sincerely,

Ashley Owen

Trust H.R. & Payroll Deputy Lead

AOE/ Sept 2025

Further details about the School are available from our website: [www.alsagerschool.org](http://www.alsagerschool.org)

**PERSON SPECIFICATION**

**Job Title: Marketing Coordinator**

**Grade: 4 scp: 05-06**

|  |  |  |
| --- | --- | --- |
| **CRITERIA** | **ESSENTIAL** | **DESIRABLE** |
| **Experience** | Experience of working in an administrative role working to strict deadlines.Experience of delivering excellent customer service.Proven ability to communicate with people at all levels of the organisation.Experience of organising and setting up of events.  | Previous experience in an education field/working with children.Previous experience of marketing |
| **Qualifications/****Knowledge** | Highly competent in the use of Microsoft Office suite of applications. Also competent in using social media platforms. Good standard of education including GCSE English & Maths. Excellent numeracy skills.Experience of producing artwork / marketing material, with meticulous attention to detail.Willingness to undertake appropriate training in relation to SIMS.net | Experience in use and manipulation of School’s Information Management Systems (SIMS.net). |
| **Personal attributes/Skills** | Ability to provide an accurate, efficient and professional service.Able to manage unpredictable and variable workloads, often under pressure, whilst maintaining a positive outlook at all times.Enjoy a challenge and able to make decisions.Strong planning and organisational skills with a high level of attention to detail.Honesty, integrity, discretion and ability to maintain confidentiality.Good team player with a sense of humour.Commitment to safeguard & promote the welfare of children. | Have high expectation of themselves with the capacity for self-improvement |

AOE/Sept 2025