



TRURO SCHOOL

NURSERY | PREP | SENIOR | SIXTH



Information for Candidates

Marketing and Admissions Apprentice

Commence September 2021

Full-Time / Fixed Term (18 months) / All Year Round

From Kieran Topping Business Director



Dear Candidate,

Thank you for your interest in the role of Marketing and Admissions Apprentice here at Truro School.

At Truro School, the Marketing and Admissions departments work very closely together and this is a fantastic opportunity to become part of both teams and gain a Level 3 Marketing apprenticeship qualification. The Marketing and Admissions Apprentice will assist the Marketing team in the co-ordination and execution of all marketing, PR and communications activity in order to raise the profile of the school internally, locally, nationally and internationally, and work with the Admissions team to continue growing our pupil intake numbers.

Truro School is steeped in 140 years of history, and is Cornwall's leading independent school for girls and boys aged 3-18. The School is situated over two campuses, the Senior School is set within 40 acres of sports fields and open spaces overlooking Truro and its iconic Cathedral, and a vibrant Prep School located next to the Royal Cornwall Hospital. We have superb facilities and resources at both sites that support our forward-looking educational environment.

To give you a flavour of life here at Truro School please take a look around our website www.truroschool.com and take a moment to watch our virtual tour where you will see and hear from our staff and students and get a glimpse of our beautiful environs.

Truro School is an "excellent"¹ school seeking "excellent" people to join our staff team and help us deliver a broad and balanced education to our enthusiastic children here in the beautiful county of Cornwall.

A handwritten signature in blue ink that reads "Kieran Topping".

Kieran Topping

Business Director

¹ As judged by ISI in 2017 at both our Senior and Prep Schools

Job Description: Marketing and Admissions Apprentice

ACCOUNTABLE TO:

Head of Marketing and Communications & Head of Admissions

GRADE:

This role is based on our Level 3 Apprenticeship scale and equates to £6.50 per hour.

CORE PURPOSE:

An exciting opportunity to work as part of the fantastic marketing and admissions team at Truro School. In exchange for a can-do attitude, friendly personality and willingness to learn, we are offering full on-the-job training in the co-ordination and execution of all marketing, PR and communications activity.

KEY TASKS AND RESPONSIBILITIES:

- Help to source, research and create exciting written and visual content about current pupils, events and achievements, for use on the School's website and social media channels
- Assist with high-quality photography and videography of School events
- Assist the Marketing team to help provide content and proofread the School's marketing literature including prospectuses, the termly school newsletter and the annual school magazine
- Design artwork for flyers, leaflets and display boards
- Support the efficient management of the School website through regular updates
- Help to keep the School's information screens up to date
- Monitor our School profile on external websites
- Assist with the cataloguing of photography and the effective use of visuals online
- Ensure all content produced is in line with the School's brand identity and is optimised for search engines.
- Produce monthly KPI reports
- Assist with key School recruitment events including Open Events
- Work within GDPR guidelines to ensure prospective parent data is input and stored effectively within our preferred software programme
- Monitor enquiries and send out prospectus requests
- Follow-up enquiries with emails/letters
- Conduct School tours with prospective parents
- Other general administration duties to support the function of the Marketing and Admissions teams
- Take ownership of special projects as directed by the Head of Marketing & Communications and Head of Admissions

PERSON SPECIFICATION:

Essential

- Acceptance to study for a Level 3 Marketing apprenticeship with Truro College
- Well presented, friendly and well spoken
- Excellent interpersonal skills and the ability to work with a wide range of people
- Excellent communication skills, both written and verbal with a high standard of English, spelling and grammar
- Ability to understand and follow instructions
- Ability to work to tight deadlines and changing priorities
- Ability to work on own initiative, ask for help when needed and have a "can do" attitude
- Ability to work flexibly as part of a busy small team

- Willingness and flexibility to sometimes work outside of normal working hours to cover school activities
- Confident, creative and passionate about Marketing
- Willingness and enthusiasm to learn
- Good keyboard skills and computer literate in Microsoft packages
- A desire to develop a career in Marketing
- Sensitive to the Methodist ethos and traditions of an independent School

Desirable

- Working knowledge of websites and social media platforms
- Interest in photography and videography
- Experience of using Adobe Photoshop and InDesign

This job description sets out current duties of the post that may vary from time-to-time without changing the general character of the post or the level of responsibility entailed.

Truro School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening including checks with past employers and a Disclosure and Barring Service check.

We embrace diversity and promote equality of opportunity. We welcome applications from all sections of the community.





OUR HISTORY

Established in 1880, we are a leading independent day and boarding school situated in the beautiful cathedral city of Truro in the Duchy of Cornwall. Originally founded by leading Cornish Methodists as a boarding and day school for boys. Girls were accepted into the sixth form in 1976 and the School became fully co-educational in 1990. The School has always maintained its Christian principles and became part of the Methodist Independent Schools Trust in 2017.

Our school motto, *Esse Quam Videri*, (to be rather than to seem to be) captures the essence of our identity. From Nursery right through until Sixth Form the Truro School Community shares the same values and approach to education which help to shape our identity. Underpinned by strong Christian principles, we are a caring and inclusive community which values, nurtures and develops each individual. We are called to be people of integrity, who bring constructive energy, honesty, rigor, humility and generosity to the pursuit of our mission.

Our mission is to be a beacon on inclusive excellence, providing a balanced education and producing confident, tolerant and enthusiast young people who enjoy working with others and are ready to influence the world.

OUR ETHOS

From Nursery right through to Sixth Form, the Truro School Community shares the same values and approach to education. Our approach to education is characterised by six key hallmarks.

- To develop individual academic excellence at every level
- To inspire creativity, ignite imaginations and help each pupil to find and fully develop his or her talents
- To develop pupils who are at ease with themselves and each other.
- To forge pupil characters through challenges and opportunities.
- To develop students who respect other people and the world around them.
- To encourage pupils to develop their own way of thinking

SENIOR SCHOOL

The Senior School educates around 800 students between the ages of 11-18 of which around 80 of those students live in our boarding community. Academic excellence, sport, music and drama, the breadth of co-curricular activities and pastoral care come together to build qualities such as confidence, independent living, and leadership. We welcome students from around the world from places such as China, Hong Kong, Thailand, Italy, Germany to name but a few. The celebration of the cultural diversity is extremely important to us and is a component of our values as a Methodist school.

ACADEMIC

Many of our students at Truro School celebrate exceptional results as they prepare to move on to the next stage of their lives, education and career. Our Upper Sixth students enjoy places at some of the best universities in the world including Oxford, Cambridge, and a range of Russell group universities.

Over two thirds of GCSE and iGCSE grades in 2020 awarded were 9-7 (or A*/A), with a quarter at grade 9. Twenty-one of our pupils achieved 9 or more GCSEs at grades 9,8 or A*.

In the same year, we were pleased to report 61% of A-Levels were graded A*/A. Furthermore, 88% of all A-Level grades were graded at A*-B, with a 100% pass rate.

Music, PE and EPQ all received 100% A*-A grades, with Art, Drama, Economics, English, Geography, RS and Spanish, all gaining 100% A*-B.

Further information on our exam results can be found on our website here:

www.truroschoo.com/senior-school/academic/results

CO-CURRICULAR

We believe that a rich co-curricular life is the key ingredient to aiding character development in our students. Whilst having fun, participating in a wide range of activities, without academic pressures, students can broaden their horizons and learn a new skill or extend existing skills. This in turn develops their confidence, self-esteem, teamwork and independent-thinking, communication skills and social development across all year groups.



Our aim is for every Truro School student to leave us with a breadth of knowledge, understanding and a desire to continue with their selected passion. We encourage students to try a variety of activities, to embrace challenge, success and failure in order to grow.

SPORT

Truro School has an enviable reputation for the high quality of its sporting provision. Several teams compete nationally and the School hosts elite sportsman in the fields of windsurfing, fencing and sailing to name but a few. All abilities are catered for and every student is encouraged to participate in order to maintain a healthy lifestyle.

MUSIC

Truro School is one of the most busy and vibrant music departments in the country and is home to the Truro Cathedral choristers. Music is evident in all year groups with over 60 concerts each year involving our ensembles, choirs and bands. Tuition is available for numerous instruments including cello, violin, flute, clarinet, saxophone, drums. Over a third of our school undertake instrumental or vocal lessons each week from 30 of the county's top specialist teachers.

Major events each term include the annual Hall for Cornwall Concert, the Junior and Senior Charity Concerts, jazz band and Nine Lessons and Carols.

DRAMA

Truro School is renowned for the quality of its drama productions which are held in our professional Burrell Theatre. The school runs a number of major productions throughout the year including the annual whole school play or musical, an annual sixth form drama project (including performing at the Edinburgh Fringe Festival every two years) and the junior play in the summer term.

CORNWALL

Truro School is located in the county of Cornwall, in south west England. It is surrounded almost exclusively by water which makes it ideal for those who love to spend their downtime at the beach, surfing, sailing, windsurfing or just enjoying a coastal walk. With the nearest beach only a 15-20 minute drive either north or south from Truro School, it is most certainly a life style choice of many. Take a look at www.visitcornwall.com for more information about how to get here, where to stay and what's on.



TERMS OF APPOINTMENT

If you are appointed to the role, a formal offer will first be made verbally and then followed up with an offer letter and contract of employment. The following are for guidance and may or may not be available at the time of offer. Benefits are subject to change from time to time.

- Competitive salary based on the Truro School Apprenticeship Scales
- Pension scheme
- Annual leave allowance of 25 days per year plus public holidays (pro rata for part time)
- Lunch provided
- Free membership of the Sir Ben Ainslie Sports Centre and pool facilities
- Free weekly fitness classes for staff only
- Access to a wide range of books, magazines and DVDs through the School library
- Free parking
- Free fruit, tea, coffee & use of espresso machine
- Discounted school fees
- Employee Assistance Program
- Cycle to Work scheme
- Employee benefits platform
- Continued Professional Development and training possibilities

Terms of Employment

This role is based at Truro School, Trennick Lane, Truro, TR1 1TH and will commence on or around the beginning of September, 2021. It is a fixed term, full time (37.5 hours per week, Monday – Friday 0830-1700 with 1-hour unpaid lunchbreak), all year-round role, not term-time only. Attendance at Truro College to complete the classroom-based Level 3 Marketing apprenticeship is mandatory. There is a 6-month probationary period.

Salary

This is an apprenticeship role on the Truro School salary scales. The hourly rate is £6.50 per hour.

Pension Scheme

Truro School complies with its legal obligations to provide access to a pension scheme. Non-teaching staff have a pension via the Pensions Trust whereby the School double-matches an employee's contribution, up to an employee contribution of 5%. So, where an individual contributes 5% to the Pensions Trust, and the School will make a 10% contribution.

Employee Assistance Program/Employee Benefits Platform

Truro School utilises Care First as our EAP provider so all employees have access to a 24/7 helpline and website support. In addition, this platform gives to access hundreds of discounts, offers and savings from high street retailers to holidays, Marks & Spencer to Bloom & Wild.

Other Employment Checks

The offer of employment will be conditional upon satisfactory receipt of the following;

1. Proof of right to work in the UK
2. Enhanced criminal background check (DBS) & Barred List check
3. Two satisfactory references
4. Evidence of qualifications held
5. Overseas criminal record check (if you have resided or worked out of the UK in the past 3 years)
6. TRA and section 128 check (if applicable)
7. Fit to Work Questionnaire
8. Acceptable self-disclosure form



APPLICATION PROCESS

To apply for this position, you will need to complete and submit a formal application using our Truro School application form. We are unable to accept any CVs. This should be emailed to recruitment@truroschool.com or mailed to the School address.

Through the submission of your application form you should demonstrate your qualifications, skill, and experience in relation to the role you are applying for. This information will be assessed against the requirements detailed in the job description.

Once the closing date for applications has been reached we will shortlist applicants and you will be contacted in order to either be invited to interview or to be notified that you have not been successful this time. Our shortlisting process utilises anonymised application form in order to avoid any bias. If you are called for interview you will be asked to provide your right to work in the UK evidence, complete a self-disclosure form and a provide a copy of your qualifications. Additional selection methods such as a presentation or activities/tasks may be used and you will be notified in advance if that is the case.

References may be taken up prior to interview.

All applicants must be prepared to have a Disclosure and Barring Service (DBS) check and undergo any other appropriate child protection screening including checks with past employers.

The post for which you have applied is exempt from Section 4 (2) of the Rehabilitation of Offenders Act 1974 by virtue of the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975, amended 2013. If you are shortlisted and invited to interview, you must declare any relevant warnings, reprimands, cautions and/or convictions by completing a self-disclosure form prior to interview. Any positive disclosure will be discussed at interview.

Any information given will be treated in strict confidence and will be considered only in relation to your application for this post. Truro School does not discriminate against candidates with irrelevant criminal convictions. For further information on which offences should be disclosed please visit:

<http://hub.unlock.org.uk/wp-content/uploads/What-will-be-filtered-by-the-DBS.pdf>

and/or view the flowchart on our employment webpage.

Candidates who have a disability or any other special requirement should let the school know so that reasonable adjustments can be made during the recruitment process.

You should be aware that provision of false information is an offence and could result in the application being rejected or summary dismissal if the applicant has been selected and possible referral to the police and/or Department for Education.

We look forward to receiving your application.

Truro School, Trennick Lane, Truro, TR1 1TH
www.truroschool.com, recruitment@truroschool.com

Established in 1880, Truro School is Cornwall's leading independent schools for girls and boys aged 3 to 18