



REPTON

REPTON ENTERPRISE SALES AND MARKETING EXECUTIVE





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Welcome from the COO

Repton is a wonderful and inspiring place to work: one of the UK's foremost co-educational boarding and day schools, located in the heart of the English countryside, yet within easy reach of major cities; strengthened by a history that goes back over a thousand years, yet with a keen eye on the challenges of the twenty first century.

This is an exciting opportunity for the next Sales and Marketing Executive to contribute to the growth of the revenue and profits from the sales and marketing of academic venues and assets to residential and non-residential clients.

A major programme of investment and expansion has been completed across both Repton and Repton Prep in recent years, and a new two pitch 3G AstroTurf project is due to start soon. The exceptional grounds & gardens make this a stunning location for any occasion.

With a wealth of superb facilities across both school sites, Repton Enterprises Ltd facilitate a range of activities:

- Sporting activities – indoor & outdoor.
- Day lets – theatre & music productions, business meetings & conferences, weddings and hospitality.
- Residential courses – UK and overseas groups who attend for a range of sporting, arts and academic activities.

We are a school with ambition and purpose, eager to employ and reward staff who share our values and aims. With a commitment to support and develop our staff and a competitive remuneration package, Repton is a very attractive place to work.

I hope very much that you will read this document with interest, and I encourage you to apply.



Sarah Greig

Chief Operating Officer



An Introduction to Repton School

Repton is the ancient capital of Mercia, and the School, founded in 1557 from a bequest from Sir John Port of Etwall, was established on the site of a 7th century Anglo-Saxon Benedictine abbey and latterly a 12th century Augustinian priory.

The School today incorporates many of the original buildings from the estate, namely, the Guest Chamber and Prior's Lodging (which as the Old Priory currently houses the School Library and Common Room), Overton's Tower, Tithe Barn, and the Arch. The latter is all that now remains of the Priory's original gatehouse, and which helped inspire the School's motto: *porta vacat culpa*.

Today Repton is a world class, modern, flourishing community with a clear sense of purpose and momentum. As a pre-eminent co-educational and boarding and day school, Repton provides an exceptional broad-based education, blending heritage with the pursuit of excellence in a 21st century context, offering world class facilities as well as high quality teaching and pastoral care.

The School has over one thousand pupils across the Prep and Senior School, making it large enough to achieve excellence in and out of the classroom, yet small enough for individuals to grow and flourish. At Repton Senior, each pupil, whether day or boarding, is a member of a House, of which there are 10 (six for boys and four for girls).





Repton Enterprises

Repton Enterprises is the commercial arm of the School and is responsible for generating additional income from the schools' assets.

The beautiful grounds and prestigious buildings within easy access of the motorway network, train stations and East Midlands airport, make it an attractive option for many businesses.

During the holiday periods we are able to accommodate and cater for large residential courses in our 10 boarding houses. Our sports facilities are outstanding and attractive to many of the England sporting organisations, as well as high profile clubs and youth organisations. Groups are able to use a combination of sporting and academic facilities to deliver their course objectives.

Our range of venues mean that there is something for every event - an intimate wedding to a business conference. We have a large hospitality suite, beautiful historic buildings, a wide range of academic facilities as well as extensive grounds and gardens, making us an attractive partner whatever your business.

The Enterprise team are responsible for generating income from the resources both in and out of term time. We pride ourselves on always delivering an exceptional customer experience in line with the Repton brand. We work with clients to advise and ensure that their aims are delivered and their expectations exceeded.

Our objective is to maximise the profit that we are able to donate to the school and as such, continuous improvement of operational procedures, financial awareness and monitoring are essential.

There is a close working relationship with the School and the Village to ensure that an appropriate balance is maintained throughout the year.





Key Areas of Responsibility

Sales

- Leading the development and implementation of innovative sales and marketing initiatives across Repton Enterprise Activities;
- Develop successful campaigns aimed at increasing brand awareness and sales revenue;
- The production of sales proposals and marketing literature to sending out to clients and potential clients;
- Sending out regular emails to established clients and following up to ascertain client interest;
- Conducting regular market research and competitor analysis and producing summary of findings

Internal & External Marketing

- Assist with the development and implementation of the Enterprise marketing strategy, including market research, PR, advertising, events programmes, publications, production of other marketing material and maintenance of the Enterprise website and social media platforms;
- Work with the Head of Enterprise Operations to best support marketing and communication needs for the entire Enterprise operation;
- Understand where marketing focus needs to be placed to both retain current clients and attract new business across the Repton Enterprise offer.
- Be responsible for all marketing materials to ensure that key messages are communicated consistently and effectively, and that Enterprise is promoted positively both internally and externally; design and create digital and printed marketing materials as required.
- Produce creative and well-written material (and edit copy written by others) for a variety of media such as the website, newsletters, press articles and advertisements, and for social media platforms.

Branding

- Lead on the development of branding with key stakeholders, ensuring adherence to the Repton School brand guidelines, but with appropriate consideration of the separate and unique strands and functions of Repton Enterprises.
- Take responsibility for brand stewardship across all internal and external communications, ensuring brand guidelines are adhered to and providing guidance where necessary;
- Build and maintain the reputation of Repton Enterprise through visual identity, design and language;



Key Areas of Responsibility

Advertising, Directories and PR

- Manage the booking of all advertisements, and evaluate response/outcomes;
- Work effectively and proactively with the wider Enterprise team, identifying opportunities for stories and events through a range of different mediums; this will include preparation of press releases and coordination of copy production.
- Ensure Enterprise entries in online and printed directories are up-to-date and accurate;
- Maintain a record of press releases and adverts;
- Develop mutually beneficial relationships with partners (local businesses, feeder schools and clubs, other local sports clubs, agents and organisations).

Website and Online Media

- Ensure that the Enterprise website is continually updated and presents an accurate and positive brand image aligned with the School; keep informed of the latest website and social media innovations and recommend appropriate enhancements;
- Ensure the website is appropriately optimised for high search result rankings;
- Effectively use social media as a means of communication, including Twitter, Facebook, Instagram and other tools;
- Continually monitor the Enterprise online presence.

Events

- Support Enterprise events and, where possible, maintain a presence at key events, interacting with customers, clients, the public, parents, pupils and staff;
- Photograph (or arrange others to photograph) key events in the Enterprise calendar and liaise with pupils and staff to gather the relevant details for the website, newsletters, press releases and other promotional material;
- Maintain and expand the photographic library, for promotional use.

Design

- Design and edit Enterprise publications and newsletters, working with the wider Enterprise team on the content;
- Design promotional materials such as advertisements, flyers and newsletters for external audiences, including for key events
- Provide marketing assistance including liaison with staff and preparation of displays within the facilities, event displays and newsletters;
- Liaise with external printers if required to manage the production process and ensure that material is produced on time and to a high quality.

Carry out other relevant duties as required and directed by the Enterprise Management Team.



Candidate Qualities

The successful candidate should be able to demonstrate most or all of the following skills and qualities:

- Target focused, extremely organised and effective in developing and implementing marketing and PR plans to attract new clients and retain existing clients;
- Well-developed analytical and research skills in order to understand what influences and persuades individuals and families towards the Repton Enterprise Offer;
- An understanding of image, style and branding and a flair for a range of creative and effective design work, from adverts to posters, websites to newsletters and other internal and external printed publications;
- A solid understanding of social media and trends in the communications market, and the need to use this effectively with appropriate standards of style and branding;
- Accuracy, good attention to detail and the desire and ability to take ownership of their tasks, and to see them finished on time and to a high standard;
- Good interpersonal and communication skills, as the post requires close liaison with internal and external stakeholders including clients and customers, staff, pupils, ORs, parents, press and others;
- Very good verbal and writing skills, with the ability to adapt their style to convey the relevant messages accurately and effectively;
- A high degree of organisational ability; versatile, good at working under pressure and prioritising tasks, and able to cope with competing and changing demands and deadlines;
- Excellent IT skills and a willingness/aptitude to develop these;
- An interest in photography/videography, and knowledge of image editing;
- An understanding of and empathy with the Independent School's sector, together with a commitment to the Enterprise and wider School community and its central ethos;
- Flexibility and the ability to work calmly both in a team and independently, with energy, initiative and cheerful enthusiasm.





Candidate Qualities

QUALIFICATIONS

Essential:

- Educated to degree level or with equivalent relevant professional experience.

Desirable:

- CIM/CAM/AMCIS accreditation. If required, support can be provided towards this.

SKILLS/EXPERIENCE

Essential:

- Knowledgeable, articulate and friendly manner with the ability to work with the wider school community;
- Professional and well presented, objective, reliable, accountable, open and honest;
- Dynamic, adaptable and energetic;
- Ability to communicate and promote Enterprises to individuals and large groups with confidence and flair;
- Proven experience of external communications, potentially gained within an academic institution;
- Understanding of the role of policies and procedures within marketing and PR;
- Ability to cope with periods of pressure, work flexibly and proactively address issues;
- Planning and prioritising own workload and managing conflicting demands;
- Strong writing and editing skills including the ability to tailor content to different audience needs;
- Knowledge of GDPR legislation
- Thoroughness and an eye for detail.

Desirable:

- Knowledge of the leisure, hospitality and events sectors,
- Knowledge of the Independent School sector and a passion for the holistic benefits of educational environments;
- Experience in a school marketing or sales role;
- Experience of managing budgets;
- Experience of customer service;
- Experience in project management.





Working at Repton

The School is committed to employing and rewarding staff who share its ambition, its aims and its values. This will be reflected in an attractive remuneration package as well as the investments in both staff and facilities.

Benefits include

- Sports Centre Membership
- Employer Pension Scheme
- Salary: £30,000 per annum
- 25 days holiday plus Banks Holidays and the Christmas Closedown
- Employee Assistance Programme

In its buildings and grounds, Repton combines the old and the new. The heart of the School is a beautiful 12th century Augustinian Priory, but following a major period of investment, the School has outstanding new and refurbished facilities in most teaching areas, most notably in the Science Priory, the School Theatre and a new Mathematics and PE Block.

Many of the sports facilities are either new, or recently refurbished and include:

- Eleven Grass football pitches
- Two 3G pitches TBD
- Strength and conditioning performance gym
- Fitness suite
- Team room for video analysis and team briefings
- Two sports halls
- Two 25m 6 lane swimming pools
- Indoor and outdoor cricket, netball, tennis and hockey facilities
- Fives courts





Information for Candidates

Applications, which include the names and addresses of two professional referees, should be submitted by Friday 6th September 2024, with interviews expected to take place the following week. To apply, please follow the attached link: [Repton Jobs - Sales and Marketing Executive - Repton Enterprises](#)

Applicants will be contacted for interview if they have been successful in the short-list process.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your applications as early as possible.

In accordance with the Children Act any appointment to the Repton staff is conditional on criminal records clearance and the successful candidate will be required to supply the necessary information and documentary evidence. References will be obtained on all candidates called for interview and applicants should be aware that the interview will contain questions relating to the candidates' suitability to working in a post involving children.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Therefore, the following shall be deemed to be included, in addition to the duties that you may be required to perform:

Promoting and safeguarding the welfare of children and young persons for whom you are responsible and with whom you come into contact.

Under the Sexual Offences Act 2003 it is a criminal offence for a person over 18 (e.g. teacher, matron, sports coach) to have a sexual relationship with a child under 18 where that person is in a position of trust in respect of that child, even if the relationship is consensual. This applies where the child is in full-time education and the person works in the same establishment as the child, even if s/he does not teach the child. Moreover, whatever the age of the pupil, a sexual relationship between an employee and a pupil will be considered an abuse of a position of trust and gross misconduct, likely to result in dismissal.





REPTON

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