



## Food Studio Marketing & Events Manager Job Description

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

### Summary of the role

Development and marketing of the Food Studio's commercial and community activities in order to maximise revenue generation, support the Public Benefit aims of the School and to raise the profile of this new cookery school.

### Main duties and responsibilities:

#### Strategy and Planning

- Design and develop the business and marketing strategy for the Food Studio's commercial operations. To include, but not restricted to:
  - Children's holiday camps & workshops
  - Adult Workshops & corporate sessions
  - External hires
  - Events
- Coordinate the detailed design, organisation and delivery of revenue generating operations where delivered by the School.
  - Liaising with the Food & Nutrition Teacher to provide continuity between school initiatives and business opportunities;
  - Opportunity for the successful candidate to deliver the sessions depending on their skillset.
- Responsibility for seeking and coordinating outreach programme opportunities in the wider community, in collaboration with the Headmistress, Bursar, Food & Nutrition Teacher and the Community & Partnership Coordinator.
- Ensure all stakeholders (pupils, parents, staff, prospective parents, wider community) understand what is on offer.

#### Digital & Communications

- Provide content, style management and design oversight of the Food Studio micro-site, ensuring this is kept up to date with news and content to reflect the Food Studio activities and events.
- Responsibility for the Food Studio social media activity, considering the appropriate channels (including, but not limited to Instagram, Twitter and Facebook) and managing these in conjunction with the Head of e-Learning.
- Manage the reporting of key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity.
- Develop strong relationships with key influencers.



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- Promote the Food Studio externally, attending events such as exhibitions, networking events etc.
- Organise, produce and update the Food Studio's marketing materials such as brochures, newsletters, blogs, adverts, flyers, posters and update emails to the School's community.
- Liaise with the Head and Bursar to ensure that the Food Studio is supporting the School's alumni activity.

### **Other Professional Responsibilities**

- Attend and contribute to SLT, Curriculum and Staff meetings as required.
- Communicate effectively with the Senior Leadership Team (Head, Deputy, Bursar, Academic Director), staff, parents and pupils.
- Attend INSET sessions.
- Keep abreast of best practice and developments in marketing and communications and regulations related to food matters by attending courses and reading relevant journals. Disseminate relevant information to staff on courses attended and current initiatives.
- Participate in arrangements to appraise performance.
- Manage an agreed budget.
- Ensure that Health and Safety at Work regulations are adhered to both personally and on behalf of the School.
- Administer first aid if necessary.
- If working with an assistant, supervise, liaise with, motivate and assess them so that their time is used profitably and to good effect, ensuring that they are clear about their duties and responsibilities.

### **General**

- Promote and safeguard the welfare of children and young persons for who you are responsible and with whom you come into contact, with particular regard to e-safety policy and practice.
- Read the Staff Handbook and all relevant school policies.
- Undertake administrative duties as necessary.
- In addition to the above, you may also be required to undertake such other comparable duties as the Headmistress requires from time to time.



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<b>Responsible to</b>
Headmistress and Bursar
<b>Terms and Conditions</b>
<ul style="list-style-type: none"><li>• Salary – based on experience</li><li>• Part-time post, three days/week, working all year round, 8.15am – 4.30pm</li><li>• Flexible working potential</li><li>• Eight week's holiday per year (plus English bank holidays), generally not to be taken during term time</li><li>• Contribution to Stakeholder Pension Scheme</li><li>• Free school lunches during term time</li></ul>

**For the avoidance of doubt, the duties and responsibilities contained within this job description may change from time to time according to the requirements of the role and it is not intended to have contractual effect.**



Sarum Hall School

## Food Studio Marketing & Events Manager Person specification

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

The ideal candidate will have some or all of the following:

Qualifications
❖ Appropriate qualifications (e.g. Degree or Marketing qualification)
Experience
❖ Food preparation and cookery teaching ❖ Previous marketing experience ❖ Experience working in the Education sector ❖ An understanding of the aims and ethos of the independent school sector and Sarum Hall School in particular ❖ Campaign experience, in delivering successful multichannel, high quality and engaging content
Knowledge
❖ A sound knowledge of marketing practice and principles ❖ Current food & nutrition trends
Skills and Abilities
❖ Excellent communication and presentation skills, both verbal and written ❖ Strong project management skills ❖ Attention to detail, particularly copywriting and proofreading ❖ Creative and innovative with a flair for design ❖ Excellent organisation and time management skills ❖ Effective budget creation and management skills ❖ Enthusiastic, self-motivated and proactive ❖ The ability to work collaboratively and under pressure ❖ Willingness to contribute to the extra-curricular life of the School