



## **Job Description Marketing & Events Executive**

<b>Place of Work:</b>	West Heath School, Sevenoaks, TN13 1SR
<b>Hours of Work:</b>	37.5 per week, 52 Weeks Per Year - 5 days per week including some weekend work.
<b>Accountable to:</b>	Head of Estates and Facilities
<b>Direct Reports:</b>	Wedding Hosts, Event Duty Caretakers

### **The School:**

West Heath School is a challenging place to work, but our dedicated staff rebuild lives through education. Teaching respect, encouraging responsibility, building relationships and developing resilience in our students is an integral part of the role. Our committed, dynamic and resourceful staff find the work rewarding.

### **Main Purpose of the role:**

To facilitate the marketing of both West Heath 2000 and its subsidiary companies in line with the Marketing Strategy.

To oversee and coordinate the events team, working with other departments and outside agencies as required, ensuring the wedding and events are run in a well organised fashion. This role includes elements of marketing, finance, logistic planning and after service.

### **Main Duties and Responsibilities**

#### Marketing

- To promote the School and maintain the high standard of West Heath as a centre of excellence for students with a Social, Emotional and Mental Health needs
- To develop, alongside key members of the school staff team, a robust marketing strategy
- To represent the School at external Events and to assist the West Heath Centre with the promotion of Weddings and internal events.
- Organising viewings, taking bookings and liaising with current and new clients
- Management of social media to increase awareness and to promote our business, including the preparation and publishing of blogs for West Heath Weddings and West Heath Centre
- Planning new promotions and initiatives and contributing to business development



- Development of materials and images suitable for marketing use ensuring they are in line with the branding and image set out by the marketing strategy
- Ensure all enquiries are responded to in a timely manner
- Participate in analysis activities to improve our marketing strategies
- Explore opportunities for development of West Heath Weddings and West Heath Centre (training)
- Organise and participate in Wedding Fairs and food tasting events

#### Event planning

- The planning and organising of all events held by the centre.
- To input all wedding details into our administration system whilst maintaining system standards
- Communicating clearly through all departments, including catering, in-house teams and accounts
- Managing and recruiting front of house staff
- On the day management of the catering team and front of house staff
- Be present at all weddings and events as the main point of contact
- Coordinating fundraising events for the school (e.g. Fashion Show)

#### Finance

- Managing all financial aspects of events (in conjunction with the accounts department)
- To support the Business Support Officer in researching and developing fundraising opportunities including grant applications, bid writing, events, donations and sponsorship.

#### **Safeguarding**

- To undertake relevant Safeguarding training linked to the post and update as required.
- To ensure that you are aware of Safeguarding practices and policies and understand the escalation processes.
- Ensure that Safeguarding practice and policies are at the forefront of your practice with regard to the current guidelines from Keeping Children Safe in Education.
- Promote best practice safeguarding in all interactions with students.

#### **Health and Safety**

- Always working safely and hygienically within Health and Safety and Safeguarding Guidelines and Policies.

**Partnership Working:**

- Sustain and develop positive working partnerships with all areas of the School.
- Implement/monitor and contribute to joint initiatives as required.
- To create and develop links between the department and wider school community.
- Celebrate and share success with students, colleagues and parents/carers.

**Equality and Diversity:**

- Ensure equality in the workplace regardless of race, age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex, sexual orientation.
- Support people to express their individuality and uniqueness in all areas of life.

**General:**

- To act as an ambassador for West Heath School representing the school where necessary at Events and Meetings.
- To undertake ongoing continued professional development.
- To uphold the values and ethos of the school.
- To undertake such duties and responsibilities reasonably consistent with the role as may be required from time to time by the line manager.
- Follow West Heath School Policy and Procedures, paying particular attention to Safeguarding, Confidentiality & Health and Safety.
- To attend regular supervision sessions with Line Manager.
- Attend team meetings as required.
- Undertake any relevant training as identified.
- Ensure that professional standards are always met.
- To complete any tasks that are reasonably requested by your line manager or SMT.

## PERSON SPECIFICATION: Marketing and Events Executive

Requirement	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>GCSE in English and Maths -4 and above</li> </ul>	<ul style="list-style-type: none"> <li>NVQ L3 in Events and Hospitality or equivalent</li> </ul>
Experience	<ul style="list-style-type: none"> <li>Co-ordination of event staff.</li> <li>Management experience.</li> <li>Wedding/Event experience.</li> <li>Budget Management Experience.</li> <li>Experience of working within a customer focused environment.</li> </ul>	<ul style="list-style-type: none"> <li>Experience in similar role.</li> <li>Experience in the writing of event specific risk assessments.</li> <li>Experience in upselling additional services and cost negotiation.</li> </ul>
Knowledge and skills	<ul style="list-style-type: none"> <li>Excellent IT skills with experience with Excel, work and Outlook.</li> <li>Knowledge of Health and Safety legislation within the Wedding/event industry.</li> </ul>	<ul style="list-style-type: none"> <li>Minimum IOSH qualification.</li> </ul>
Competence	<ul style="list-style-type: none"> <li>An understanding of and personal commitment to the Vision and Values of West Heath.</li> <li>To be committed to and have the flexibility to work hours as determined by the business. This will include working evenings, weekends and night work.</li> <li>To be committed to on-going personal development and the development of the team.</li> </ul>	
Personal Qualities	<ul style="list-style-type: none"> <li>Proactive communications skills both verbal and non-verbal with a wide range of clients at all levels.</li> <li>Flexibility.</li> <li>Highly Organised.</li> <li>Problem solver.</li> <li>Calm under pressure.</li> <li>Excellent customer service skills.</li> <li>Solution focused.</li> <li>Personable demeanour.</li> <li>Ability to work in a way which reflects the Schools values/ethos.</li> <li>Working practice which encompasses equal opportunities.</li> <li>Ability to work under pressure while recognising it in self and others.</li> </ul>	

6. Other	<ul style="list-style-type: none"> <li>• Personal development - a strong interest in and commitment to continuous personal learning and development.</li> <li>• Enhanced DBS</li> </ul>	<ul style="list-style-type: none"> <li>• Full Driving Licence.</li> </ul>
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**Note:**

This Job Description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify reconsideration of the salary for the post.

***West Heath School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.***