



The Blue Coat School

Founded by the Church of England in 1722



Information Booklet for Job Applicants
Marketing and Admissions Assistant



THE BLUE COAT SCHOOL'S VISION:
LIMITLESS LEARNING
FOR TOMORROW'S ACHIEVERS



LIMITLESS LEARNING FOR TOMORROW'S ACHIEVERS



The Blue Coat School is an Independent Day Preparatory School offering an outstanding educational experience to over 700 boys and girls, aged 3 to 11 years. Occupying a beautiful site in Edgbaston, in 15 acres of playing fields and gardens, it is a thriving community where children achieve great things, not just academically but in all areas. Our extensive Co-Curricular programme offers opportunities beyond the classroom and nurtures well-rounded children, preparing them for life beyond Blue Coat.

Originally set up as a charity school 'for the purpose of maintaining poor children' in the centre of Birmingham, BCS relocated to Harborne in 1930 and has since become one of the largest IAPS Prep Schools in the country. A generous Bursary scheme continues to offer the opportunity of a Blue Coat education to all.

Founded by the Church of England, Chapel life remains a big part of the weekly school routine and Prep parents and staff join Chaplain for a weekly service. Meanwhile in Pre-Prep, Chaplain leads a weekly assembly for the children. Our diverse school community is representative of the local area and welcomes pupils of all faiths and none. Respect and multicultural understanding are fostered through our BCS Values which promote patience, respect and kindness. The Blue Coat School is a stimulating and rewarding place to work, in the company of enthusiastic and dedicated staff. It has excellent resources, which are used to provide enjoyable and imaginative learning.

Pupils consistently achieve outstanding results and they are well prepared for senior school entrance examinations. Many progress with the top scholarship offers to the region's most renowned senior schools including the Independent and Grammar Schools of the King Edward VI Foundation, Solihull School, Edgbaston High School for Girls and Bromsgrove School.

The Blue Coat School is a stimulating and rewarding place to work, in the company of enthusiastic and dedicated staff. Our community ethos is very strong, and we maintain the highest expectations of the interpersonal relationships between all stakeholders. The successful applicant will be expected to ensure that the excellent standards of the School are maintained.

PRE-PREP



Our Pre-Prep department begins in the Nursery with children aged 3-4 years. Unlike many schools, we begin with a traditional classroom setting. Children are taught in classes of up to 22, by a qualified teacher who is supported by an Early Years Teaching Assistant.

Learning is primarily through play and exploration but our children make fast progress with their letters, sounds and numbers and are often working well ahead of national expectations. Nursery children have the opportunity to visit our Forest School for two half terms and Reception visit weekly. Nursery also use the Pre-Prep Gym and are taught music by a specialist music teacher.

In Reception, children begin to use other areas in the School such as the swimming pool and music room. Moving to KS1 the school day becomes more structured. In addition to daily maths and English, other subjects are taught such as computer science, humanities and creative arts. The majority are taught by the class Teacher, supported by a Teaching Assistant, but specialist teachers will lead PE, games, swimming and music lessons.



PREP



The Prep School covers Years 3 to 6. Each year group is led by a Year Group Leader and there are also subject leaders who support the curriculum development. The Head of Prep and the Deputy Head Prep are responsible for the day-to-day running of Prep.

In Prep, the children are taught by a number of specialists teachers in dedicated rooms such as the Creative Arts Studio, Computing Centre, Music Centre and newly upgraded Science Laboratories. They become familiar with moving around School and are well prepared for senior school.

Children use individual iPads in all lessons, as well as practical and written resources.

A House system is introduced in Year 3 and children join one of six houses. House Leads meet weekly with their House which spans the whole of Prep and includes members of staff. House competitions ensure that the children work as a team to earn house points or compete for their House in sport, general knowledge quizzes and a House Shout.



FACILITIES



- 1 Year 3 and Year 4 Hubs
- 2 Year 5 and Year 6 Hubs
- 3 The Year 6 Centre
- 4 All Saints
- 5 St Martin's
- 6 Chapel
- 7 Viney Building
- 8 Sports Centre
- 9 The Annexe
- 10 Branson Building
- 11 William Higgs Building
- 12 Centenary Building
- 13 Bissell Building
- 14 Saville Music Centre
- 15 School Hall
- 16 Forest School



The Blue Coat School enjoys an expansive 15-acre campus just three miles from the city centre. With a rich diversity of green spaces, classrooms, specialist facilities, playgrounds, sports pitches and after school social spaces, a big campus soon feels like home to pupils.

The Blue Coat School has a 25-metre indoor swimming pool, AstroTurf pitch and cricket nets, Forest School, IT Suite with recording booth and green screen technology, Music Centre, a Creative Arts Studio, Science Laboratories, Auditorium, School Chapel and extensive playing fields, to name just a few!

Our beautiful and well resourced campus enables us to offer over 120 clubs and activities a week, including activities outside of the curriculum such as chess, Spanish and coding. In addition, senior pupils experience subjects such as cooking, debating, gardening and STEM as part of our Friday afternoon Thinking, Exploring and Doing Programme (TED).

MUSIC

There is a very long and established tradition of excellence in Music at The Blue Coat School, with many children learning one or more musical instruments and many achieving Grade 8 before their final year here.

From Year 2, children can begin to take part in choirs, including the prestigious Chapel Choir from Year 5, orchestras, chamber groups and bands.

The Blue Coat School is fortunate to have a diverse community of pupils from many different cultures, ethnicities, races and religions and we advocate for that diversity to be reflected and celebrated in the music curriculum.





SPORT



With a keen sportsman as Headmaster, it is no wonder that BCS Sport has gone from strength to strength! An extensive fixtures calendar, as well as intra-school competitions offer all children the chance to play competitive sport. We enter many national competitions and have achieved notable success including setting records at the England Schools Swimming Association Finals. BCS have also successfully hosted the IAPS Regional Swimming Qualifiers for the past two years.

The Blue Coat School is proud to have forged close links with local sports clubs and activity providers to enhance opportunities for our children in sport. These partnerships include Diamond Swim Academy, Aston Villa Football Club, Moseley Rugby Club, Edgbaston Golf Club and Edgbaston Priory Club.



PASTORAL

Here at The Blue Coat School, we pride ourselves on providing the best possible pastoral care for children. Our provision is defined by the quality of our relationships with pupils, staff and parents, our strong partnerships and how staff respond to the needs of each and every child.

Every member of staff has responsibility for the children's wellbeing. Everyone works in the best interests of every child to safeguard their welfare and promote their development, and our children are confident in knowing who they can reach out to if they have any concerns or worries.

There is also a dedicated Pastoral Team whose sole purpose at School is to support children in either a 1:1 or in a small group. The Pastoral Team meet every week to discuss pupils' wellbeing. The School's Special Educational Needs Coordinators, Designated Safeguarding Leads, the School Matrons and the Chaplain also attend this meeting to ensure there is a holistic approach to pastoral care at The Blue Coat School.





JOB DESCRIPTION

MARKETING & ADMISSIONS ASSISTANT



Core Purpose of Post

- To promote and safeguard the welfare of all children and young persons for whom the post holder has responsibility and with whom the post holder comes into contact.
- To provide support to the Director of Marketing and Admissions in all marketing activities relevant to the school.

General Duties and Responsibilities

Professional

- Exercise loyalty to the Headmaster and to the School, upholding and maintaining its traditions and ethos.
- Set and maintain high standards of work, as well as of the personal and professional conduct.
- Comply with all regulatory requirements including those relating to data protection.
- Comply fully with the requirements as set out in the DfE document 'Keeping Children Safe in Education' and any relevant supplementary guidance and in the HM Government document 'Working Together to Safeguard Children' and any relevant supplementary guidance.
- Abide by the School's current systems and structures as outlined in policy documents including the First Aid and Health, Health and Safety and Safeguarding and Child Protection Policies, and take appropriate action in accordance with all such documents as and when necessary.
- Establish and maintain effective working relationships with colleagues and parents/carers.
- Participate as required in meetings with colleagues and parents in respect of the duties and responsibilities of the post.
- Take responsibility for one's own professional development, attending INSET days at the start of each term and attending other relevant courses whenever possible.
- Be punctual and adaptable, and dress in a smart but practical manner.
- Engage with the Christian foundation of the School.

JOB DESCRIPTION

MARKETING & ADMISSIONS ASSISTANT



Specific Areas of Responsibilities

Marketing

- Delivering the School's marketing and social media plan and reviewing and implementing current best marketing practice.
- Producing a weekly social media schedule, liaising with colleagues to collate content which reflects the school's activities and mission.
- Producing termly reports on the social media output making recommendations for improvements to engagement metrics.
- Monitoring any issues on social media and ensuring that the School is always presented in a positive light with consistent key messages.
- Taking photographs and videos of school activities and managing the library of digital photography for marketing and publicity purposes.
- Conducting market research, both qualitative and quantitative to gather insights on demand, competitive opportunities and brand awareness.
- Implementing the School's advertising campaigns, helping to prepare adverts for both digital and print.
- Ensuring that excellent standards of marketing are applied to all school events such as sports fixtures, school productions, music events, Parents' Evening, and School Enrichment Days.
- Engaging with prospective and current parents across a range of channels including digital and events.
- Managing the Blue Coat School website including checking and updating the general information on all pages; helping to optimise the site; and adding news reports, sports results and calendar information.
- Assisting with the gathering, writing and editing of news stories for the school news page on the website.
- Reviewing the brand guidelines and supporting staff to implement them accordingly.

JOB DESCRIPTION

MARKETING & ADMISSIONS ASSISTANT



Specific Areas of Responsibilities

Admissions

- Planning, organising and executing external marketing and recruitment events such as Open Mornings, Entrance Test Days and Taster Days.
- Supporting the work of the Admissions Registrar including sending out prospectuses and other relevant information as required.
- Conduct tours of the school for prospective parents.
- Respond to parent enquiries via telephone and email.

Alumni

- Maintaining and developing the school archives in relation to alumni and former staff.
- Support with the organisation and delivery of alumni events.
- Respond to information requests from alumni.

Other Responsibilities

- Assist with any reasonable request in connection with the day-to-day organisation of the School.
- Attend assemblies and Chapel Services as required.
- Be available to attend school events as required.



PERSON SPECIFICATION

MARKETING & ADMISSIONS ASSISTANT



Qualifications/Professional Development

- University degree
- Evidence of recent involvement in professional development

Experience and skills

- Effective verbal and written communication skills with the ability to develop high quality, accurate and consistent communications and marketing materials
- A good understanding of communications, building audiences and engagement via social media
- A high degree of computer literacy (particularly Apple devices, Canva, WordPress and Google applications)
- Photographic skills and knowledge of video and photo editing
- Graphic design skills to create promotional materials for social media and print
- Experience of communicating professionally with a range of stakeholders such as parents, prospective families, colleagues or external partners
- Experience of handling enquiries by telephone, email and in person in a warm, accurate and timely way
- Experience of managing or supporting administrative processes, including maintaining records, tracking enquiries or updating databases
- Good organisational skills and the ability to prioritise and manage tasks
- An eye for detail and accuracy
- Experience of supporting pupil recruitment, parent engagement or customer journey processes.
- Experience of supporting events, visits, open mornings or similar customer-facing activities
- Experience in a school, nursery, independent education or admissions environment would be an advantage



PERSON SPECIFICATION

MARKETING & ADMISSIONS ASSISTANT



Personal attributes

- Sympathy with the Christian ethos and activities of the school
- A warm, professional and confident manner with parents, pupils, staff and visitors
- A proactive, helpful and flexible approach
- Ability to form and maintain positive relationships
- Sensitivity to others and the ability to work cooperatively
- Self-motivated with a positive, professional attitude
- Ability to work as part of a team yet also to work under own initiative
- Ability to work calmly and efficiently in a busy school environment
- Ability to maintain confidentiality and handle sensitive information appropriately
- A positive, pupil-centred approach and an understanding of the importance of first impressions
- Wholehearted commitment to the life of a vibrant school community



Original certificates will be required as proof of qualification. All other attributes will be assessed using the contents of the application form, at interview and with the professional references.

All members of staff are required to promote and safeguard the welfare of children they are responsible for, or come into contact with, and to adhere to, and ensure compliance with, the School's child protection procedures and staff guidance at all times.



The Blue Coat School

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The Blue Coat School Birmingham is committed to safeguarding and promoting the wellbeing of children and young people and expects all staff and volunteers to share this commitment.

