



West Heath School  
Ashgrove Road  
Sevenoaks  
Kent TN13 1SR  
T 01732 460553  
F 01732 456734

Principal & Chief Executive: James Nunns

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

**Reports to:** Company Secretary

**Location:** West Heath School – Sevenoaks TN13 1SR  
Including Hybrid Working- to be agreed with line manager

**Hours:** 8:30am -5:00pm (1/2 hour unpaid lunch break) Monday-Friday. Flexibility to work weekends is essential (time off in lieu awarded for weekend hours).

### **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 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 diagnosis.
- To manage the representation of West Heath School at Events and to assist the West Heath Centre with the promotion of Events. If the needs of the business determine you may be required to run an event for West Heath Centre.

### **Main Duties and Responsibilities**

- Management of all social media and websites
- Development of materials and images suitable for marketing use
- Development of materials and preparation for exhibitions that the School attends
- Attending and representing the School at events both onsite and off where necessary
- To ensure that all marketing materials of West Heath 2000 and subsidiary companies are in line with the branding and image set out by the marketing strategy
- Planning new promotions and initiatives and contributing to business development

### **The role requires supporting the Wedding Executive as follows;**

- Organising viewings, taking bookings, and liaising with current and new clients
- The planning and organising of all events held by the centre
- Communicating clearly through all departments, including catering, in-house teams, and accounts
- Management of Social Media to increase awareness and to promote our business
- On the day management of the Catering team and Front of House staff

### **Health and Safety:**

- Working safely and hygienically at all times within Health and Safety Guidelines and Policies.

**Partnership Working:**

- Sustain and develop positive working partnerships with all areas of the Faculty and 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, sexual orientation, or religious belief
- 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 Company Secretary
- 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

**Qualifications and experience required for this role:**

See Person Specification below



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## PERSON SPECIFICATION

Requirement	Essential	Desirable	Testing Method
1. Qualifications	Degree in Marketing	Personal Licence	Certificate Application form
2. Experience		1 year + Marketing Experience	Application form Interview
3. Knowledge and skills	Social Media Proficient & adept in the use of IT systems and MS Office	Graphic design experience	Application form Interview questions
4. Competence	Ability to work under pressure and flexibly in order to meet a varied, wide ranging and demanding workload  Strong communications skills both written and verbal  Attention to detail  Ability to network and build rapport		Interview questions
5. Personal Qualities	Self-motivated  Dedicated and willing to learn  Excellent team player  Passionate about the industry  Professional		Interview questions
6. Other	Full Driving Licence		Document verification

**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.***