

**Our Lady's Catholic High School**



# Application Pack

# MARKETING & COMMUNICATIONS OFFICER



**Our Lady's Catholic High School**





<b>Page number</b>	<b>Title</b>
3-4	Welcome – Richard Charnock, Headteacher
5-6	School Information for Candidates
7-10	Job Description and Person Specification
11	How to apply

# Our Lady's Catholic High School



## Headteacher – Richard Charnock

Thank you for your interest in the position of Marketing and Communications Officer at Our Lady's Catholic High School.

Our Lady's Catholic High School is a highly successful oversubscribed 11–16 mixed High School of 900 pupils serving mainly the Catholic community in the north of Preston. We have an excellent reputation and are consistently ranked as a high performing school. We place an emphasis on helping each child reach their full potential and provide a safe, loving environment where our pupils can grow and develop to become One of Ours.

Behaviour and relationships in our school are very strong and all teachers use our highly respected and successful system for managing behaviour and relationships called 'Behaviour 4 Learning'. This is supported by a sophisticated system for rewarding pupils for being fit to learn and for commitment to school life.

An exciting opportunity has now arisen for the position of Marketing and Communications Officer who will lead and develop communication and marketing strategies, both internally and externally, to positively promote the profile of our school. The successful candidate will foster positive links and partnerships with businesses and community contacts and build strong working relationships with members of both the teaching and support staff and parents and carers.

Specific responsibility for the day to day management of the school's website and online presence, through a range of social media platforms together with the generation and collation of news content ensuring that all marketing activity is widely and appropriately publicised.

The successful candidate will need to possess excellent written and oral communication skills and be a strong team player and must have 5 A\*- C GCSE's including Mathematics and English or equivalent and have experience of producing high quality photography.

This position is for 30 hours per week, term time plus 3 days, Monday to Friday, 9:00am to 3.30pm (with some flexibility). If successful, the salary received based on the hours and weeks specified will be between **£16,637 and £18,587** per annum.

The closing date for application is 12 Noon on Wednesday 13 December 2023. Please note that in line with Keeping Children Safe in Education 2023, an online search will be carried out as part of our due diligence on shortlisted candidates. CVs are not accepted, to apply for this vacancy you need to complete the application form attached.

I hope you will feel encouraged to apply for this post and I look forward to receiving your application. We welcome applications from ambitious and passionate individuals and our mission is to appoint the best available candidate to this key role in our school.

Potential candidates are very welcome to visit our school and see for themselves our wonderful pupils and staff. Should you want to discuss the post further or indeed want to visit the school, please do not hesitate to contact Adrian Gormally, Assistant Headteacher on 01772 326900.

Yours sincerely

R Charnock





# Our Lady's Catholic High School

## School information for Candidates

### **Introduction**

Our Lady's Catholic High School is a highly successful, oversubscribed, 11–16 mixed High School of 900 pupils serving mainly the Catholic community in the north and west of Preston. As a Voluntary Aided high school, we are part of the Catholic Diocese of Lancaster. The Rt Rev. Paul Swarbrick is our Bishop.

### **History of Our Lady's Catholic High School**

Our school was founded in 1988 as the result of a lengthy consultation process within the Diocese of Lancaster. The then five Catholic secondary schools were reduced to three. The two schools which amalgamated to form Our Lady's were: St Edmund Campion in Lea and St Cuthbert Mayne, which already occupied the current site of Our Lady's in Fulwood. Our school's identity is very much defined by the parishes and the ten primary schools which form our family, and these have ensured a clear continuity from the two former high schools.

### **Our Ethos and Mission**

Our Lady's is first and foremost a Catholic School. It follows from this that the ethos of our school should reflect the values proclaimed by Christ in the Gospels and recognises the unique value of each individual.

Our Mission is to be a Faith Community which, through following Gospel Principles, acts as a positive example, both within our own and our extended community.

### **Core Principles**

Everyone at Our Lady's has the right to:

#### **Develop their faith in a supportive context**

At Our Lady's this means we remain true to the teachings of the Holy Catholic Church while respecting the traditions of all faiths. We look to support all people in developing a love of God and their fellow people both within and outside of our school community.

#### **Work and learn to the best of their abilities**

At Our Lady's this means that pupils should be well prepared for lessons by bringing the correct books and equipment. In class pupils should help others to learn by trying hard, listening well and being aware of the learning needs of others. Staff should be well prepared by planning appropriate, challenging lessons and providing regular feedback on progress. Everyone should value their gifts given by God and contribute to the life of our school.

#### **Be treated with respect at all times**

At Our Lady's this means that we should speak in a way that supports others and helps each individual to grow and feel a welcome part of our school community. Opportunities, help and support will be given to all pupils and staff regardless of their gender, faith, race or background.

#### **Feel safe**

At Our Lady's this means that disagreement should always be resolved through discussion. The behaviour of everyone should contribute toward creating a calm and peaceful community. People who have worries about bullying behaviour should be taken seriously, their concerns investigated and appropriate action taken. Everyone should look out for others and report any concerns.

## **Our Pupils**

Our catchment has remained very stable for many, many years. In recent years we have been very heavily oversubscribed with around 240 first place choices for our 180 places and well over 700 applications overall. We therefore have a wonderfully diverse population with strong numbers of Muslim, Hindu and Sikh pupils and a variety of other Christian faiths. Our percentage of baptised Catholics is about 79%. None of our families ask for their children to opt out of any of our collective worship programme as they are all 'One of ours'. There is no academic selection of any kind nor social selection based on number of church attendances. Some of our wards are affluent and others are very disadvantaged indeed. We serve the absolute range of society with our overall population skewed slightly to more advantaged.

*“Students are focused,  
mature, confident... friendly and happy”*  
**LANCASHIRE SCHOOL ADVISER**

## **Catholic Teaching Alliance**

In 2014 we were awarded the status of National Teaching School. Our plan was to create the Catholic Teaching Alliance (CTA), an association of Catholic schools, mostly within the Diocese of Lancaster, where the Catholic teachers and educational leaders of the future are trained. In part, this was a response to one of our objectives from our 2012 Ofsted report which was to 'Share more widely outstanding practice evident in school, for the benefit of students and teachers, including the use of digital history to aid learning.' It was also an expression of our belief in working in partnership with other schools for the greater good of Catholic education and to develop succession planning. The core business of the CTA is initial teacher training which we do in partnership with the University of Cumbria. The CTA base is here at Our Lady's in the Training Centre, a bespoke building from which both administration and many taught elements take place. To date we have trained approaching 250 people as potential teachers within our Catholic schools.

In 2021 the government changed the Teaching School system to one that is led by far fewer Teaching School Hubs. We did not meet the criteria to apply as our Ebacc figure was too low. We are therefore no longer a Teaching School as of September 2021, but the work of the CTA continues with strength through ITT (Initial Teacher Training).

## **Abacus Maths Hub**

In 2018, following a competitive selection process, we became a pilot Maths Hub school with a view to becoming a lead school of a Maths Hub two years later. At the end of the first year of the pilot we were asked to become the joint lead school with Cardinal Newman School and so was created the Maths Hub, Abacus North West, which serves over 600 schools. Cardinal Newman School is the outstanding Catholic VI Form school in Preston and the significant majority of our pupils' progress there.

## **Behaviour & Relationships**

We are very proactive about bullying and discrimination of any kind. We teach about such matters in our Personal Development programme; we research regularly with our pupils and staff to discover instances and we deal robustly with all examples.

Behaviour and relationships in our school are outstanding. Our teachers use our highly respected and successful system for managing behaviour and relationships called, 'Behaviour 4 Learning'. This is supported by a sophisticated system for rewarding pupils for being fit to learn and for commitment to school life. Our reward system is valued greatly as exemplified by how our pupils, from years 7 to 11, all wear their badges every day on their school jumper with pride. Our uniform is simple, affordable and is worn consistently by everyone. When you put on our uniform, you put on our school, because you are One of Ours.

*“Behaviour is consistently outstanding”*  
**LANCASHIRE SCHOOL ADVISOR**



## Job Description

### Key Duties

#### Public Relations and Communication

- Maintain the school's PR and marketing activities to further enhance the positive profile of the school.
- Identify opportunities for, and be responsible for, the production of high quality press releases and articles for web and social media platforms.
- Liaise with all curriculum areas to identify PR leads and case studies for use in local & regional press and digital media.
- Manage and maintain content of the school website and social media profile through a variety of appropriate avenues and ensure that all external communication from the school is quality controlled and meets the school's high standards.
- Co-ordinate resources, provide support and maintain high-quality displays and sources of information around the school.
- To establish an alumni database and regularly communicate to all members updates about the school and opportunities to engage with the community

#### Marketing

- Maintain a clear branding policy and house style for all school documentation.
- Support the design, production and distribution of a range of marketing materials for the school including the school newsletter and prospectus.
- Maintain an up to date profile of school activities and events using a range of strategies, for example, online content/printed publications.
- Actively promote school events and activities, and share the successes of individuals and teams with the wider community (involving some additional evening working hours).
- Coordinate and maintain up to date photographs of staff and students, including annual school photographs.
- Support the organisation of events such as the GCSE Certificate Evening and Open Evenings.

## Key Duties (continued)

### Other duties

- To prepare and where necessary prepare reports to the Governors and Senior Leadership Team.
- Provide general clerical and administrative support, including word processing, minute taking, filing routine correspondence, distributing communications as required.
- Maintain stock and order supplies, including the processing of orders, checking of incoming deliveries, obtaining prices from occasional suppliers and storage of stock.
- To undertake other duties determined by the Senior Leadership Team commensurate with the grade.

### To support the school and its wider community:

- To play a full part in the life of the school community, to support its distinctive mission and Catholic ethos and to encourage and ensure staff and students to follow this example.
- To assist in providing an atmosphere in which effective learning can take place.
- To support the promotion of positive relationships with parents, carers and outside agencies.
- To work within school policies and procedures.
- Demonstrate an awareness of confidentiality and abide by confidentiality requirements in relation to duties undertaken in the role.
- To attend staff training as appropriate.
- To take care of their own and other people's health and safety.
- To be aware of the confidential nature of issues related to home/pupil/teacher/school work.

***Please note that under the Criminal Justice and court Services Act 2000 it is an offence for an individual who has been disqualified from working with children to knowingly apply for, offer to do, or accept or do any work in a regulated position. An individual is disqualified from working with children if he/she is included on certain lists held by the Criminals Records Bureau, or has been disqualified from working with children as part of a sentence.***

# Our Lady's Catholic High School



## Person Specification

Selection Criteria	Essential (E) Desirable (D)		Method of Assessment
	E	D	
			Application – A Interview – I Test - T References - R
<b>Qualifications</b>			
GCSE English Language and Maths Grade C or above (or equivalent)	✓		A
Educated to GCE A level or equivalent	✓		A
Degree in marketing or equivalent		✓	A
<b>Skills, Knowledge and Experience</b>			
Experience of working in media or a marketing/promotional environment		✓	A, I, R
Experience of content creation for web pages/printed literature		✓	A, I
Experience of marketing including drafting of marketing materials		✓	A, I
Experience of working in an educational environment		✓	A, I, R
Experience of producing high quality photography	✓		A, I
Ability to work in a team, but with initiative to work on your own	✓		A, I, R
Ability to plan and deliver work programmes within strict deadlines	✓		A, I
High standard of written communication	✓		A, I
Excellent organisational and research skills	✓		A, I
Excellent proofreading skills and meticulous attention to detail	✓		A, I
Knowledge of web publishing and content management systems	✓		A, I
Ability to effectively use school IT systems including Microsoft Office	✓		A, I
Ability to work creatively to develop new marketing strategies and schemes to promote the school in the local community	✓		A, I
Ability to maintain professional working relationships with staff in school and outside organisations.	✓		A, I
Ability to maintain a positive caring relationship with pupils, parents, outside agencies and visitors to the school.	✓		A, I
Ability to work calmly under pressure and have the ability to adapt quickly and effectively to changing circumstances/situations	✓		A, I
Ability to address sensitive matters whilst maintaining confidentiality at all times.	✓		A, I
Excellent communication and interpersonal skills, written and oral.	✓		A, I
Able to use initiative and work independently.	✓		A, I



Personal Qualities			
Commitment to supporting the Catholic ethos of the school	✓		A, I
Commitment to Health & Safety	✓		A, I
Commitment to safeguarding and protecting the welfare of children and young people.	✓		A, I
Ability to demonstrate a commitment to Equal Opportunity policies in practical terms in the context of service delivery, employment issues and a commitment to customer care	✓		, I
Empathy and sensitivity to the needs of others	✓		A, I
Highly developed interpersonal skills including influencing skills	✓		A, I
Willingness to constructively challenge the work of self and others to continually improve own and team performance	✓		A, I
Acts with integrity, honesty, loyalty and fairness	✓		A, I
Able to use judgement to deal with daily, unforeseen problems with limited guidance, within established procedures	✓		A, I
Organised and confident	✓		A, I
Has a positive, flexible attitude to their work	✓		A, I
Willing to attend training / meetings as required	✓		A, I
Positive recommendation from all referees, including current employer	✓		R
Has a good attendance and punctuality record	✓		R
Be a positive role model at all times and a highly respected representative of Our Lady's	✓		A, I
Willing to participate in the life of the school and contribute to the extra-curricular programme	✓		A, I



## How to apply

### Application Details

Please use the CES application form from the school website.

For your supporting statement, we ask that you complete this as a **separate document** rather than completing the section in the CES form. Your supporting statement should be no more than two sides in length using font size 11 Calibri / Arial.

Completed Application Forms should be returned to:

Pam Stott, Headteacher's PA, Our Lady's Catholic High School, St Anthony's Drive Fulwood, Preston, Lancashire, PR2 3SQ.

Please note that only application forms obtained directly from school will be accepted.

T: 01772 326913      F: 01772 760212      Email: [ptt@olchs.lancs.sch.uk](mailto:ptt@olchs.lancs.sch.uk)

**Candidates will be invited to interview by telephone and should ensure that a working day contact number is included in their application.**

**Closing date: Wednesday 13 December 2023 at 12 noon**

**Interview date: Monday 18 December 2023**