

ROYAL  
ALEXANDRA  
& ALBERT  
SCHOOL



# Marketing Assistant

JOIN OUR TEAM



# ABOUT OUR SCHOOL



The Royal Alexandra and Albert School has a long history. Originally the School was two orphanages: the Royal Alexandra School, founded in 1758, and the Royal Albert School, founded in 1864 as a national memorial to Prince Albert. An Act of Parliament amalgamated both institutions in 1949 to create the current School. For much of their history both orphanages enjoyed Royal Patronage which has continued to this day; the School's President is Her Royal Highness the Duchess of Gloucester.

The School is located in 260 acres of beautiful parkland in Gatton Park near Reigate, Surrey, within short distance of Gatwick and Heathrow airports, as well as London. It is in an ideal location for students and staff to live. Our large site allows us to have extensive sporting facilities, including floodlit all-weather sports pitches, fitness centre, indoor swimming pool and equestrian centre.



The Royal Alexandra and Albert School is a co-educational, non-selective state boarding school, for boys and girls aged 7 - 18, with compulsory Saturday morning enrichment lessons and longer holidays.

This is a boarding school with Flexi Boarding students attending from the local area and a lively community of around 400 Full Boarders, heavily involved in a wide range of after-school and weekend activities and trips. With around 1,050 pupils, the School has grown gradually, maintaining its focus on strong academic results and quality pastoral care.

Our Ofsted inspection of March 2024 states "pupils are happy and well cared for at Royal Alexandra and Albert School. They benefit from positive relationships with staff across the school. Pupils feel safe, confident that if they report any concerns or worries they will be dealt with".

The Royal Alexandra and Albert School continues its long history of providing pupils with rich and valuable life experiences and opportunities, in and out of the classroom, with remarkable wrap around care in a close-knit community.



"Pupils benefit from an exceptionally wide variety of opportunities to develop their skills and interests outside of their taught lessons"

Ofsted 2024



# A STATE BOARDING SCHOOL?

What is a state boarding school?

In a state boarding school, the education provided between 8.30 am and 3.35 pm is financed by government through the Local Authority - in our case Surrey County Council. Everything else: the boarding provision, meals and the activities that we run, is financed by the charges paid by parents.

We have two categories of students:

**Full Boarders** - whose parents currently pay under £19,000 per year (compared to around £38,000 for a major independent boarding school). There is no reduction in charges for weekly boarders. Around 200 boarders remain at School on Saturday nights.

**Flexi Boarders** - who are attached to boarding houses, are entitled to all meals, take part in all activities and sleep between 7 and 10 nights per year in School. Flexi Boarders can stay at the School from before breakfast until the bedtime of their year group. The yearly charge for Flexi Boarders is less than £7,500.

We have Saturday morning enrichment lessons, compulsory for all students up to Year 11. There are no compulsory exeat weekends.

Places for local Flexi Boarder students are very heavily oversubscribed.





## A MESSAGE FROM OUR HEADTEACHER

At The Royal Alexandra and Albert School, we pride ourselves on our commitment to providing a nurturing environment where every individual is valued, supported and encouraged to reach their full potential.

Our recent Ofsted report highlights the significant strides we've made in addressing areas for improvement, including reading, curriculum progression and personal development. Through the dedication and industriousness of our colleagues, we've seen marked improvement in our school's performance, a testament to our shared vision of enhancing the life chances of our young people.

A key strength of our school is the positive relationships between staff and students, fostering a culture where pupils feel safe, cared for and confident in reporting any concerns. We believe in not only academic achievement but also holistic development, as evidenced by our 'Outstanding' grading for personal development. From our diverse co-curricular offerings to our commitment to adaptive teaching and consistent behaviour policies, we are continuously striving to provide the best possible learning environment for all.

As we celebrate our achievements, we also recognise that there is still work to be done. Moving from 'Good' to 'Outstanding' is our next goal, and we are committed to the ongoing journey of improvement.

I invite you to join us on this journey of excellence, where together, we can empower the next generation to thrive and succeed. Thank you for considering The Royal Alexandra and Albert School as a place to inspire and be inspired. We look forward to welcoming you to our vibrant community.

M.P.Thomas BSc(Hons), PGCE (Cantab)  
Headteacher



# WHAT WE STRIVE FOR



## PURPOSE

We exist to give our children a distinctly different start in life, preparing them for the world with hope, optimism, compassion and empathy.

## VISION

Our community enhances lives, ignites curiosity and inspires compassionate leaders.

## OBJECTIVES

- An ambitious and effective curriculum
- Exceptional behaviour and attitudes
- Exemplary personal development
- Inspirational and transformative leadership
- Excellent boarding and co-curricular provision
- Life enhancing opportunities through our charitable aims

## GOALS

- Outstanding Section 5 inspection
- Outstanding Boarding and Social Care inspection
- Effective and sustainable use of resources



## VALUES



Ambition



Courage



Integrity



Respect





## MEET OUR STUDENTS

"pupils are happy and well cared for at Royal Alexandra and Albert School. They benefit from positive relationships with staff across the school. Pupils feel safe, confident that if they report any concerns or worries they will be dealt with"

Ofsted Report 2024

We are incredibly proud of our students. The School's renewed behaviour policy is effective in supporting good behaviour, as was stated in our recent Ofsted report.

You will be teaching and supporting children who know the value of their education and have a strong willingness to learn.

Happy children are the easiest to teach which is why pastoral care at our school is one of our highest priorities.

The School has a large number of informed and engaged parents who actively support the work you will be doing with their child. We communicate with parents in a variety of ways, including weekly newsletters, one-to-one meetings, parental consultation evenings, social media and emails.

Our School Foundation supports around 10% of our total students with life-changing bursaries. The core purpose of the Foundation is to accommodate and educate 'Foundationers'. These are students who would benefit from a boarding education and whose parents or guardians are unable to afford such boarding charges.



## OUR COLLEAGUES

We believe we have excellent teaching and support teams. There is a high level of professionalism and mutual respect across all our staff. The school leadership will always be ready to support you wherever necessary. As a member of staff at The Royal Alexandra and Albert School you will be part of a strong community that includes over 100 members of staff who live on site, some with their families and pets. There is also a collective sense of pride in the School and the children.

You will work within a departmental structure ensuring that you have key colleagues to liaise with and who offer ongoing support and guidance. Departments meet regularly and there are many informal opportunities to meet and discuss issues. Performance management is run via departmental line management.

As a School we have a large number of support staff, including Learning Coaches. Team work and continuous dialogue ensure that we can provide the best teaching and learning experience for students.

A large number of teaching and non-teaching staff also work within one of our eight boarding houses. This provides extensive opportunities to get to know students, both Boarders and Flexi Boarders, outside of the classroom. Teachers and support staff are able to provide ongoing academic support as well as ensuring that all children feel safe, secure and happy in their boarding house.





# Marketing Assistant

**Post Title:** Marketing Assistant

**Reporting to:** Director of Marketing

**Salary:** £25,000 - £30,000 per annum, depending on skills and experience

**Contract type:** Full-time, Permanent, 37.5 hours per week (52 weeks per year). Part-time applicants will be considered - please mention this at the time of application.

**Closing Date: Monday 3rd February 2025**

The school reserves the right to appoint prior to the closing date.

## About the Role

We are looking for a creative, motivated and proactive Marketing Assistant to join our team! In this role, you will work closely with the Director of Marketing to promote the Royal Alexandra and Albert School and Foundation to a wide range of audiences locally, regionally and internationally. You will help to showcase what makes our school special by supporting and delivering marketing strategies that increase our visibility and connect us with prospective families and stakeholders.

This is a fantastic opportunity for someone who enjoys variety in their day-to-day tasks and is excited to help shape the future of our school's marketing efforts.

## What You Will Be Doing

You will play a key role in promoting our brand and engaging with our community. The role is new and evolving, which means you will have the chance to make a real impact. Your main responsibilities will include:

### Digital Marketing and Social Media

- Assisting with digital campaigns by coordinating with our digital agency.
- Creating and publishing engaging content for our social media channels, and keeping a close eye on comments, mentions and trends.

### Website and Content Creation

- Keeping our website up to date by uploading new content, updating policies documents, and auditing for relevance.
- Writing, editing and assisting with the creation of marketing materials.
- Working with graphic designers and freelancers to create eye-catching adverts and promotional materials.

### Advertising and Publications

- Assisting with booking advertising spaces and helping to manage our press advert schedule.
- Helping to write, proofread and refine marketing literature, advertisements and newsletters.

### Events and Community Engagement

- Supporting the planning and execution of events such as open days, fairs and other parent events.
- Representing the school at local, regional and international recruitment events.





## Team Support

- Providing administrative support to the Director of Marketing.
- Contributing to ad-hoc projects and tasks as they arise.

## Other

- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality, reporting all concerns to an appropriate person.
- To contribute to the overall ethos and aims of the School.
- The postholder will demonstrate a commitment to maintaining confidentiality, promoting the ethos of the school and upholding the key values of Ambition, Courage, Integrity and Respect in all aspects of the role. These are the foundation upon which (a) we conduct our work and (b) conduct ourselves both internally and externally with stakeholders. All employees are expected to demonstrate these values in their interactions with others and through their day-to-day responsibilities.

Occasionally, this role may involve working some evenings and weekends, particularly during key events such as recruitment fairs.

## What We Are Looking For

We would love to hear from you if you have:

- A background in marketing (a degree or professional qualification in marketing is a plus but not necessary).
- Strong written and verbal communication skills, with good attention to detail.
- Confident IT skills, particularly with social media platforms.
- A proactive approach and the ability to multitask effectively.
- A friendly, professional and adaptable style when working with students, parents and colleagues.
- A willingness to collaborate, take initiative, and contribute to a dynamic school community.

The Royal Alexandra and Albert School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post if successful, including an Enhanced DBS check. Staff must be aware of and comply with policies and procedures relating to child protection, health and safety regulations, security and confidentiality, reporting all concerns as appropriate. This post is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.





## EXTRA BENEFITS

As a member of staff at the Royal Alexandra and Albert School, you will be part of a dedicated, diverse and vibrant community. We value our teachers and support staff, and aim to make the School an environment that is supportive and welcoming.

Members of staff and their families are entitled to free entry to Gatton Park events and free on-site parking. The School's 25-metre indoor swimming pool and fitness centre are open to members of staff free of cost. For both facilities, time slots are scheduled for the use of members of staff only.

There are a number of social events for staff which take place throughout the year, including theatre trips, book clubs, quizzes and staff sports such as yoga, football and rugby. All staff are entitled to free lunch in the School's Dining Room when on duty. There is a varied menu, including vegan and vegetarian meals, which is constantly changing to meet the wants and needs of students and staff. Catering is provided by Harrison Catering Services who prepare fresh and healthy food on-site.

The School's Admissions Policy gives a higher priority to the children of members of staff. In addition, all full time staff, teaching and non-teaching, are entitled to a 33% remission of charges (pro rata for part-time staff).

The School offers membership to appropriate pension schemes for non-teaching staff members and membership to the teachers' pension scheme.

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Patron: Her Royal Highness The Duchess of Gloucester  
Founded: 1758  
Registered charity No. 311945