



BRIGHTON COLLEGE

ENGLAND'S INDEPENDENT SCHOOL OF THE YEAR 2019
THE SUNDAY TIMES

PRESS OFFICER – PART-TIME



CONTENTS

- 3. The School

- 4. The City

- 5. The Role

- 6. Person Specification

- 7. The Application Process



THE SCHOOL

Brighton is one of England's leading schools and the oldest public school in Sussex. The College comprises the Senior School, educating 1,000 pupils aged 13–18, and the Lower School, educating 100 pupils aged 11–13.

The Brighton College family of schools also includes Brighton College Prep School, St Christopher's and Handcross Park, educating a further 1,150 children aged 3 to 13. Overseas, the College has opened Brighton College Abu Dhabi, Brighton College Al Ain and Brighton College Dubai in the UAE, and Brighton College Bangkok in Thailand.

Examination results are strong and the College is among the highest performing schools in England at GCSE and A-level. In 2018, 90.3% of grades at GCSE were at 9, 8 or 7 (equivalent to the old A* and A), whilst 99% of grades at A-level were at A*, A or B. The last five years have also been the best five for Oxbridge success in the 168-year history of the College, with 37 pupils securing offers in 2019.

The Sunday Times awarded Brighton College the title of England's Independent School of the Year 2019, the second time in a decade the school has won this accolade. The Week magazine named Brighton College the 'Most forward-thinking school in Britain' for two year's running in 2017 and 2018. Tatler magazine awarded Richard Cairns the title of Head Master of the Year 2012-13, and Brighton College was named UK Independent School of the Year 2013- 14 at the Independent Schools Awards.

In 2015, there was a full ISI inspection in which the College was awarded the top grade in every single category, including an 'Exceptional' for teaching and learning.

There has also been major investment in new facilities over the last ten years. This has seen the construction of five major buildings on the main site, a new cricket pavilion and a major sports hub on our Jubilee Ground site. Brighton has also purchased the former site of Roedean Junior School, allowing for the relocation of the Pre-Prep School, and the expansion of the College on the main site. A new boarding house opened in September 2013 in the Main Quad which, together with a new Entrance Tower completed in December 2014, completes the original Thomas Jackson designs of the 1880s. A new Music School opened in January 2016, and a new teaching block (including 22 classrooms for maths, history, economics, politics and EAL, alongside an innovative Creative Learning Centre) opened in September 2017. A new Centre for Sport and Science is under construction and is due to open in January 2020; it will include eighteen state-of-the-art laboratories, alongside a new sports hall, 25-metre swimming pool, fitness centre and roof-top running track.

Above all, Brighton is a very happy place. We pride ourselves on being a warm, inclusive and respectful community, where our staff are delightful and positive and our pupils are intellectually curious and charming.

THE CITY

The College enjoys its location in Brighton, one of Britain's youngest cities and one of the most vibrant in Europe.

In 2017, a national survey identified Brighton as the 'happiest city in the UK'. It is close to the beautiful South Downs, within easy travelling distance of London (50 minutes by train), and 30 minutes from Gatwick Airport. Portsmouth, Newhaven and the Channel Tunnel provide accessible links with the Continent.

Brighton is also a university city, and the College has good links with both the University of Sussex and Brighton University.



THE ROLE

The College is seeking to appoint a part-time Press Officer ASAP

THE POST

The main purpose of the post is to manage and develop Brighton College's interface with the press.

The successful candidate will be required to research and secure new stories, write compelling press releases, set up photo-calls and generally secure positive coverage for the college in all forms of media. The ability to write well is essential. So too is an enthusiasm for the education sector. Press experience is helpful but not essential. An interest in education is desirable.

ROLE SPECIFICATION

General duties and responsibilities:

- To work in conjunction with the Head of Marketing and Communications and Deputy Head Transition to create and deliver an effective PR plan with a specific focus on securing coverage of college successes in local, national and international media.
- Create, write or pitch press releases to raise Brighton College's profile generally, and the profile of specific Brighton College activities.
- To pitch stories of interest to local and national media, working closely with colleagues throughout Brighton College.
- To pitch stories written by the Head Master to a range of educational media sources.
- To work with the Marketing team to identify opportunities to pitch stories of interest to the media.
- Ensure any colleagues involved in any press features are well briefed with key messages.
- Develop and maintain relationships with external media providers and journalists.
- Develop and manage relevant media lists, and actively build relationships with key media partners and stakeholders.
- Constantly monitor and analyse press output and coverage achieved.
- Build and maintain internal relationships across all areas of the college life in order to source relevant PR stories.
- To act as the point of contact for film crews or any other publicity.
- To be the main point of contact for all media enquiries.
- To write or edit stories for college-produced media under the guidance of Head of Marketing/Deputy Head Transition
- To report to the Deputy Head Transition

PERSON SPECIFICATION

Brighton College is an exciting place to work, and it is our staff who make our community such a vibrant and stimulating environment.

Essential Personal Characteristics:

- Confident communicator, with the ability to build relationships both internally and externally.
- Professional approachable manner.
- Ability to work effectively under pressure.
- Ability to work as part of a team.

Essential Skills and Qualifications:

- Ability to write clear, concise and engaging press releases on a range of different subjects.
- Ability to multi-task efficiently.
- Agile thinker and able to respond to opportunities quickly
- Ability to sell stories to the media.
- Ability to sell stories to journalists.
- Clear verbal and written communication skills.
- Listening skills.
- Numerate.
- Strong organisational skills.
- Good understanding of IT including Microsoft Office.
- Understanding of how the media is organised.
- Professional qualification and / or degree in a relevant subject

Hours of Work

- 2 days a week from 8.30am to 5pm with a 60 minute unpaid lunch break. (Flexible working hours can be discussed)
- With up to six additional days which may be weekends.

Holidays:

- 20 days (pro rata), increasing to 25 days (pro rata) after two years' service (in addition to bank holidays). Annual leave should be taken during the school holidays.

Subject to operational requirements, additional days may be awarded during the period between Christmas and the New Year.

Benefits:

- Lunch is provided free of charge during term time.
- Brighton College provides a contributory pension scheme, which all eligible employees will be automatically enrolled into within 3 months of commencement of employment. For full details of the pension scheme, please contact HR.
- Death in service benefit after successfully passing probation.

THE APPLICATION PROCESS

Candidates should complete an online application which is available at <https://bcollege.careers.eteach.com/> by **9am on Tuesday 19th February 2019**. Applications will be considered on a rolling basis and early application is therefore encouraged. This should be submitted together with a CV and covering letter of application addressed to the Head Master and three pieces of writing (either press or other). Any enquiries about the application procedure should be emailed to supportrecruitment@brightoncollege.net or by calling the HR Department on 01273 704215.

We anticipate holding first round interviews on **Tuesday 26 February 2019**, though we reserve the right to interview candidates in advance of this time.

REMUNERATION

The salary for this role will be £12,000 per annum pro rata (FTE £30,000).

SAFEGUARDING AND EQUAL OPPORTUNITIES

Brighton College is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. Any offer of employment will be subject to an enhanced DBS disclosure, the receipt of satisfactory references, the College's pre-employment medical question, relevant original ID documentation and examination certificates. The College understands that a robust, fair and transparent recruitment and selection policy plays a central role in achieving this aim.

The College is committed to ensuring that the recruitment and selection of staff is conducted in a manner that is systematic, efficient and effective and promotes equality of opportunity. Our full equal opportunities policy is available on the 'Vacancies' link on our website.





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