



Information for Candidates applying for the role of Marketing and Alumni & Development Administrator

Required As Soon as Possible

THE SCHOOL

Birkenhead School, awarded the Sunday Times Independent Secondary School of the Year in the North West for 2025, was founded in 1860. It is an HMC independent day school providing education for boys and girls drawn from the whole of the Wirral, Liverpool and as far afield as Chester and North Wales. There are currently 23 children in our “Pre-Prep” (aged 3 to 5 years old), 294 pupils in the School’s Prep (ages 5-11) and 478 students in Years 7 to Upper Sixth Form. Birkenhead School has been fully co-educational since September 2008, offering the choice of an independent education to all local children. Across the School approximately 45% of students are girls.

Situated in the leafy suburb of Oxton, the School enjoys excellent facilities. The main campus has a ‘village green’ atmosphere, with classrooms and laboratories looking out over the cricket square. Recent capital developments have included a new landscaped playground area and an outdoor classroom. There are ongoing and substantial investments in ICT facilities. In addition to the main campus, the School owns 17 acres of playing fields on two sites nearby – the primary one being McAllester Field on Bidston Road.

SCHOOL ORGANISATION & VALUES

The School comprises Pre-School (Early Years), Prep and Seniors and integrates their objectives and activities within a ‘One School’ concept. The Principal & CEO chairs the School’s Senior Leadership Team (SLT) comprising the Head of Prep, Head of Seniors, Deputies, Head of Sixth Form and the Chief Financial and Operations Officer.

Birkenhead School prides itself on being a family school. It is attractive to parents to have all their children in one school, and it is a great advantage for the school to be able to establish strong, long-lasting relationships with families. The move to co-education reinforced this and at present, 180 families have more than one child in the School.

A key feature of the School is its strength of community, which runs through the student, staff and parental bodies. The School is embedded within the wider Wirral community, has strong links with local business and charities, and offers an extensive bursary programme. The School aims to inspire students both inside and outside the classroom, knowing each individual and providing them with outstanding opportunities to find their niche.

A dedicated, talented and collegiate staff body is required to achieve these aims. The School’s informal motto is Respect, Responsibility and Resilience, to which we have recently added inclusivity, compassion, integrity, humility and courage as defined School values. Birkenhead School recruits on attitude as much as the quality of an individual’s qualifications on paper, an approach that has played a considerable role in the winning of the Sunday Times award – in short, staff go above and beyond in delivering outstanding academic grades and an expansive co-curricular programme which leads to a fulfilled, inspired and happy community – staff, students, parents, grandparents and alumni (Old Birkonians).

SENIORS

478 STUDENTS
AGED 11-18
281 BOYS / 197 GIRLS

PREP

294 PUPILS
AGED 5-11
158 BOYS / 136 GIRLS

PRE-PREP

23 CHILDREN
AGED 3 YEARS – 5 YEARS
16 BOYS / 7 GIRLS



THE ROLE AND RESPONSIBILITIES

The Marketing and Alumni & Development Administrator will provide high-quality, proactive administrative and operational support across three closely connected areas of School activity: Marketing, Alumni and Development/Fundraising.

The role will ensure that events, communications, records, databases, purchasing and day-to-day administration are organised effectively and delivered accurately and on time. The postholder will work closely with colleagues across the department and will have responsibility for the systems, data and practical administration that underpin the team's work, including providing operational support for alumni engagement, including coordination of the Alumni Delegate network and liaison with The Birkenian Society.

Candidates will be highly organised, detail-focused and digitally confident, with the ability to maintain accurate data, produce routine reports and use database information proactively to support engagement and decision-making.

Key Responsibilities

Departmental Administration and Coordination

- Provide efficient day-to-day administrative support across Marketing, Alumni and Development.
- Maintain calendars, schedules, records, filing systems and routine reports.
- Manage routine enquiries, correspondence, mailings, deliveries and couriers.
- Follow up agreed actions and anticipate upcoming requirements.
- Undertake other reasonable administrative duties as required.

Events Administration

- Support the planning and delivery of Open Events, prospective-family, alumni, fundraising, community and networking events.
- Manage event listings: set up tickets, registrations, bookings, attendee records and routine enquiries.
- Coordinate rooms, catering, guest lists, badges, signage, supplies and event materials.
- Provide on-the-day registration support and complete post-event administration, communications and database updates.

Marketing Administration

- Provide practical and administrative support for marketing campaigns, projects, events and School activities.
- Order, distribute and maintain stocks of prospectuses, stationery, promotional materials, banners and signage.
- Maintain organised digital and physical marketing files and asset libraries.
- Liaise with suppliers and coordinate the production, delivery and storage of materials.

Futures Support

- Provide effective administrative and practical support for the Futures Team, including assistance with communications, events, records, resources and other agreed activity.

Skills and Knowledge

Essential

Administration & Organisation

- Previous experience in an administrative or operational support role.
- Excellent organisational and time-management skills, with strong attention to detail and accuracy.
- Ability to manage multiple tasks, priorities and deadlines in a busy environment.
- Proactive approach, with the initiative to identify and follow through actions.
- Flexibility to respond to changing priorities.
- Willingness and ability to attend occasional evening and weekend events with appropriate notice.

Digital, Data & Systems

- Confident user of Microsoft 365, particularly Outlook, Word and Excel.
- Comfortable working with spreadsheets, databases, lists and digital systems.
- Able to learn new systems quickly and follow established processes consistently.
- Able to produce routine reports, segment lists and use database information proactively.
- Confidence to identify data gaps, patterns or opportunities and bring these to colleagues' attention.

Communication & Relationships

- Excellent written and verbal communication skills.
- Confidence communicating with parents, students, alumni, donors, colleagues, suppliers and other external contacts in a professional and friendly manner.
- Able to represent the School professionally at meetings and events, including The Birkenian Society.
- Ability to build positive working relationships with alumni, volunteers and external groups.
- Able to produce accurate and professional correspondence.

Personal Qualities

- Approachable, helpful and service-focused.
- Discreet, trustworthy and able to handle confidential information.
- Flexible, positive and practical.
- Calm and organised under pressure.
- Team-oriented and willing to support colleagues.
- Proactive and willing to take responsibility.
- Takes pride in delivering accurate, high-quality work.



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Desirable

- Experience within a school, education, charity, membership, alumni, development or similar organisation.
- Experience of event administration and online ticketing or registration systems.
- Experience using a CRM or other database.
- Experience maintaining, segmenting and reporting from contact, supporter, membership or alumni databases.
- Experience administering email communications or mailing systems.
- Experience supporting volunteer, ambassador, delegate or membership networks.
- Understanding of GDPR and data protection requirements.

All staff have the responsibility to:

- Be aware and comply with policies and procedures relating to Safeguarding, child protection, health, safety and security, confidentiality and data protection, reporting all concerns to the appropriate person.
- Participate in training and other learning activities as required.
- Provide appropriate guidance, supervision and assistance.
- Support and promote the School ethos.
- Ensure all documentation produced is to a high standard and is in line with the “brand” style.
- Undertake any other duties and responsibilities as required that are covered by the general scope of the post.
- Undertake any other reasonable duties.

REMUNERATION & BENEFITS

Hours

This is a permanent, part-time role of 32 hours per week, covering 36 weeks a year. A degree of flexibility is required in the role, as candidates will be expected to work as necessary to attend co-curricular events as appropriate, including evenings and weekends.

Salary

The salary band for the role is currently £28,234 - £30,262 FTE (equates to £18,069 - £19,367 based on working hours over 36 weeks). Salaries increase in line with the Governors' annual pay award.

Holiday

You will be entitled to 35 days' annual leave pro rata, including Bank Holidays and Christmas shutdown.

Pension

The School operates an auto-enrolment pension scheme.



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Other Benefits

We will value and support your contribution to School life and in return provide you with excellent rewards;

- Working with fantastic young students
- Working as part of a committed team
- Wellbeing assistance through the Employee Assistance Programme
- Membership of a pension Scheme
- Discount on School fees for children of permanent staff attending the School
- Free lunch in the Dining Hall during term times
- Free use of the fully equipped on-site gym
- Electric Car Charging points
- Support for your continuous professional development

APPLICATION

A letter of application indicating skills and experience, together with a completed application form, including the names and addresses of at least two referees, should be sent for the attention of the Principal & CEO via: chw@birkenheadschool.co.uk

Applications may also be sent by post to: **Cheryl Wallace, Head of HR and Compliance, Birkenhead School, 58 Beresford Road, Oxton, Wirral, CH43 2JD**

Application forms can be downloaded from the School's website: www.birkenheadschool.co.uk

Candidates are welcome to contact the Head of Marketing, Mrs Karen Alcock at kla@birkenheadschool.co.uk with any questions relating to the role.

To meet our safeguarding obligations, an Enhanced Disclosure and Barring Service check is undertaken as part of the recruitment process for all new staff. As Birkenhead School is an educational provider, it is permitted to ask whether an applicant has any convictions, cautions, reprimands or final warnings which would not be filtered in line with current guidance, as defined by The Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020). It is a criminal offence for an individual who is barred from working with children to apply for a role which is classed as regulated activity (i.e. involves working with children). **As such, candidates are asked to complete the separate Criminal Record Declaration Form on the School's website.** The information disclosed on this form will not be kept with your application form during the application process.

Candidates selected for interview will be offered the opportunity to have a tour of the School and meet with relevant members of the department.

The closing date for applications: 9am on Monday 5th October.

Successful candidates are likely to be invited to interview w/c 12th October.

We reserve the right to close this vacancy and complete the recruitment process when we are in receipt of sufficient applications. Should you wish to apply for this post you are advised to complete and submit your application form as soon as possible.