



Yehudi
Menuhin
School

MARKETING EXECUTIVE

Candidate Information Pack



Closing date for applications:
Friday 7 March 2025

(We reserve the right to close this vacancy early should a suitable candidate be found.)

A welcome from the Headmaster

Thank you for expressing an interest in this role. I hope you find this document informative, and it explains everything you need to know about working at our very special school and whether it is the place for you.

The Yehudi Menuhin School is a world-leading specialist music school set in beautiful rural Surrey. We strive to promote a collegiate working environment with a strong sense of community. Staff and pupils are on first name terms, and all staff are encouraged to take an active part in the broader life of the school.

We are committed to the wellbeing of all our community and aspire to promote a healthy sense of balance in our pupils and staff. Ongoing professional development is very important to us, and all new staff are given an induction and the training necessary to fulfil their duties.

YMS is an exceptional place full of creative, talented people from all over the world. We would be delighted to receive your application, and we look forward to welcoming you to this unique school.

Robin Harskin
Headmaster

The Yehudi Menuhin School

Founded in 1963 by the world-renowned violinist and educator Yehudi Menuhin, the school provides a place for musically gifted children from around the world to develop their talents to the highest level within a stimulating academic environment. It was accorded the status of Centre for Excellence in the Performing Arts in 1973 and has a global reputation as one of the world's leading music schools.

Today's school provides a holistic education for around 90 exceptional pupils aged from 8 to 19, with specialist tuition on the stringed instruments, piano, classical guitar, harp and composition. Pupils split their time between their academic and musical studies and are given many opportunities to perform in front of an audience. Concerts take place regularly in The Menuhin Hall, but also in local state schools, care homes and churches, carrying on Menuhin's belief in the importance of giving back to the community.

The school also boasts a Virtual Menuhin School, which offers pupils not enrolled at the school the unique opportunity to receive specialist music education in a virtual environment, receiving musicianship, theory and instrumental training and the chance to connect with other young musicians across the globe.

Pupils are admitted based on talent, potential and passion for music, not on their ability to pay the fees. Today, around 90% of pupils require some level of financial assistance to attend YMS. The School is one of nine specialist UK schools that are supported by the Department for Education's Music and Dance Scheme.

YMS Alumni include renowned international soloists such as Nigel Kennedy, Nicola Benedetti CBE, Tasmin Little OBE, Alina Ibragimova, Valeriy Sokolov, Kathryn Stott, Lu Siqing and Melvyn Tan. Many other alumni are shaping the global cultural landscape through teaching at leading conservatoires and performing with world-class orchestras and chamber ensembles.

Purpose of the role

To support the Director of Development and Marketing with marketing campaigns, events, digital marketing, and the creation of marketing materials.

Key points about the role:

Contract type:

Permanent, Full-time (40 hours per week)

Reporting to:

- Director of Development and Marketing

Start date:

ASAP

Hours:

9.00am until 5.30pm (with a 30-minute unpaid lunch break)

Probation Period:

3 months

Holidays:

25 days per annum plus public holidays (which fall outside of term time)

Salary:

£25K to £30K per annum depending on experience

Pension: The School offers a very generous pension, contributing 13.5% every month, with the employee contributing at least 6%. Applicable to permanent and contract employees only.

Location:

Stoke D'Abernon Cobham, Surrey, UK

Other Benefits:

- Free School lunch during term times
- Free parking
- Use of the School's swimming pool (when available)
- Free lunchtime concerts
- Discounted tickets to other school events
- 24/7 access to DAS counselling services
- 24/7 access to AXA Thrive app for mental wellbeing
- AXA Health telephone line access for medical support and advice
- Life Assurance
- A health cash plan provided by Medicash

Key Duties & Responsibilities

Hall Marketing

- Assist the Director of Development and Marketing to define and deliver a sales and marketing strategy for the concert season at the Menuhin Hall to ensure sales targets are achieved or exceeded. Responsibilities would include (but not be limited to):
 - * Act as key liaison between Head of Concerts and Visitor Experience Supervisor to determine key messaging and selling points for each concert.
 - * Work with the Visitor Experience Supervisor to interpret customer feedback/enquiries and use this to adopt appropriate marketing tactics to retain and attract new audiences.
 - * Support the Visitor Experience Supervisor with organisation of Summer and Winter Festivals, as needed.
 - * Produce programmes and any other printed concert materials as required.

Marketing Campaigns

- Assist the Director of Development and Marketing to define and lead a comprehensive marketing campaign for the Summer School, utilising both print and digital channels to drive maximum participation.
- Support the delivery of a range of further campaigns including profile-raising, recruitment and fundraising, as required by the School.

Marketing and Communications

- Be responsible for the day-to-day management and maintenance of the School and Menuhin Hall website, including making edits and creating new content, ensuring it is kept up-to-date and accurate.
- Build the School and Hall's social media presence, ensuring social media channels are populated with engaging content with a consistent, strong voice to maximise potential for exposure among target audiences.
- Develop and manage a calendar of content activity across all channels.



- Identify opportunities to create inspiring and engaging content including video case studies.
- Support the delivery of an email marketing campaign strategy, including design, editing and creation of content for regular emails.
- Produce in-house marketing materials including publications, brochures, fundraising leaflets, graphics and videos and work with external suppliers to produce marketing materials, as appropriate.

Branding

- Act as a brand guardian to ensure that all communications and marketing are delivered in accordance with brand standards.

Fundraising

- Support fundraising activity by publicising donor and supporter events, generating ideas to increase philanthropic support for the School, and ensure supporters are acknowledged appropriately in all marketing materials.

Database Management

- Develop and maintain a marketing database for the School and the Hall.

Events

- Support with the organisation of events and attend concerts and other events as required.

General

- Manage the Marketing inbox, ensuring that emails are responded to appropriately and in a timely manner.
- Keep up to-date with sector developments, best practice initiatives and relevant training.
- Take on other tasks as directed by the Director of Development and Marketing considered to be appropriate to the level and scope of the role.
- Be an active ambassador for the School and the Hall and uphold the organisation's values.

This job description may be amended from time to time.

No job description can be fully exhaustive; all members of staff are requested to undertake any tasks reasonably requested by the Head.

Person Specification

Qualifications/Education/Training

- A degree in marketing, business, communications or a related field e.g. digital communications, social media, graphic design, journalism would be desirable but not essential.

Experience

- At least two years of marketing experience, ideally within the Education sector.
- Knowledge of software platforms/packages such as Spektrix, DotDigital, Canva, Word, Excel, Adobe Suite (including specifically InDesign and Creative Cloud).
- Experience or knowledge of social media (Facebook, Instagram, X, LinkedIn, YouTube) from professional or personal use, such as blogging, using social media sites, producing content.
- Experience in creating Facebook and Google Ads.
- Experience of CMS editing software.

Skills, Abilities and Competencies

- Excellent written and oral communication skills.
- Ability to build effective relationships and networks.
- Ability to learn new skills and software packages.
- Ability to plan and organise own workload.
- Ability to work as part of a team and follow clear directions.
- Ability to adapt to changes within the school.

The successful candidate will:	Essential	Desirable
Enhanced DBS check	√	
UK right to work check	√	
UK and EEA prohibited list checks	√	
Satisfactory references	√	
Medical declaration	√	
Verification of qualifications	√	
Maths & English GCSE or equivalent	√	
First Aid at Work		√
Specific qualifications relevant to the role	√	

Shortlisted candidates will be assessed using:

- Completed application form
- Covering letter
- Interview
- References
- Documentary evidence
- Scenario based activity

How to apply

If you would like any more information about the post, or would like to discuss the job before applying, please contact HR by email recruitment@menuhinschool.co.uk or call 01932 584790.

Please complete our [application form](#) if you feel you are a suitable candidate and are interested in applying.

The closing date for applications is Friday 7 March 2025.

Interviews to take place will be confirmed.

Your application form should be completed in full and submitted along with a covering letter addressed to the Head, Dr Robin Harskin. Early applications are encouraged, and the School reserves the right to close the application process early should a suitable candidate be found.

The Yehudi Menuhin School is committed to safeguarding the welfare of children. The School is registered with the DBS and successful applicants will be required to complete successfully the Disclosure Procedure at Enhanced level. It is an offence for a person barred from working with children to apply for this post.

The Yehudi Menuhin School is an Equal Opportunities employer and welcomes applications from all sectors of the community.



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