



*Status: APPROVED  
Approval Date: 12<sup>th</sup> June 2018*

*Review Date: June 2021*

*Review Period: Three Years*

*Requirement: Optional*

*Delegation: Curriculum and Achievement Committee*

# Marketing, Communications and Media Policy 2018 - 2021

## What is Marketing?

"The means by which the school actively communicates and promotes its purpose, values and products to the pupils, parents, staff and wider community" (Brent Davies and Linda Ellison, 1997)

## Definitions

Marketing – attracting students and parents to the school and retaining their loyalty and support

Public Relations (PR) – the active maintenance of a favourable public image for the school

## Why Market?

- To raise the school's profile
- To present the best possible image of Ralph Sadleir School and improve (and/or maintain) the school's reputation
- To ensure the highest possible number on roll is filled (by first choice students??)
- To attract community interest in the facilities at the school to optimise additional income
- To attract and retain high quality staff
- Develops a sense of pride

Schools with a positive image tend to have better student behaviour/attendance.

A positive image improves morale.

Successful marketing of the school depends on all teaching and non-teaching staff contributing to the school's success. Staff play their part not only in delivering an outstanding educational service, but also in relating effectively and professionally with all who come into contact with the school.

### **Presenting the best possible image of the school to the public and the community**

There are many ways in which the best possible image of the school can be demonstrated, including the following:

- Excellent standards of teaching and learning, so that Ralph Sadleir School sustains the image of a high-achieving school where students reach their potential;
- High standards of conduct on the school site, in the areas surrounding the school and the local community, and on any occasion when the students and staff are representing the school, for example, on an educational visit;
- High quality information promoted via the school website;
- Courtesy and respect shown by all students and staff to all visitors of the school;
- Effective communication between the school and all who come in to contact with it, including the media;
- Quality of information offered by the school to all who come in to contact with the school;
- The highest standards of school environment that can be sustained within the school's available resources, including respect for the school's site and buildings, quality of cleaning, repair and maintenance and quality of display.

### **Who is the market audience?**

#### Internal Market

- Staff
- Governors
- Current pupils
- Current parents
- Helpers

#### External Market

- \* Prospective pupils
- \* Prospective parents
- \* Prospective staff
- \* Local Community
- \* Local Authority
- \* Ofsted
- \* Visitors

In addition, there are other significant clients and supporters of the Academy:

- Business contacts
- Supporting organisations and businesses
- Board of Governors
- Feeder schools
- Local press

---

## **Essential elements of Ralph Sadleir Schools' Marketing and PR strategy**

- 1) A shared vision of a preferred future for our school

***"Proud to Achieve"***

- 2) A Mission/Vision Statement

***"We are a fully inclusive school; achieving highly for students of all abilities and backgrounds. We celebrate difference, believing it enriches the life of the whole community.***

***We aim to educate and inspire our pupils through our formal and informal teaching curriculum so they make educated and well-informed choices as they grow into society of the future.***

***We encourage open-mindedness, energy and inquisitiveness and want pupils to develop strategies and habits in their thinking that will help their understanding of the world.***

***We want pupils to become expert learners, ready for whatever experiences they may face in their futures. As well as helping pupils develop skills and knowledge we aim to help them understand what learning involves, how to get better at it and how to transfer it to new situations."***

- 3) Unique features of Ralph Sadleir School and Key Messages. What is our Unique Selling Point?
  - Offering Secondary school education in a middle school environment
  - Facilities similar to that of a secondary school
  - Smaller Year groups to that of a secondary school
  - Personalised Learning / Supportive Environment
- 4) An honest appraisal/audit of Ralph Sadleir School's current image and position in the community.
  - We have annual Parent/Student/Staff questionnaires and make the collated results available to the relevant audience.

### **Marketing and Publicity Team**

- Mr D Spong (Headteacher)
- Miss M Devine (Business Manager)
- Mr B Johnson (Associated Governor)

### **Marketing Tools already in place**

- Up to date and modern Website
- Deputy Blog
- Up to date and modern Prospectus – online and paper
- Half termly Newsletter
- Parent, Staff and Governor Handbooks
- Open Mornings/Evenings
- Ralph Sadleir Association events
- Press Releases to local newspaper
- New stationary designs in line with school converting to an Academy (Oct 2013) – letters, headed paper, handbooks, prospectus, achievement postcards, compliment slips
- Signage

### **Market Research / Inviting Feedback**

- Website Feedback Button
- Parent/Staff/Student Questionnaires
- Ofsted Parent View
- Welcoming visits from prospective and new parents
- Parents' Forum – termly
- Google Analytics (monitors website page hits)

### **Ralph Sadleir School's aims and strategies**

- To promote the school as Proud to Achieve, within a personalised and caring environment
- To support the school's focus on high levels of achievement and added value for all students
- To communicate the values of the school, including teaching and non-teaching staff attitudes of genuine care for students' success, safety and well-being; to pay attention to the needs of parents and the information given to the school about their children
- To emphasise high expectation of student behaviour at the school
- To involve students in presenting a positive image of the school, as student guides or in demonstrations of work
- To diary events happening within the school and use them as opportunities to promote the school.

- To promote public awareness of the school and advertise opportunities for applications to the school.
- To encourage and be available for visits to the school at an appropriate and mutually convenient time, to assist parents in making their own informed choice.

### **Appearance of the school**

Many of the normal daily activities at the school viewed by pupils, staff, pupils, parents and visitors naturally result in judgments being made. First impressions are often lasting ones. All staff, governors and pupils share collective responsibility for contributing to a positive image of the school.

The following points highlight practices which describe the school's expectations:

- The school buildings and grounds are of considerable importance in providing both pupils and staff with a clean, pleasant and stimulating teaching and learning environment.
- The practical measures which contribute to this provision will also influence the perceptions of current and new parents.
- Staff are expected to ensure that classrooms and offices are well organised and tidy, and that pupils' work is displayed attractively.
- Pupils are taught and encouraged to be tidy with their personal appearance, their school, equipment and grounds.

### **Reception**

The school prides itself on its open door approach and the welcome given to visitors.

- Visitors are to be warmly greeted by Office Staff and asked to sign in to the visitor's book and given a visitors badge.
- The external reception area is to be kept tidy and reading materials, school prospectus and noticeboard are to be kept up to date and tidy.
- The internal reception area is to have chairs available for visitors to sit and the noticeboards are to be kept tidy and up to date.

### **Communications**

All forms of communications within the Academy make an important contribution to the development of the school's image within the community. The Academy aims to meet the following standards in all its communications, whether face-to-face, audio-visual, or in written form:

- **Courtesy:** Staff should be aware of the needs of the reader or listener.
- **Accuracy:** Staff should give correct information.
- **Completeness:** Staff should give all and only the information needed.

- Targeting: Staff should inform everyone who needs to know, and not copy or involve people who do not need to know.
- Appropriateness: The best medium should be chosen for each communication – face-to-face, telephone, email, fax, letter, notice, newsletter etc.

### **Verbal**

- It is important for staff and governors to consider the way they relate and communicate to each other, to parents, to pupils and the wider community. Everyone is to adopt a kind, caring and professional manner.
- All telephone calls are dealt with in an efficient and friendly manner. Calls are to be answered promptly as circumstances allow. Messages are relayed to the correct person and messages actioned in a timely manner.
- Presentations given to colleagues, governors and parents are professionally delivered with the use of audio-visual aids and well-produced hand-outs where appropriate.
- When staff and pupils meet visitors, parents etc. introductions are to be made in a clear and friendly manner.

### **Print**

With the conversion to Academy status, a new simple in-house style for all stationary, handbooks and other marketing material was created.

- In the header, the school badge (blue) features as the logo and the school colours of mainly dark blue, red and gold feature.
- The School vision statement appears under the school name along with clarification of the school classification – “An Academy Trust for 9-13 year olds”
- The Academy’s registered company number should appear in the footer of all external documents – 08663956.

Materials, whether handwritten or printed, are expected to:

- Carry the school blue logo, identifying their origin.
- Carry the school vision statement.
- Be of high quality, reflecting the values and professionalism of the school.
- Be well written, showing a sense of audience.
- Be well produced, look attractive and interesting.

Printed materials include:

- Letters going externally from the school

- Internal headed documents
- Newsletter
- School Prospectus
- Governor Reports
- Parent, Staff and Governor Handbooks
- Compliment Slips
- Programmes, tickets, posters for school promotional events
- Banners
- Ralph Sadleir Association Donations Form
- Ralph Sadleir Association headed letters
- School leaflets – Home School Agreement, Anti Bullying Leaflet etc.

### **Website**

- Every effort should be made to develop the school website and encourage its use by staff as well as students and parents.
- The website, with Parentmail, should be the primary communication vehicle with parents.
- Staff need to make up to date content available to Marketing Administrator, either voluntarily when staff are aware of updates, or as requested by Marketing Administrator.
- See Website Policy for more details specific to the school website.

### **Media/Local Press**

The Marketing Administrator is responsible for being alert to newsworthy events and achievements, which could raise the school's profile in positive ways.

- The Marketing Administrator will maintain media relations by supplying stories to local press.
- Articles are to be approved by the Headteacher or Deputy Headteacher prior to being sent for publication.
- Press releases should be kept short and to the point, without excessive detail. Start with Who, What and then go on to Where, When, Why and How.
- Articles should use clear, everyday language, and avoid clichés and jargon, unexplained abbreviations, confusing statistics and any information that the school is not certain of.
- Articles are rewritten at the newspaper editor's discretion.
- It is not guaranteed that there will be space for an article to go in the press or that the editor will consider a more newsworthy article for print.

**There may be occasions where the press or other media may become interested in the work of, events, or an issue within the school. The following should be followed to ensure that media interest is handled correctly and professionally, and that only appropriate and accurate information about the school is put in the public domain.**

## **Strategies**

- All media enquiries will be directed to the Headteacher at all times.
- Only the Headteacher will deal with the media unless another senior member of staff has been given permission by the Headteacher.
- The Headteacher will seek the advice of the BOD if the media becomes interested in the school, before any statements are made.
- Only the Headteacher will give permission for the media to visit the school site.
- Parents, staff and pupils will be informed if the media are to visit the school site to report, record or photograph events.
- A list will be kept to hand of pupils who do not have parental permission to appear in photographs.
- The press photographer will be informed on their arrival on the school site that there are some children that are not to appear in photographs and pupils in group photographs will need to be checked before photo is taken.
- For radio it is crucial to have someone (Headteacher) available for interview as soon as the release is sent out. Make sure the contact is not going on leave.

## **Advice for Headteacher on how to deal with media enquiries.**

- Ask the reporter to expand on the query so you know the exact content in which you may be quoted.
- Explain to the reporter that you will have to check your facts but you will ring back, particularly if the query concerns a controversial matter or policy issue. Give yourself time to collect your thoughts, check facts and get a full briefing before giving the reporter a statement. It's usually best to ask for full details about the story they plan to run and agree to call them back. A seemingly innocuous statement used out of context can badly backfire if you are asked to comment on a report/press release/court story or a similar document, ask for a copy to be faxed to you so that you can see the context in which your comments will be used.
- Check how much time you have to get a statement together – reporters always work to a deadline.
- Never feel under pressure to give information to the media.
- Avoid saying “no comment” and avoid blaming anyone, even when speaking “off the record” (If you are asked for off the record information take great care. Some reporters will treat this as background information which is not for publication; others will print the details but simply not attribute it to anybody).
- Remember to praise and thank any people or services that have helped during an incident.
- Always remain professional, helpful, polite and positive.

## **What Reporters can and can't do**

- Reporters can't interview children under the age of 16 without permission.
- Reporters are trespassing if they enter school grounds without permission from the Headteacher but can film from the outside of the grounds.

- Reporters can speak to parents as they enter or leave the school – this would be a good reason to keep parents informed about what is happening.
- If the inquiry is about a child in care or in court, there is a vast amount of legislation to protect their identity. Children who appear in youth court for example, cannot be identified and that includes not naming the child's school.

### Related Documents and Information

The following statutory acts are related to the Marketing, Communication and Media Policy:

General Data Protection Regulations (May 2018)

The following policies are related to the Marketing, Communications and Media Policy:

- Marketing and Communications Strategy
- GDPR Privacy Notices
- Child Protection Policy
- Complaints Procedure
- Website Policy
- International Policy
- Staff Code of Conduct
- Governor Code of Conduct
- Staff Induction Policy
- Governor Induction Policy
- Safer Recruitment Policy
- ICT Acceptable Use Policy
- Provider Access Policy

### Policy Review

This policy was reviewed and adopted by the Curriculum and Achievement Committee on 12<sup>th</sup> June 2018.

Governance	Chair Person / Headteacher	Signature	Date
Curriculum & Achievement Committee	Mr Dominic Spong		12 <sup>th</sup> June 2018

The next review will take place in the summer term 2021.