

MARKETING WORKING PARTY

Qualities Required

- An interest in marketing the school
- Ability to work as part of a team

Membership and Meetings

- A minimum of three governors plus the Headteacher
- The committee meets once a term however further meeting may be arranged subject to giving the members 7 days notice. Meetings are usually during school hours.

Quorum

Three of the committee members including the Headteacher or his/her appointed representative

Aims

- To organize celebrations as required
- Review the marketing of the school and make recommendations.
- Keep under review any matters that have a marketing requirement.

Matters not Delegated to Marketing working party

Matters regarding the marketing of the school due to falling numbers (Admissions Committee)

EXAMPLES OF WHAT THE MARKETING WORKING PARTY HAS DONE OVER THE LAST 12 MONTHS

- Developed production of a 'new look' Evelyn Express magazine
- Organized monthly press/radio releases to market the school
- Planned a Business Breakfast Seminar, a Careers/Dream Tree Day and an Open Day for the Parents of New Reception Children
- Marketed ARCS curriculum through published material
- Upgraded the school's website