

# Meet the Support Staff



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## Support staff play a vital role in the day-to-day management of schools

Some support staff are key decision makers who can have a big influence on spending decisions and school processes. Others are non-teaching staff who support the day-to-day running of the school, as well as other essential areas such as child welfare and safeguarding.

Our run-down of the different support staff will help you make an informed decision on who you can target in your marketing campaigns.

Take a look at the list to start building your targeted mailing list.

### Admissions Officer

Coordinates new pupil admissions in accordance with the school admissions policy. Also handles enquiries from prospective pupils and their families and manages pupil transfer procedures.

### Attendance Officer

Monitors attendance and works with key school staff, children and their families to promote high attendance levels and reduce levels of absence.

### Business Manager / Bursar / Finance Manager

A key member of the Senior Leadership Team, they oversee the daily running of the school, coordinate areas of the school budget and human resources, and manage the school administration processes.

They also take responsibility for ordering supplies and advising on school financial policy. Our research found that Business Managers make a lot of spending decisions, and often have spending ideas brought to them by other teaching staff.

### Catering Manager

Responsible for providing nutritious, balanced meals for the children. This involves planning menus, ordering food, managing the catering budget, supervising catering staff, and complying with food hygiene and safety regulations.

### Chair of Governors

Leads the governing board and helps the school to meet its strategic and educational goals. They work closely with the Head Teacher to achieve this.

The Chair of Governors is also involved in school financial planning and decision making. They usually work with the full governing board to approve all purchases over £20,000 in Primary Schools and £30,000 in Secondary Schools.

### Child Protection / Safeguarding Officer

Responsible for making sure the school's safeguarding policy is followed. This includes recognising child welfare issues, sharing information with staff and external services, working closely with families, and making sure all staff are fully trained.

### Data Manager

Works closely with the Senior Leadership Team to analyse school and pupil attainment data to set targets and identify areas for interventions or improvements within the school.

### Exams Officer

Plans, organises and supervises exams in line with examination regulations. This includes coordinating exam timetables and the exams process, analysing and reporting on exams data, and communicating with invigilators, teachers and students.

### Governors

Oversee the management of a school as well as monitoring the school's overall progress. Governors offer an outside perspective of the school's management which is key to the overall development of the school. And in some schools, their approval is needed for high spend items.

The Governing Board itself is usually made up of a mix of people including the school's Head Teacher, parents, and members of the local community.

### Head of Careers

Supports pupils to make important decisions about their future study and career plans. This includes advising pupils about their options, coordinating careers events, supporting with application and interview preparation, and promoting relevant opportunities to pupils.

### Head Teacher's Assistant / P.A.

Provides administrative support to the Head Teacher. They are often the first point of contact for staff and other enquirers who wish to speak with the Head Teacher.

### Health and Safety Manager

Responsible for the health, safety and security of the staff and pupils. This includes managing health and safety resources and procedures, training other staff, and identifying and resolving risks.

### IT Manager / Network Technician

Provides technical support to both staff and pupils, as well as maintaining the networks and software, ensuring internet safety, and providing training for staff and pupils.

### Marketing Manager

Promotes the school's image and values in the local area and coordinates public relations for the school. They aim to increase the number of prospective families interested in the school for their children, as well as evaluating education data to help the school prioritise future developments.

### Parent-Teacher Association (PTA)

A group made up of parents and teachers that encourages strong links between school and home. Most schools have an active PTA which is often involved in school social and fundraising events.

### School Librarian

Responsible for the day-to-day running of the school's library or resource centre. They source, organize, and maintain appropriate resources to support pupils' learning, and are key to helping develop reading skills and encouraging a love of reading.

### School Secretary / Office Manager

Works closely with the Business Manager and Head Teacher's Assistant to provide administrative support for the school and pupils.

### School Trips Coordinator

Responsible for researching, booking and coordinating school trips, as well as completing relevant risk assessments. They also work closely with other teachers, as well as the Business Manager, the Health and Safety Manager and administrative staff.

### Site Manager

In charge of the overall maintenance of the school, including cleaning, caretaking, repairs, upkeep of the school grounds and security. Often the head of a larger team, they're involved in many aspects of school life and play a key role in general school management and maintenance.

### Special Needs Coordinator (SENCO)

Works closely with teachers and parents to make sure pupils with special educational needs get the support they need. Their budget is determined by the number of pupils, and their specific needs.

### Teacher Training and Staff Development Coordinator

Responsible for planning and overseeing staff training and development. They plan and run INSET days, work with individual teachers and staff to identify development areas, and support NQTs and ECTs with their ongoing learning.

### Outdoor Education Leader

Encourages pupils to get involved in physical exercise and outdoor activities. Also helps enhance personal and social development as part of an exciting outdoor education curriculum.



Now you've met the different support staff, our team of education marketing experts are here to help you get your next marketing to education campaign started!

Remember, depending on the type or size of a school, not all of them will have all the roles above. But not to worry, our education experts will let you know which job roles are available within your chosen demographic and will advise which to include in your marketing mailing lists to achieve optimum engagement rates.