

Moxton Services is an independent boutique consultancy focusing in Education ICT and part of the Moxton Group.



**MOXTON**  
SERVICES

## MARKETING & PR FOR YOUR SCHOOL OR ACADEMY

*Marketing your school & raising your school's profile with the press*

### BACKGROUND

Schools operate in an increasingly competitive environment and it's imperative to stand out from the crowd.

We will help you tell your story and craft PR and marketing content that grabs your target market's attention. Whether you want to spread the good news about your latest exam results to the local community, attract new students to the school, create informative parents' newsletters, showcase recent school achievements, or even highlight nationally how your school is leading the way through an innovative approach to teaching and learning; Moxton Services will make sure your voice is heard. Here are some other ideas you might like help with;

- Attracting students to school open events
- Improve your school's reputation
- Launch a new school in the local community
- Establish your school's social media presence
- Improve parental communication
- Create positive stories and manage the negative
- Promote your latest Ofsted report

### AIMS

We offer two packages. ***'Marketing your school'*** and ***'Raising your school's profile with the press'***. The aim of the packages is to give your organisation a PR and marketing boost using our experience and contacts, creating momentum and impact from the start.

### WHAT YOU WILL GET

With firmly established roots in education, Moxton Services will help you achieve your school's goals through compelling marketing and PR campaigns.

#### ***Marketing your school***

There is an art to getting the message across to your target market, and with a passion to deliver exceptional results, Moxton Services can help you reach the right audience, with the right message for maximum impact.

Ideal for those looking for a helping hand with their marketing

- Briefing meeting to agree focus of what is to be marketed and activity required, together with any deadlines or critical timescales
- Production of any relevant materials
- Reviews with relevant stakeholders
- Delivery of the agreed approach

Depending on the activities required initial impact campaigns usually take about 4 days

*Continued overleaf →*

## WHAT YOU WILL GET (Cont)

### ***Raising your school's profile with the press and Community***

We can also help you articulate what makes your school different, especially in situations where there are a lot of schools in an area all competing for pupils. We will successfully spot stories/themes and issues and transform them into simple, straight-forward messages that are relevant to your stakeholders.

Created for those that wish to build their profile with the press

- Briefing meeting to agree activity
- Management of press enquiries
- Production and distribution of press releases
- Production of features / opinions
- Monthly activity reports
- Press clippings from online and features/ interview coverage

Depending on the activities required a programme of activity to support your school in this way usually takes about 4 days per month.

In addition, we also provide a number of other PR and marketing activities from award entries, to writing website content. Please contact us for further information, and we would be happy to recommend activity to help you achieve your objectives.

## HOW WE WILL WORK WITH YOU

To fully understand your PR and marketing requirements, we will meet with you to advise on the best way forward. You'll benefit from a highly skilled, senior PR and marketing professional with specialist experience working an extended part of your own team. Our specialist manages all aspects of the PR and marketing which enables you to receive regular feedback and communication with just one person.

## WOULDN'T IT BE GOOD TO HAVE SUPPORT FROM...

- Staff who have each got in excess of 20 years experience in ICT in Education
- Supported literally hundreds of schools to facilitate change projects related to ICT
- Been senior leaders in all phases of schools
- Been responsible for Education businesses in the UK turning over been £10-£100m
- Access into senior staff in many of the UK's leading suppliers of ICT into schools
- Understands the complexity of BSF and Partnering contracts.
- Been teachers
- Managed key implementations as part of construction projects
- Rolled out school specific ICT support services to over 800 UK schools
- Integrated Education cloud solutions and delivered them into over 500 schools, youth centres, libraries and childrens homes
- Managed key aspects of creation of new schools (Vision, ICT, procurement, CPD, curriculum models, classroom design)
- Been commercially responsible for the broadband into in excess of 5000 schools
- Managed supply & customer side procurement
- Worked in the supply side to Federations, Free Schools, Academies, UTC's
- Managed the procurement of multi-million pound ICT equipment, software and service contracts
- Expertise in key educational trends such as 'flipped learning', Design thinking and Project based learning
- Been responsible for demonstrating improvement in ICT across groups of schools.
- Been a teacher so knows the 'stresses and strains', issues and opportunities in schools and academies
- Worked with over 120 very small schools in their unique environment
- Managed supply & customer side procurement
- Worked on the client side with Federations and Academies.
- Worked on over 150 projects with construction, M&E and Architects