

# Behind the Scenes in UK Schools

There are over 100 different job roles in UK schools. Some of these are behind the scenes roles which have a real influence over spending and finances, meaning they could be the ideal target for your marketing. Understanding who works behind the scenes and what they do will help you to plan your marketing strategy. Here's a quick guide:

Click the email icon to see how many of each job role we can help you to contact in UK schools



**Attendance Officer**



They work alongside key school staff, children and their families to promote high levels of attendance and reduce levels of absence.



**Business Manager / Bursar / Finance Manager**



A key decision maker in school finances, they are responsible for allocating budget and managing finances to ensure different areas get the financial support they need. They usually work closely with the head teacher and have a good knowledge of everything that is going on in a school.



**Catering Manager**



They are responsible for providing nutritious, balanced meals for pupils. This involves planning menus, ordering food, managing the catering budget, supervising other catering staff, and complying with food hygiene and safety regulations.



**Chair of Governors**



Leads the team of governors, and provides a key role in challenging and supporting the head teacher and the overall success of the school.



**Child Protection Officer / Safeguarding Officer**



They are responsible for ensuring the school's safeguarding policy is adhered to. This includes recognising welfare issues, sharing information with the appropriate staff and external services, working closely with families and ensuring all staff have appropriate training.



**Exams Officer**



They are responsible for planning, organising and supervising exams in accordance with the examination regulations. This includes liaising with invigilators, teachers and students, drawing up exam timetables, ensuring the exams process runs smoothly, and checking and reporting on exams data.



**Governors**



Volunteers who challenge and support the head teacher with the overall running of the school. They ensure the school is heading in the right direction. In many schools their approval is required to sign off high spend items.



**Head Teachers Assistant / PA**



They provide administrative support to the head teacher. They are often the first point of contact for other staff and enquirers when liaising with the head teacher.



**Health and Safety Manager**



They are responsible for the health, safety and security of the staff and pupils. This includes managing health and safety resources, ensuring staff are appropriately trained, and identifying and resolving risks.



**IT Manager and Network Technician**



They provide technical support to both staff and pupils, as well as looking after the networks, maintaining the appropriate software, ensuring internet safety and providing appropriate training to staff and pupils.



**Marketing Manager**



They often work closely with the business manager to promote the school's image and values in the local area, work with the local press, increase the number of prospective families making enquiries, and evaluate education data.



**Office Manager and School Secretary**



They work closely with the business manager and head teachers assistant to provide administrative support for the school and pupils.



**Parent Teacher Association (PTA)**



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



**Special Educational Needs Coordinator (SENCO)**



They work closely with other teachers and parents to ensure pupils with special educational needs get the support they need. Their budget is determined by the number of pupils, and their specific educational requirements.



**School Librarian**



They are responsible for the day to day running of the school's library or resource centre. They source, organise and maintain appropriate resources to support the learning of the pupils.



**School Trips Coordinator**



They are responsible for researching and coordinating appropriate school visits for pupils and staff. They work closely with other teachers, as well as the business manager, health and safety manager and other administrative staff.



**Site Manager**



Often the head of a larger team, they are responsible for the overall maintenance and security of the school, including cleaning and caretaking, maintenance and repairs, upkeep of the school grounds and security. They can be great influencers when it comes to school purchases.



**Teacher Training and Staff Development Coordinator**



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

The exact roles present in each school will depend of the type and size of that particular school. We can help you to identify which UK schools have the job roles you wish to target.

**Ready to start marketing to your chosen decision maker?**  
Get in touch now to find out more about how we can help.