Schools Marketing Company

Connecting Business and Education

PRIMARY SECTOR SCHOOLS		
Job Functions	**Postal volume**	**PERSONAL School Email volume**
Personal school emails = **veronica.over@school.co.uk** - rather than - info@school.co.uk		
Headteacher/Principal	22397	21503
Executive Head/Associate Head	5892	4641
Deputy Head	18802	17258
Assistant Head	16923	14871
Business Manager/Bursar	16246	15587
Head of Finance	7791	6214
Chair of Governors	11214	11018
Volumes listed are for Heads of Departments/Coordinators		
Art, Craft & Design	17391	15016
Assessment Coordinator	11321	9754
Citizenship	16393	14998
Designated Safeguarding Lead/Child Protection Officer	18568	18097
Drama / Performing Arts	15716	12711
English	18241	17344
English as 2nd language/additional language	11699	9923
eSafety/Internet Safety	9879	9517
Family Liaison	9187	7625
First Aid/Health and Wellbeing/	9811	8713
Food Technology / Nutrition	12587	8937
Geography	16561	15316
Health & Safety Officer	13898	11527
History	17652	15649
HLTA - Higher Level Teaching Assistant	7916	6187
HR / Recruitment	8529	6354
ICT /Computing & Coding (Teaching)	21954	20401
Inclusion/Discipline	16924	14365
IT/Network Infrastructure Manager	8914	8164
KS1 (or equivalent) Coordinator	16721	15401
KS2 (or equivalent) Coordinator	18803	17362
Languages / MFL	9798	8845
Learning Support/Mentor/PSA	9806	8088
Librarian/Resources Centre	16113	14016
Literacy	12702	10054
Marketing/PR	8878	7062
Maths	17706	15998
Music	13952	11036
Numeracy Coordinator	12458	11001
Nurse/Medical - Welfare	12692	11403
Nursery/Early Years Coordinator	9451	8211
PE / Sports / Games	16205	15011
PPA Cover / Peripatetic Teacher	6636	5247
PSHE - Pastoral Care	17116	16103
PTA/Fundraising Coordinator	10854	9716
Pupil Premium	12199	11031
Recycling, Sustainability & Environment	12271	10914
Relationship Education	14978	13016
Religious Studies/Religious or Moral Education	14523	11641
School Trips & Events Coordinator	10887	9216
Science	18705	16997
Secretary/Administrator	18121	17031
Site/Facilities/Buildings Manager	14233	12023
Special Needs / SENCO	18203	17053
Technology/Design	20226	18679
Training/CPD/Staff Development	14214	12703
Year Group Heads (years 1 to 6)		
Total Volumes	**754784**	**667611**

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SECONDARY SECTOR SCHOOLS		
Job Functions	Postal volume	PERSONAL School Email volume
Personal school emails = **veronica.over@school.co.uk** - rather than - info@school.co.uk		
Headteacher/Principal	5796	5681
Executive Head/Associate Head	3897	2603
Deputy Head	5297	5243
Assistant Head	4661	4316
Business Manager/Bursar	5416	4911
Head of Finance	4349	3241
Chair of Governors	4687	4416
Volumes listed are for Heads of Departments/Coordinators		
Art, Craft & Design	4115	3506
Biology	1914	1894
Business Studies & Economics	4400	4318
Careers Leader/Vocational Education	3172	3006
Catering Manager	4187	3015
Chemistry	1801	1701
Citizenship	5154	4942
Curriculum/Assessment	4991	3961
Data Manager (MIS systems)	2148	1651
Designated Safeguarding Lead/Child Protection Officer	5122	4923
Drama / Performing Arts	4121	3817
English	5629	4433
English as 2nd language/additional language	3428	2671
eSafety/Internet Safety	2314	2134
First Aid/Health and Wellbeing/	4012	2734
Food Technology / Nutrition	2968	2231
Fundraising Coordinator	1947	1643
Geography	5469	5227
Head of Sixth Form	1911	1781
Health & Safety Officer	4326	3922
History	5213	4766
HLTA - Higher Level Teaching Assistant	3874	2467
HR / Recruitment	3864	2163
ICT/Computing & Coding (Teaching)	5561	5172
Inclusion/Discipline	4984	3826
IT/Network Infrastrucure Manager	3614	3004
KS3 (or equivalent) Coordinator	3125	2956
KS4 (or equivalent) Coordinator	3359	2934
Lab Technician	2417	1959
Learning Support/Mentor/PSA	6458	4123
Librarian/Resources Centre	4781	3564
Literacy	2941	2632
Marketing/PR	2461	2897
Maths	5297	4741
Modern Languages / MFL	3426	2941
Music	3879	2841
Numeracy Lead	3097	2743
Nurse/Medical - Welfare	3941	2684
PE / Sports / Games	4729	4378
Physics	1874	1782
PPA Cover / Peripatetic Teacher	1976	1214
PSHE - Pastoral Care	5128	5019
Psychology	1524	1184
PTA Chair/Lead	5897	4623
Pupil Premium Coordinator	4119	4001
Recycling, Sustainability & Environment	4723	3003
Religious Studies/Religious Education	4261	3011
School Librarian	4658	3739
School Trips & Events Coordinator	3817	3584
Science - General Science	5279	4998
Secretary/Administrator	4814	4201
SENCO/Special Needs	5224	5016
Sex & Relationship Education	4506	4426
Site/Facilities/Buildings Manager	4987	4516
SMSC Coordinator	3105	2814
Social Sciences	2871	1982
STEM Coordinator	4164	3871
Technology/Design	5197	4906
Training/CPD/Staff Development Coordinator	3288	3211
Year Group Heads (years 7 to 13)		
Total Volumes	**271703**	**227813**