



St Catherine's BRAMLEY

Patron: Her Majesty The Queen

Headmistress: Mrs AM Phillips MA Cantab

Charitable Objects of St. Catherine's School

The Objects for which the Company is established are to promote and provide for the advancement of education by providing, conducting, governing, carrying on and maintaining in the United Kingdom, or elsewhere, a boarding or day school or schools for girls in which the teaching shall be in accordance with the principles of the Church of England.

Child Protection Statement - St. Catherine's is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. Applicants must be willing to undergo child protection screening, including checks with past employers and an enhanced DBS with barred list check.

The post-holder will be responsible for promoting and safeguarding the welfare of children and young persons for whom he/she is responsible, or with whom he/she comes into contact and must adhere to and ensure compliance with the School's Child Protection Policy at all times. If in the course of carrying out the duties of the post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School he/she must report any concerns to one of the School's Designated Safeguarding Leads.

Job Description for Digital Marketing Officer **One year contract in the first instance** **Part time (0.6) • Year round position**

About St Catherine's School

St Catherine's was founded in 1885 and in 2020 celebrated 135 years of successful education for girls. The School is an Independent Church of England Day and Boarding School, in membership of the Girls' Schools' Association, with 855 pupils aged between 4 and 18. The Prep School has 225 pupils aged 4 to 11 and the Senior School 630 pupils aged 11 to 18, of whom some 170 are in the Sixth Form and 170 are boarders aged 11 to 18. The School is situated in a 25-acre site in the village of Bramley, three miles south of Guildford off the main Horsham Road (A281) and on the edge of the Surrey Hills Area of Outstanding Natural Beauty.

St Catherine's is a selective academic girls' school which prides itself on its excellent A Level results and the university places which all its leavers secure, including good numbers at Oxbridge. However, this is not at the expense of our commitment to the broader ideal of an all-round education for all our pupils, which will prepare them for full and happy lives as well as successful careers.

The School underwent a full ISI Inspection under their new framework in October 2023 and the Inspectorate's report along with an Executive Summary from St Catherine's may be viewed [here](#). Our Good Schools Guide Reviews can be found [here](#) along with Parent Testimonials which can be found [here](#). Those seeking employment at St. Catherine's may also be interested in the leaflet on the employment package we offer which can be found [here](#).

We seek to appoint from September 2024 an enthusiastic and energetic part time Digital Marketing Officer to create, deliver and evaluate digital communications that promote St Catherine's and celebrates pupils' opportunities and achievements to market the school effectively.

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About the Foundation Office

The Marketing Department sits within the Foundation Office that also includes the Development function and the St Catherine's Association: the St Catherine's community which includes former and current parents, alumnae, current pupils and former and current staff. Marketing staff work closely with staff in Admissions and across both the Prep and Senior Schools. Marketing is responsible for the whole School brand, external communications, recruitment of pupils from the domestic and overseas market, PR, social media and marketing events.

The Digital Marketing Officer works in the Foundation Office which is based in the Warren, a historic building which has been converted and refurbished to provide light, contemporary office space. The Warren holds the School Archives and includes a space for alumnae visitors. The spirit of the Foundation Office is collaborative with the sharing of tasks and resources at all levels.

The Foundation Office currently consists of:

- The Marketing and Development Director
- The Association Director – part time
- The Association Community Manager – part time
- The Marketing and Publications Graphic Designer – part time
- Two Marketing Officers – part time
- The Development Officer – part time
- The Photographer in Residence – part time

Connected roles are:

- The Senior and Prep Admissions Registrars/Admissions Officers
- The Website Manager
- The Senior and Prep Staff teams to secure content

An external point of contact will be the digital media planning and buying agency.

Reporting

This post reports to The Marketing and Development Director.

The Digital Marketing Officer Role

The Digital Marketing Officer role is an important role in the Marketing team. It creates, delivers and evaluates digital communications that promote the School and celebrates pupils' opportunities and achievements to market the School effectively. Working closely with teaching colleagues, the Marketing Officers and the Director of Marketing and Development, the post holder will be sourcing, writing and curating text and photography to deliver consistent, timely and relevant content for our social media channels. They will also lead the planning and regular evaluation of our paid digital marketing activity.

The role requires excellent writing, editing and proof-reading skills, a keen eye for design and layout and up to date knowledge of digital media technology and performance. The successful candidate will possess exceptional attention to detail and multi-tasking skills.

We are proud of what St Catherine's stands for and what it has to offer. The role offers a competitive salary according to experience. The role would suit someone with relevant experience of Digital Marketing or someone early in their career with transferable experience keen to gain practical experience in this area. The role is initially for a period of one year with the potential to be renewed based on the contribution of digital to our marketing activity.

This person will have responsibility for the following areas:

Digital Marketing

- Actively assist with the implementation and development of the School's digital media strategy
- Lead the Agency relationship for digital acquisition channels (Paid Social, SEO, Display)
- Manage the annual planning of digital paid media – google ads, search, in liaison with our digital planning/buying agency
- Manage the copy/content for digital paid media and testing schedule
- Maintain and update targeting lists for Google display advertising
- Optimise performance across paid media channels and digital acquisition through monthly performance reviews with our digital agency
- Manage the budget for the digital paid media and allocation across marketing objectives
- Plan, create and schedule paid Facebook digital advertising for Open Days, School events, Webinars
- Maintain and refresh target audiences for Facebook campaigns
- Monitor and report on digital advertising campaigns via GA4, Google Search Console to provide insight on performance and effectiveness
- Liaise with the Website Manager to ensure paid digital media is routed and tracked appropriately.

Social Media

- Produce a detailed annual content calendar, ensuring coverage of all aspects of School life
- Support the management of the School's social media accounts, particularly Instagram and Facebook
- Through liaison with teaching staff ensure a consistent supply of digital content on Instagram and Facebook
- Source, edit, prioritise and curate content to provide information and timely reports of School events to ensure all channels remain engaging and are aligned with our key marketing messages and on brand
- Lead fortnightly advance schedule planning meetings for social media
- Utilise templates in Canva to present a consistent brand image for the School
- Maintain digital resource of digital content – captions/images
- Plan and schedule accurate and engaging content using Hootsuite
- Source and create photographs and video for use on social media
- Advise on use of hashtags/links to maximise reach
- Recommend and manage responses to digital media where St Catherine's is tagged or where followers comment to extend our reach and build the brand
- Ensure that the School's corporate image, branding, tone of voice and use of photography is in line with policy and protocols
- Ensure content is timely, relevant and balanced between the Prep and Senior Schools
- As appropriate, assist with planning of School photography/video filming for digital media
- Analyse statistics relating to reach and effectiveness of social media communication activities and monitor feedback across channels.

Marketing

- Keep abreast of digital opportunities and initiatives, so that the School capitalise on appropriate opportunities
- Undertake any other activity in support to colleagues in Marketing as required – from events to publications.

Personal and Professional Qualities Required

Skills and competencies

- Excellent communicator, both orally and in writing
- Ability to write effectively for different audiences and platforms
- Confident working with external agencies and ensuring deliverables match expectations
- Generate, edit and analyse content for relevance to audience
- Strong attention to detail
- Ability to understand and creatively assemble appropriate layouts for digital publication

- Ability to organise own workload, to prioritise tasks and keep to tight deadlines
- Attention to detail and able to edit own and other's work
- Proactive in problem solving
- Willingness to undertake any training relevant to the job

Knowledge & Experience

- Experience of building a brand through digital platforms
- Excellent understanding of digital formats for marketing
- Proven experience of managing social media platforms for audience engagement
- Experience working with the following packages: Canva, InDesign, Photoshop, Adobe (desirable)
- Proven experience of social media scheduling and content management systems such as Hootsuite
- Experience of Meta and Google Analytics and evidence of understanding how statistics drive strategy
- Experience of Facebook and Instagram advertising and familiarity with scheduling
- An awareness of safety and security issues in schools

Qualifications

- Proficient IT skills
- Marketing qualification (desirable)
- Digital marketing qualification (desirable)
- Experience of working in a school (desirable)

Training and Development

- In liaison with line manager, set personal targets and take responsibility for continuous professional development
- Attend INSET events

Practical Information about the Post

Hours of Work

This is a year round post which is 0.6 FTE, 3 days per week. Working hours are 8.30am to 5.30pm Monday to Friday with half an hour for lunch during the term time and days either side of term beginning and ending. During the school holidays working hours are 9.30am to 4.00pm Monday to Friday with an hour lunch break. Working days will be agreed with the successful candidate. There may be flexibility to spread three days over four for example. The role will be a busy one requiring continuity and daily attendance, working all year round. Helping with Open Days and other events outside of normal hours will also be required.

The position offers 5 weeks' holiday per annum, pro rata. Holidays are to be taken during School holidays, which includes the 3 day period between Christmas and New Year when the whole School is closed. Any exceptional requests will require express permission of the Marketing and Development Director and cannot be guaranteed. Team holidays must be accommodated prior to approval of leave.

Staff Induction, Staff Review and Continuing Professional Development

All new staff are given electronic access to a Staff Handbook and School Policies well ahead of their joining the School and are given full induction training at the start of their first term.

The School is committed to the continuing professional development of its staff and there is a review procedure.

St Catherine's School is committed to the proper Safeguarding of its students. All staff are required to undertake Child Protection Training as part of their induction and every three years thereafter, and to complete Prevent Training.

Remuneration

Salary will be based on the St Catherine's Administration Salary Scale and will be commensurate with the qualifications and relevant experience of the candidate.

Where applicable, non-teaching staff in the School are auto enrolled into the Stakeholder Pension Plan on recruitment. St Catherine's School will pay a varying percentage into the plan, dependent on the employee's contribution. Further details are available from the Business Centre.

The post offers medical insurance cover which is a taxable expense and is pro rata for part-time staff.

Other Benefits

Lunch is provided daily and all staff enjoy access to the School's leisure facilities for a small one-off joining fee: pool, tennis courts, squash court, fitness suite - when these are not in use by the girls or other visiting courses. Other meals will be provided if staff are required to work during the evenings. Other meals such as breakfast and supper may be taken regularly for a very modest charge, payable in advance.

A fees concession of 50% is offered for the education of daughters of full-time members of staff at St Catherine's if a place is available and the girl passes the entrance examination. For part-time staff any fee concession is calculated on a pro rata basis.

Accommodation

Accommodation on site may be available in return for boarding duties. Opportunities can be explored at interview.

How to apply

Interested candidates can request an informal conversation via Zoom with the Marketing & Development Director. These will occur on Friday 5th July 2024. The application form should be returned to the HR Administrator, Miss Nicky Johnston, by 12 noon on Friday 26th July 2024 and should take the form of:

- a letter of application highlighting areas of relevant experience relating to the job description
- a curriculum vitae
- the completed Application Form provided with these details/found on the School website at www.stcatherines.info/welcome/job-opportunities

Candidates will have their applications acknowledged and if you do not hear from us after a few days, please contact the HR Administrator by email on jobapplications@stcatherines.info.

Interviews will be scheduled for the week commencing Monday 5th August 2024.

Thank you for your interest in St Catherine's School.

Alice Phillips
Headmistress

Pippa Carte
Marketing and Development Director

June 2024