

Applicant Information Pack



GIGGLESWICK
SCHOOL

MARKETING OFFICER (MATERNITY COVER)

Start Date: 6 January 2025

Closing date: Sunday 10th November 2024

Interview date: 18th November 2024

Welcome from the Head



Dear Candidate,

I am delighted that you are interested in career opportunities at our School and hope that the following information will assist you in your decision of whether to apply for this role.

Giggleswick is a grounded, friendly and inclusive school, where the learning does not stop at the classroom door. We believe strongly in the benefits of a broad curriculum and enrichment through the co-curriculum, which includes over 80 clubs, clinics and societies happening every week, available to our pupils who come from varied backgrounds and different countries.

At Giggleswick we equip young people with the skills and confidence they need to embrace the world beyond school and lead happy, fulfilling lives. Our approach to education combines excellent academic achievement, ambition and strong self-belief, creating well-rounded individuals with a lifelong desire to learn.

We aim to provide an ambitious education for our pupils, so we employ passionate and energetic teachers who inspire our young people with a love for their subject. Our non-teaching staff occupy a range of valued positions, ensuring our School continues to function and perform outstandingly well. We also went through a very successful ISI Inspection in 2023, in which we were rated 'Excellent'.

Both staff and pupils feel privileged to work in this beautiful location, within an idyllic natural countryside setting in the Yorkshire Dales, giving life at Giggleswick a real sense of adventure, discovery and well-being. Outdoor pursuits abound and creative minds flourish in our stunning natural environment. Despite our rural location, we are in easy reach of the cities of Leeds and Manchester, both by road and rail.

I am looking for members of staff who excel in everything they do. They must be hard-working, with a strong sense of moral purpose, and ready to embrace employment within our busy and successful boarding and day school.

I believe Giggleswick School is a fabulous community to work and indeed to live within. Staff and their families can take advantage of our beautiful grounds and facilities, including the well-equipped modern gym and swimming pool. Staff also benefit from free lunches in the Dining Hall during term time.

I hope that this gives you a taste of what Giggleswick School is, however, I would be more than pleased to speak to you if you wish to discuss this opportunity further.

Sam Hart
Headmaster





The Role

Summary

As the Marketing Officer at Giggleswick School, you will support marketing campaigns to drive enquiries and enhance brand awareness, aligning with the school's values and messaging. Collaborating closely with internal teams, you will implement key campaigns to drive the school messaging and attract prospective families.

"Giggleswick has always had a great deal to offer with its extremely broad curriculum, dedicated staff and superb facilities all in a magnificent setting. This is definitely a school to watch."

GOOD SCHOOLS GUIDE
2023

The Department

Join Our Bold and Ambitious Marketing Team at Giggleswick School.

At Giggleswick School, we're not just adapting to change—we're leading it. As one of the first schools in the UK to make a long-term commitment to absorb VAT for both current and future families, we are setting a new standard in the independent education sector. This bold move reflects our determination to provide value without compromising on the quality of our education, and we want you to be part of this exciting journey.

Our marketing team is a vibrant mix of skills and backgrounds, each member bringing their own creative flair to the table. We're looking for someone driven, innovative, and ready to push boundaries to help us stand out in an increasingly competitive market. This is not an ordinary recruitment year—it's a defining one. You'll have the opportunity to contribute to shaping the future of our school and connecting with families worldwide who share our vision.

If you thrive in a fast-paced, ambitious environment and are excited about the prospect of being part of a forward-thinking team, we want to hear from you. Together, we'll continue to raise the bar for independent education.



The Role

Main Duties and Responsibilities

Brand Management

- Implement the communications plan in line with the brand messaging designed by the Director of Marketing and Admissions.
- Develop strategies to position the school effectively within the local and regional market.
- Ensure consistency and quality in brand positioning and visual identity across all school collateral.
- Implement the brand style guide and monitor adherence across departments.

Website Management

- Manage the school website via the content management system (CMS), ensuring it reflects current information and aligns with brand messaging.
- Collaborate with regional and central teams to optimise search engine optimisation (SEO) and user experience.
- Lead the digital health check and implement recommendations for improvement.
- Provide copywriting and visual imagery for website updates and paid campaigns

Campaign Management for Lead Generation:

- Develop and implement integrated marketing campaigns (digital and printed) targeting multiple stakeholders to support the school's overarching marketing strategy.
- Conduct market research to understand local parent and competitor landscape, informing campaign development.
- Monitor campaign performance and analyse data to optimise strategies and drive lead generation.
- Collaborate with the Admissions team to support recruitment efforts and improve pipeline conversion.
- Oversee the communication plan created by the Marketing Officer and refine as appropriate in line with the schools key messaging.
- Track the impact of the communications plan to ensure it is maximising conversions.

Publication and Merchandise Management:

- Oversee the production and distribution of school publications, including the School Chronicle/Newspaper, prospectuses, brochures, and newsletters.
- Manage the school merchandise inventory.

Other:

- To complete any duties that are of an appropriate level as requested by the Headmaster, Director of Marketing and Admissions or the Bursar.

The Role

Main Duties and Responsibilities

Health & Safety

- You have a legal duty to take reasonable care of your own health and safety and that of others and you are expected to be familiar with, and adhere to Giggleswick School's Health and Safety Policy.

Child protection

- Giggleswick School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. You will be expected to support this approach in the context of your role and to adhere to and ensure compliance with the school's Safeguarding policies and procedures at all times. If in the course of carrying out your duties you become aware of any actual or potential risks to the safety or welfare of children in the school s/he must report any concerns to the school's child protection officer or to the Headmaster.

School values

- Ensure your work, communication and approach conforms to the brand values and style of the School. Keep up to date, and comply with the Giggleswick School's Rules, Policies and Procedures at all times, as detailed in the School handbook.

Terms of Appointment

We offer a competitive and desirable package that includes:

An attractive salary, dependent upon the skills and experience of the candidate

Eligibility to join the APTIS pension scheme (Aviva Pension Trust for Independent Schools)

High quality working environment

Where relevant, a generous day fee remission to Senior & Prep School aged children of the successful candidate (excludes Pre-school)

Lunches provided free of charge during term time

Free access to on-site facilities, including gym, sports courts and swimming pool

"A holistic school with the pupil firmly placed at the centre of everything it does, Giggleswick gets its results through an adherence to strong values. The 'throw yourself in' attitude helps children find their passions and grow in confidence, with exemplary pastoral care making that journey safe and supported."

The School

Overview

Giggleswick School is a leading independent co-educational day and boarding school in the north of England for children aged 2 to 18, rated 'Excellent' by ISI in 2023. It is exceptionally good at discovering and nurturing individuals' strengths; it is a friendly, supportive community with excellent pastoral care; it provides a breadth of educational opportunities, subjects, and co-curricular activities; and pupils achieve strong academic performance. All of this is delivered by dedicated, high quality teachers and support staff.

What makes Giggleswick distinctive is participation. The school community delights in seeing growth through the experience of trying something new and being surprised at what one can do.

Giggleswick's emphasis on wide participation has two other benefits: students not only do the things they excel at, but also learn how to seek and offer support within and between year groups. Participation is also true of the staff in School – they are widely involved in the interests and activities of the pupils, collaborating with them for mutual benefit and enjoyment. The School believes that both factors create the warm respect that exists between pupils up and down the School, and between all staff and pupils.



History

Giggleswick's fascinating five centuries of history started in 1512 when Henry VIII was on the throne. Since his son Edward VI granted the school a royal charter in 1553 it has enjoyed four campus rebuilds, close links with prestigious academia and the Church, and alumni have contributed to all walks of life. Giggleswick's half-millennium of tradition and evolution has earned it a well respected place at the heart and head of its community and the educational landscape of the country.

Over the years, Giggleswick expanded its age range, opened to girls and the curriculum broadened. The landmark School Chapel was built to commemorate Queen Victoria's diamond jubilee and enviable facilities were added, including one of the first heated indoor swimming pools in the country.

The School

Location and Facilities

Giggleswick is perfectly located on the edge of the Yorkshire Dales National Park, home to some of Yorkshire's most iconic scenery and attractions. Manchester, Leeds and York are all just an hour away, with the popular towns of Ilkley, Skipton, Kirkby Lonsdale, Clitheroe and Kendal all within the school's day and flexi boarding catchment area.

With spectacular limestone valleys, picture postcard villages and historic castles, it is a place that stirs the emotions and stimulates the senses. The School's idyllic setting gives life at Giggleswick a real sense of adventure and discovery, where children have the space and freedom to grow as individuals and develop a lifelong love of learning.

The campus and facilities provide an impressive modern learning environment with the Pre-school, Prep and Senior School sharing the 215 acre site. The Richard Whiteley Theatre hosts a full programme of live productions, music and dance, as well as being used for drama lessons and CASE (Creative, Active, Service and Enrichment) activities. Other on-site facilities include the Chapel, The Glover Art Studio, an observatory, a swimming pool and a mountain bike trail. There is also a state-of-the-art multi-activity sports hall and fitness centre, tennis and squash courts, astro-turf for hockey, cricket, rugby and football pitches and a golf course.



Ethos and Values

There is a real sense of community throughout the campus with a happy, relaxed and purposeful atmosphere where pupils are polite and welcoming. The School promotes a real 'can do' philosophy through encouragement and support for pupils to have a go at a range of activities – and the pupils thrive on it. Day pupils are also fully integrated into the life and ethos of the school.

"Pupils attribute the calm atmosphere here to being immersed in the rugged Yorkshire Dales, but it could also be something to do with the small class sizes. This is an unpretentious, roll-up-your-sleeves type of place."

How to apply

For further information and an application pack, please visit our website www.giggleswick.org.uk or contact:

01729 893096, or email hr@giggleswick.org.uk.

If you would like to apply for this post, please complete and send the following information to

hr@giggleswick.org.uk

- A completed application form (no CVs please)
- A covering letter addressed to the Headmaster, Mr Sam Hart, of not more than two pages summarising your ability related to the information outlined in the role

**Closing date:
10th November 2024**

**Interview date:
Monday 18th November 2024**

**Start date:
6th January 2025**

We reserve the right to close this vacancy and interview early if we receive a high volume of suitable applications.

Equal Opportunities Employer

Giggleswick School is committed to eliminating discrimination and encouraging diversity amongst our workforce. We aim to provide quality and fairness for all job applicants and employees and not to discriminate, or to receive less favourable treatment, on grounds of age, disability, race, gender reassignment, marriage and civil partnership, pregnancy and maternity, religion or belief, sex or sexual orientation, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Employment decisions will be made on the basis of each applicant's job qualifications, skills, experience, and abilities. Applicants or employees with questions or concerns relating to discrimination for any of the reasons listed above should contact hr@giggleswick.org.uk.

Child Protection and Safeguarding Policy

Giggleswick School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment by complying with the School's Child Protection Policy and Staff Code of Conduct at all times. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and The Disclosure and Barring Service.

All school policies can be found on our website, www.giggleswick.org.uk



How to find us

Giggleswick School is perfectly located between the Yorkshire Dales National Park and the Lake District, with the cities of Leeds, Manchester and York just over an hour away.



SCHOOL

Giggleswick School
Settle, North Yorkshire
BD24 0DE

tel: +44 (0) 1729 893 000

email: hr@giggleswick.org.uk

www.giggleswick.org.uk

Giggleswick is a registered charity no 1109826