



ALDRO



Candidate information for

MARKETING & CONTENT OFFICER

Photography • Videography • Digital Content • Events

PART-TIME

(0.6 FTE Term-time only +10 days)

Starting date: 1st September 2026

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FROM THE HEAD

Thank you for your interest in Aldro. From the moment my wife Nicky and I first walked through the front door of the school, we knew it was a special place. I am sure you will feel the same, for our visitors typically all comment on the strength of welcome and tangible sense of community they experience on their visits here.

Our school values matter enormously to us, and we work hard to ensure they colour all that we do. Anchored in the Christian teaching that has always been a distinctive of life at Aldro, our values of kindness, respect, integrity, humility and service help set the tone for our relationships with one another. We are a small-enough school to know each child well and we pride ourselves in our outstanding pastoral care and the strong sense of belonging that the children feel to their school.

Academic rigour is key at Aldro. Together with the parents, we share a strong sense of aspiration for the academic development of our children. They progress in many cases to highly selective senior schools, often with scholarships and exhibitions reflecting their achievements along the way. Alongside a content-rich curriculum, and in tandem with an enviably broad co-curricular offering, we want our pupils to develop curiosity, creativity, critical thinking and commitment in their learning. We want them to leave confident to take risks and adapt to changing circumstance, able to get on with others of all backgrounds and well-placed to make a positive contribution in life. In the process, we want them to develop digital literacy, presentation skills, problem-solving skills and the ability to collaborate with others on highly-effective teams.

If that all sounds a bit serious, let me add this. We want an Aldro education to be great fun! Our aim is that, in the years ahead, when our children look back on their time at Aldro, they will do so with a deep sense of affection for their old school, remember that they were very happy here, and recall quite simply that they had a blast!

When meeting candidates, we are looking for those who will make a positive addition to our highly-talented and motivated team of staff as well as for those who will enrich our communal lives together. We hope you are as excited at the thought of joining us as we are to meet you. Thank you again for your interest in our special school.

Chris Carlier





ABOUT ALDRO

Aldro is an outstanding coeducational boarding and day preparatory school located in the idyllic village setting of Shackleford near Godalming in Surrey. Founded in 1898 Aldro moved to Shackleford from Eastbourne in 1940.

The ethos of the school is centred on our Christian foundation and priority is given to the highest standards of pastoral care and the education of the 'whole child'. Aldro seeks to be an inclusive school with a genuine 'family-feel', offering opportunities for all pupils to discover their talents whilst encouraging them to strive for excellence. Boarding is a great strength of Aldro, contributing to the busy and vibrant atmosphere here and teaching the children vital skills of independence and responsibility which stand them in good stead for their future schools.

The school is in great heart following its successful move to co-education in 2021 and a period of considerable growth over recent years. Girl numbers now constitute approximately 35% of the pupil population and continue to grow. The most recent ISI Inspection Report (June 2023) rated the school 'Excellent' in both areas of qualitative judgement (pupil achievement and pupil personal development) and the school was deemed fully compliant. The school has a flourishing Senior School (Years 7 and 8) and successfully retains the vast majority of pupils to Year 8 for 13+ transition to senior schools.

There are currently about 200 pupils in the school aged 7-13; approximately 70 of them board, full-time, weekly or part-time. The school has an outstanding record of academic excellence and averages about 15 scholarships and exhibitions per year, including to highly selective senior schools. Popular senior schools for Aldro pupils include Benenden, Bradfield, Canford, Charterhouse, Cranleigh, Eton, Guildford High School, Harrow, King Edward's Witley, Lancing, Lord Wandsworth, Marlborough, Oundle, RGS Guildford, Sevenoaks, Sherborne, St Swithun's, Tonbridge, Uppingham, Wellington, Winchester and Wycombe Abbey.

Lessons are taught Monday to Friday, and children typically compete in matches against other schools on a Saturday morning. Boarders enjoy a rich programme of activities each weekend. The school has a weekend leave at least every third weekend and benefits from generous holidays. All staff are expected to make an active contribution to the wider life of the school.

Further details about the school can be found on our website: www.aldro.org

VISION, VALUES, AIMS

OUR VISION

To provide an outstanding and broad education for all pupils that will instil in them a life-long love of learning and make them positive contributors to society.

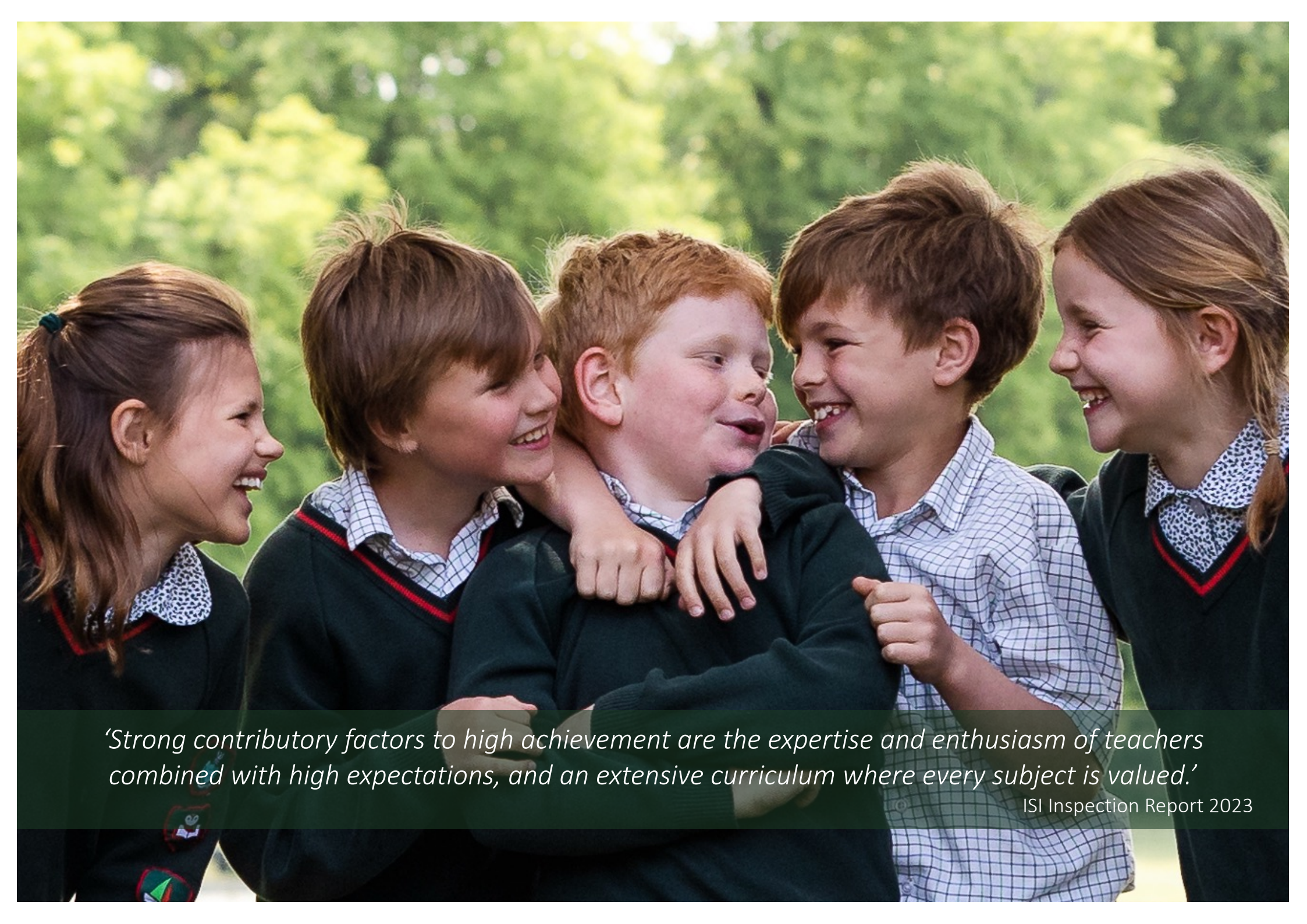
OUR VALUES

- ✓ Kindness
- ✓ Respect
- ✓ Integrity
- ✓ Humility
- ✓ Service

OUR AIMS

1. To provide outstanding pastoral care within a nurturing family environment, underpinned by Christian values and teaching.
2. To prepare pupils for the next stage; for transition to their Senior Schools of choice and for adult life beyond.
3. To encourage curiosity, critical thinking and independence of thought through an innovative learning experience and inspirational teaching.
4. To develop strength of character through a broad, stimulating curricular and co-curricular offering.
5. To create a vibrant boarding environment that promotes independence and responsibility.
6. To establish long-term financial management through attracting and retaining sustainable numbers of pupils.
7. To share our resources with, and make a positive contribution to, the wider community.
8. To be happy, have fun and make lasting memories





'Strong contributory factors to high achievement are the expertise and enthusiasm of teachers combined with high expectations, and an extensive curriculum where every subject is valued.'

ISI Inspection Report 2023



THE ROLE

Reporting to the Head of Marketing, the Marketing & Content Officer will be responsible for capturing and communicating the life of Aldro. Through outstanding photography, videography and digital content creation, they will bring the school's story to life across social media, the website, publications and advertising. They will also support the planning and delivery of admissions, marketing and community events, helping to strengthen the school's reputation, enhance its brand and engage current and prospective families with all that makes Aldro distinctive.

Line Manager: Head of Marketing

Type of contract: Permanent, part-time

0.6 FTE, 24hrs/wk, hours by arrangement during term time
with occasional Saturdays or evenings
+10 days during school holidays.

Salary: Approx. FTE £30,000. £14,000 pro rata.

JOB DESCRIPTION

KEY RESPONSIBILITIES

- To create engaging photography, videography and digital content that communicates the distinctive life and ethos of Aldro.
- To promote the school and its distinctive ethos across a wide range of digital and print marketing channels.
- To lead the school's social media presence and contribute to the continued development of its website and wider digital communications.
- To support the planning and delivery of admissions, marketing and community events.
- To uphold and promote the Aldro brand, ensuring consistency and quality across all marketing and communications.

CONTENT CREATION

- Identify and tell compelling stories from across school life that celebrate pupils, staff and the wider Aldro community.
- Capture those stories through high quality photography and videography, producing engaging visual content that reflects Aldro's distinctive character and ethos.
- Edit and produce digital content for use across social media, the website, newsletters, advertising and other marketing materials.

DIGITAL MARKETING & COMMUNICATIONS

- Take primary responsibility for the school's social media channels, developing and implementing a content plan that builds engagement and communicates the school's distinctiveness.
- Ensure the school website, parent portal and other digital platforms remain current, engaging and reflective of school life.
- Support the delivery and evaluation of digital marketing campaigns, including PPC advertising where appropriate.
- Develop positive relationships with third party websites and ensure they are supplied with engaging content and up-to-date information.
- Collate, edit and publish school news across all communications channels, including newsletters, the website and social media.
- Produce the half-termly AldroLink newsletter.

MARKETING & ADMISSIONS

- Design and produce marketing materials for print and digital use, including brochures, advertisements, banners and promotional literature.
- Deliver the school's advertising programme, including the creation, booking and evaluation of digital and print advertising.
- Produce marketing materials to support pupil recruitment, Open Mornings and other admissions activity.
- Maintain accurate marketing databases and distribution lists.

“Aldro has let us concentrate on being parents knowing that the education and the experience at Aldro is first rate.”

Parents of a Year 8 Leaver





EVENTS

- Support the planning, organisation and delivery of admissions, marketing, development and community events.
- Attend key school events to capture photography and video content and support their successful delivery.
- As a boarding school, some evening and weekend working will be required.

BRAND MANAGEMENT

- Act as guardian of the Aldro brand, ensuring the school's visual identity is presented consistently across all communications and marketing materials.
- Maintain and develop the school's repository of approved logos, templates and other brand assets for staff use.
- Maintain and organise the school's digital library of photography and video assets, ensuring content is appropriately stored, searchable and available for future use.
- Support the continued development of the school's reputation through high quality communications and consistent brand presentation.

MEDIA RELATIONS

- Support the Head of Marketing in developing relationships with local, regional and national media.
- Assist in the preparation of press releases and other media communications where appropriate.

“At Aldro our child has flourished and has been cared for brilliantly in every way. He has been taught excellently. The standards at Aldro are second to none.”

SAFEGUARDING

- To promote and safeguard the welfare of all pupils.
- To promote, insist on and help instil the school's core values
- To protect children from harm and to prevent impairment of their health and development.
- Be aware of, and comply with, all the school's policies, and especially the Safeguarding, Whistleblowing, Behaviour, Anti-bullying, Health and Safety, Staff Code of Conduct and Pupil Equality and Diversity policies.
- To establish a positive, supportive and secure culture which promotes in all pupils a sense of being valued, listened to and respected.

PROFESSIONAL DEVELOPMENT

- To attend and engage with regular INSET organised for staff.
- To participate in the school's appraisal system for staff.
- To demonstrate a concern for ongoing professional development.

GENERAL

- To work with Admissions and Marketing to promote the school to prospective parents.
- To attend Open Days and other events organised to promote the school.
- The nature of this role is such that there may be requirements to attend some evening and weekend events.
- As a small team, assistance and cover for colleagues may also be required.
- To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.



'Pupils consistently achieve entry to the senior school of their choice. They have an excellent measure of success in academic, music, art, drama and sport scholarships and in competitions at regional and national level.'

ISI Inspection Report 2023



PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE

- Highly I.T. literate e.g. Word, Excel, PPT, Photoshop/InDesign, databases.
- Excellent videographer and photographer
- Excellent skills in video editing, photo editing.
- Experience of design and layout for marketing publications (desirable).
- Bachelor's degree or equivalent; excellent academic credentials (desirable).
- CIM qualification or other relevant professional qualification. (e.g. AMCIS Diploma in Schools Marketing) (desirable).
- Experience of writing resources and materials for marketing publications, promotional materials, national press and social media (desirable).
- Proven track record in a marketing role (desirable).

PROFESSIONAL ATTRIBUTES

- A flair for photography (still and moving image).
- Proven organisational and project management skills. Able to manage multiple tasks and to prioritise effectively.
- Excellent writing skills with a flair for creativity; able to communicate relevant information about the school to a range of audiences.
- Highly developed proof-reading skills with an excellent eye for detail.
- The initiative to work on their own, and the ability to work as part of a team.
- Knowledge of Independent Schools (desirable).

PERSONAL ATTRIBUTES

- Excellent inter-personal skills, empathetic, caring, kind and compassionate.
- Able to build positive working relationships with colleagues and partners. Keen to be part of a successful and friendly small team.
- Flexible in terms of working hours. Some weekend and evening work may be required.
- A deep sense of compassion for young people.
- Reliability, integrity, loyalty.
- Positivity, energy and enthusiasm.
- A sense of humility and a desire to serve others.
- A willingness to go the extra-mile.
- Excellent record of health, punctuality and attendance.
- A sense of humour.

SCHOOL ETHOS, VALUES AND AIMS

- Fully supportive of the ethos and aims of the school.
- Sympathetic to the Christian teaching that underpins the school's values and character.
- Commitment to the safeguarding and protection of children.
- A commitment to promoting equality, diversity and inclusion.
- Promotion of Health and Safety in line with the school's policy.

HOW TO APPLY

DEADLINE: Monday 3rd August, 9.00am

Interested candidates should complete a copy of the **Aldro Application Form** available on the 'Vacancies' section of the Aldro website and, together with a letter of application addressed to the Headmaster, send this to HR@aldro.org. CVs are not required. Early applications are encouraged and will be processed on receipt. The School reserves the right to appoint before the deadline.

The school is an equal opportunities employer and complies with its duties under the Equality Act 2010. Aldro is committed to safeguarding and promoting the welfare of the children and young people here, and all staff are expected to share this commitment. As part of the recruitment process, applicants should expect scrutiny of their online profile. All staff are expected to adhere to, and ensure compliance with, the school's Child Protection and Safeguarding 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, they must report any concerns to the school's Designated Safeguarding Lead.

In line with the Child Protection and Safeguarding Policy, the successful candidate will be subject to checks by the Disclosure and Barring Service. As part of this process, Aldro additionally carries out its own online and social media checks. Applicants' references are typically sought before interview, unless the applicant specifically requests otherwise.

The post is exempt from the Rehabilitation of Offenders Act 1974 and Aldro is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are 'spent' unless they are 'protected' under the DBS filtering rules) in order to assess their suitability to work with children.

Aldro recognises the benefits of a diverse workforce and is committed to equality of opportunity for staff, volunteers and applicants. Building upon legislative requirements, Aldro seeks to ensure proper access of opportunity in matters relating to recruitment and selection, support for staff development and promotion. All HR policies are underpinned by this commitment to inclusivity and discriminatory behaviour by staff, pupils, contractors and external contactors will be taken very seriously, fully investigated and appropriate action taken where necessary.





ALDRO

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Godalming, Surrey GU8 6AS
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'Scrutiny of results indicates that by the end of Year 8 most pupils attain above their potential scores with many attaining well above. Pupils of all ages and abilities make excellent progress overall. The achievement of pupils with SEND and EAL is outstanding.'

ISI Inspection Report 2023

