

Candidate Brief

Digital Marketing Officer



Haileybury

Haileybury is a leading co-educational independent boarding and day school in Hertfordshire with around 900 pupils, aged 11 to 18. Founded in 1862, Haileybury is a school that is rooted in history and tradition, but which is innovative and progressive.

Haileybury has an outstanding reputation in the UK and internationally and was judged “*excellent in all areas*” by ISI in October 2022.

Situated on a beautiful 500-acre estate within easy travelling distance from London, Cambridge and various international airports, Haileybury offers a world of opportunity for pupils within a happy and purposeful community.

Haileybury is an **academically selective** school that creates learners who are ambitious, intellectually curious, imaginative and collaborative. Inspectors described pupils as “*happy learners who appreciate the value of the broad education they receive and who enjoy the process of learning*”.

We have a comprehensive system of **pastoral care and wellbeing**. Our House structure is led by an outstanding wellbeing team and Haileybury has onsite Health and Wellbeing Centres including a Counselling Service available to pupils and staff.

The extensive **co-curricular offering** at Haileybury provides a breadth of opportunity, and depth in terms of specialist provision. Pupils enjoy both individual and team successes at national and international level in sport, as well as achieving national awards in the performing arts. Through experiencing the co-curricular programme our pupils develop character, resilience and self-confidence.

Haileybury is **ambitious and thought leading**. For example, our new state-of-the-art SciTech Project includes laboratories that will house our research collaboration with professors from Stanford University allowing pupils to take part in real-life scientific endeavour.

We place great emphasis on playing our part in **the wider community**. The School has a vibrant and inclusive Chaplaincy and community outreach programmes support the School’s central value of service to others.

Haileybury has a strong **international dimension**, with two partner schools well established in Kazakhstan and further schools due to open in Bangladesh and Malta. Haileybury also proudly sponsors our academy partner, Haileybury Turnford, in the UK.

Our goal is for pupils to leave Haileybury with **a passion for learning, a strong sense of their own identity and respect for others**.

The role

Job Outline

This is a broad role within the Marketing team. The primary objective of the department is to fulfil the School's annual pupil recruitment targets via targeted marketing campaigns that substantially raise the profile of Haileybury through engaging communications. The team operates in a fast-paced environment and supports a wide variety of projects throughout a very busy school year.

The Digital Marketing Officer will demand close involvement with stakeholders across the School to create engaging content for digital communications including social media and the website. This post holder is responsible for ongoing community management and maintaining and growing the School's brand via its social media presence across multiple channels, which include Facebook, Instagram, Twitter, YouTube, Blogs and other developing social media channels relevant to the School's communications strategy.

The role is responsible for planning and implementing a content marketing programme which increases brand awareness and engagement with our target markets through the effective use of digital channels. This will include developing and implementing content marketing campaigns appropriate to the channel being used and monitoring all channels to respond to comments when required.

Purpose

The purpose of this job description is to set out the current principal duties of the post. It does not detail every individual task, and employees are required to undertake such tasks and duties as are allocated to them from time to time in accordance with the role. This job description will be reviewed annually as part of the School's annual performance review process.

Main areas of responsibility

Set out below are the main responsibilities however this role demands flexibility and a willingness to focus on where there is greatest need.

Content marketing

Requires creativity, attention to detail and high standards. Ability to work well with all School teams and external agencies.

- In line with the School's social media strategy, oversee the development and delivery of the social media content plan.
- Lead the generation, creation and placement of engaging, creative and informative content across all central social media channels, which informs, entertains and delights target audiences with brand focused messaging.
- Optimise content for each distinct channel (whether content is written, photography, video or testimonial led), taking into account the changing platform and audience requirements.
- Actively seek out stories taking place in the School community and engage with staff and pupils to build relationships to get access to these stories.
- Ensure content has a high visual and influential impact and meets relevant brand guidelines.
- Coordinate the work of other content producers across the School to ensure content is designed to fully engage target audiences and is suitable for departmental social media channels. Provide training and support to staff who run departmental social media accounts and monitor these to ensure that content adheres to the brand guidelines and the Social Media policy.
- Engage actively with online communities, at all times appropriately and positively representing the aims and ethos of the School.
- Work closely with the Marketing Manager to coordinate paid social media activity with an external media agency.

Photography and video

- Take high-quality photographs and videos of School activities, events, pupils and staff. Edit video and photography as required.
- Create a system and manage the catalogue of galleries that form the Schools digital library of images and video.
- Assist in the set-up and management of photoshoots and external video productions.
- Assist the Marketing Manager in generating engaging news stories and content for the website, Edit and update website pages and virtual tours.
- Manage digital requirements for admissions related events.

Reporting

- Use Google Analytics and other data sources to assess the impact of social media activity. Assist the Marketing Manager to report on performance metrics, make recommendations based on findings and provide information for key stakeholders.
- Monitor and report on key competitor activity.
- Continually survey the social media landscape to identify new platforms and opportunities to grow the reach and connect with the core target audience. Monitor trends and developments to suggest recommendations and improvements to the social media strategy.

General

- To support in the delivery of all marketing work streams as identified by the Marketing Manager.
- Deputise for the Marketing Manager when required, and provide cover during any absence.

This is not a static or exhaustive list of duties. The Digital Marketing Officer will be expected to be flexible, to meet the needs of the community at Haileybury and it is expected that all duties will be completed effectively, efficiently, accurately and within allocated deadlines. The role requires a willingness to attend events outside of the working day, including evenings and weekends.

Other Requirements

Safeguarding and Child Protection

1. All employees must be aware of their responsibilities for promoting and safeguarding the welfare of children and young persons with whom they may come into contact whilst at Haileybury. Employees must comply with the School's Safeguarding and Child Protection Policy and must be familiar with how to raise any safeguarding or child protection concerns.

Health and Safety

2. In accordance with the Health and Safety at Work etc. Act 1974 and associated legislation, all employees must comply with relevant health and safety procedures and guidance at all times. They must be familiar with, and assist the School in the implementation of, its Health and Safety Policy which is available on the School Portal.
3. Employees must also adhere to any requirements arising from, or relating to, any relevant risk assessments, Control of Substances Hazardous to Health (COSHH), PPE, and manual handling. Specifically, employees must carry out all duties in a manner which does not endanger themselves or others.

Equality and Diversity

4. Employees must comply with the School's equality, diversity and inclusion policies and practices in force from time to time and must carry out their duties in a manner which does not discriminate against any person on the grounds of any protected characteristic.

Code of Conduct

5. Employees at Haileybury are expected to work together cooperatively showing respect, courtesy and helpfulness to others at all times. Employees should work to actively support and promote the School's positive ethos and culture, and must act in accordance with the School's Staff Code of Conduct.

Data Protection

6. All employees must comply with the School's Data Protection Policy, and must carry out their duties in a manner which is consistent with this policy and data protection legislation generally.

Person specification

Qualifications

Essential

- Good general level of education (to A Level or equivalent)

Knowledge, Skills and Experience

Essential

- Experience of producing high-standard and engaging copy, photography and video content for digital channels
- Knowledge of video editing software
- Knowledge and experience of using social media content management systems and analytics tools

Desirable

- Two years' experience of working in a busy Marketing Department
- High level of IT proficiency

Personal Attributes

Essential

- Pro-active with a positive and enthusiastic attitude
- Willingness to adapt processes where improvements can be made
- Discretion, tact and diplomacy, with the ability to maintain confidentiality
- Strong organisational and project management skills
- Ability to work independently as well as part of a team in order to meet departmental goals

Desirable

- Experience of working in a school or educational establishment



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