

Social Media Officer

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OUR SCHOOL

Haileybury is a leading coeducational independent boarding and day school in Hertfordshire with pupils aged 11 to 18.

Situated on a beautiful 500-acre estate, we are three miles from Hertford and within easy travelling distance of North London and Cambridge.

Haileybury offers pupils a world of opportunity within a happy, fun and purposeful community. We are academically selective and create learners who are ambitious, intellectually curious, imaginative and collaborative. Alongside academic studies, the extensive co-curricular offering provides a breadth of opportunity and pupils enjoy individual and team successes at national and international levels in sport, as well as achieving national awards in the performing arts.

This is an extremely busy, vibrant and caring school and we hope that our pupils leave the School fulfilled, proud of their achievements and full of compassion for others.

JOB OUTLINE

We are seeking a Social Media Officer to join our dynamic marketing team. The postholder will have responsibility for driving Haileybury's digital presence and the successful candidate will join an experienced, fun and ambitious team that is committed to elevating Haileybury's brand identity in the marketplace.

This is an exciting and varied role for someone who is passionate about creating engaging content for social media. The post-holder will work closely with members of staff to generate copy, photographs and videos for our social media channels.

We are interested in hearing from recent graduates who are keen to start their career in digital communications, as well as more experienced candidates looking for a new opportunity and challenge.

REQUIREMENTS

MAIN AREAS OF RESPONSIBILITY

- Produce and edit short-form content for Haileybury's social media channels.
- Actively curate newsworthy stories from activities happening within the School community, and work with staff and pupils to make arrangements for photography and filming.
- Be proactive and creatively consider appropriate content for each distinct social media channel.
- Create, monitor and adapt a rolling content plan for each channel.
- Take high-quality photographs of School activities, events, pupils and staff.
- Edit and retouch photographs as required for social media content and website image galleries.
- Shoot and produce captivating videos which bring aspects of the school to life e.g. academics, boarding, co-curricular activities, exhibitions etc.
- Act as additional website administrator responsible for editing and uploading content.
- Write long-form articles for blogs, newsletters and print publications.
- Proof-read all publishable content to ensure it is error-free and meets brand standards.

PERSONAL ATTRIBUTES

- Excellent command of written English.
- Passion for social media and digital communications.
- Understanding of new social media trends and emerging channels.
- Appreciation for data-driven decision making.
- Positive and enthusiastic attitude.
- A keen eye for detail and a passion for delivering the best work possible.
- Ability to work independently and collaborate with the extended team.
- Strong organisational skills and ability to manage many tasks.

QUALIFICATIONS AND EXPERIENCE

- Educated to degree level or equivalent.
- Strong copywriting and copy-editing skills.
- Capable photographer.
- Skills in video production and editing.
- Confident working with content creation platforms.

We encourage anyone with drive, enthusiasm and a creative flair to apply. We are looking for someone who is keen to learn and who has an open-mind to new ideas.

STAFF BENEFITS

- Salary; up to £30,000.
- 37.5 hours per week. The role requires a willingness to attend events outside of the working day, including evenings and weekends and a flexible working pattern is permitted to accommodate this.
- Holidays: 25 days plus bank holidays.
- Wellbeing - use of the School sports centre and swimming pool. Staff clubs and activities.
- Free school lunches.
- Free parking on site.
- Cycle to work scheme.

HOW TO APPLY

Applications must be submitted via our online application form together with a covering letter explaining your interest in this role.

If shortlisted, you will be invited for a first-round interview.

To apply for this position, please complete the application form in full, with reference to the job description and return it to hr@haileybury.com by **Friday 20 October 2023.**

SAFEGUARDING AND CHILD PROTECTION

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

1. 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.
2. 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

1. 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

2. 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

3. 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.



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haileybury.com

Hertford

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