Chigwell School

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Marketing Officer (Full time/Permanent)



Introduction

Chigwell School is seeking to appoint an experienced Marketing Officer to join its highly successful School to work alongside the Director of Marketing and Admissions. This is an exciting role looking forward to the 400th anniversary of the founding of the School. As a member of the marketing and admissions team, you will contribute to the development and delivery of outstanding marketing, communications, and pupil recruitment and retention strategies. This position will be suited to a digital marketing professional able to deliver a full range of activities relating to social media, content creation, website management, design, digital media, and advertising. This is a full-time position available for an immediate start.

Background

Founded in 1629 by Samuel Harsnett, the son of a Colchester baker who went on to become Archbishop of York, Chigwell School stands on its original site with the original school building still in use. However, whilst Chigwell of today is conscious of its long-standing history, it is a forward-looking, ambitious, coeducational independent school of 990 pupils aged four to eighteen. It enjoys excellent facilities, a dedicated staff, bright and hardworking pupils, and a site of 100 acres.

Chigwell School is located in the picturesque village of Chigwell just over ten miles from central London and on the Central Line. The extensive, beautiful grounds are close to the edge of Epping Forest and it is rare for a school to have so much space and yet be so close to the centre of the capital. Most pupils are day pupils but in the Sixth Form there is a small community of international boarders, roughly thirty from sixteen countries, and these live in four small boarding houses.

As well as being an academic school, Chigwell has the reputation for providing a rich and full education, with plenty of opportunities for all pupils who are enthusiastic, co-operative and able. Chigwell is a caring and friendly school, with a close sense of community, not least between colleagues. As the Good Schools Guide reports: *Academically, pupils are put through their paces but it all seems to be done in such a civilised and pleasant manner that you are more likely to hear pupils talk about opportunities and prospects than pressure and stress. "Anyone who wants to do well here, will do well" said one student, "and I can't think of a nicer place to succeed."* Founded in 1629 by Samuel Harsnett, the son of a Colchester baker who went on to become Archbishop of York, Chigwell School, which is at the centre of the community, has been preparing pupils to make their mark on the world for nearly four centuries.
Whilst the Chigwell of today remains proud of its unique heritage, it is a place of innovation where pupils are well prepared to contribute positively to the community, inspire change for the better and continue learning throughout their lives.

Chigwell has seen many changes since its foundation, including becoming fully co-educational in 1997, establishing the Pre Prep in 2013 and building a state-of-the-art Sixth Form Centre in 2016. Grounded in tradition but preparing pupils for the future, Chigwell is now a large school of 1,040 boys and girls aged 4-18 years, where every individual is known and cherished.

Through the wide range of academic and co-curricular opportunities available to them, each pupil becomes the very best they can be: independent in spirit, adventurous in approach and empathetic in their treatment of others. This allows Chigwellians to forge their own paths to success and realise the words of the school motto: find a way or make a way.

Uniquely positioned on a 100-acre site in the picturesque village of Chigwell, the school benefits from the leafy surroundings of Epping Forest whilst being just 20 minutes away from the City of London on the central line. An enchanting vista through the treeline offers stunning views of the City skyline, giving pupils the rare benefit of having so much space so close to the centre of the Capital.

Chapel is at the heart of the School and although Chigwell follows the Christian tradition, pupils draw on a breadth of spirituality afforded by a vibrant and diverse community.

Vision, Mission and Values

Vision
To inspire pupils to fulfil their potential and forge their own path to success.

Mission

Chigwell is a nurturing community. We strive to ensure that everyone is the very best they can be; independent in spirit, adventurous in approach and empathetic in how they treat others.

Since 1629, pupils have been empowered with a deep respect for lifelong learning, ensuring they are ready to make their positive mark around the world.

Values

As well as representing what makes Chigwell distinct, the values also fuel the vision, as the school cultivates young people who will become inspiring role models for others.

Happiness First
Creating a nurturing space where happiness underpins achievements and drives everyone forward.

Courageous and Resilient
Seizing every opportunity and having the confidence to embrace them wholeheartedly.

Innovative Approach
Adapting and evolving, influencing the changing world.

Community of Kindness
Supporting and collaborating with each other, making a positive contribution to the community.

Lifelong Learning
Cultivating curiosity, keeping the passion for learning alive beyond the school gates.



The School

Pre-Prep

Sitting at the very heart of the school site, the Pre Prep is a safe and nurturing community where the youngest Chigwellians begin their educational journey. Pupils and staff benefit from a state-of-the-art and purpose-built building, with a spacious assembly hall, library and teaching and playing areas designed specifically for ages 4-7 years. The school day is structured to provide a balanced mix of academic, physical and creative experiences. Whilst the National Curriculum forms the basis of all programmes of study, it is adapted to extend and meet the needs of Chigwellians and significant emphasis is placed on learning outside the classroom. Pupils take part in many educational opportunities, including visits to museums, theatres and workshops, as well as benefiting from enrichment activities in school, such as themed days, visits by speakers, musical workshops and other performances.



Junior School

Pupils transition seamlessly to the Junior School at 7 years old, benefitting from small class sizes and considerable individual attention. The creative and broad curriculum seeks to make children independent in approach and curious about the world around them whilst embedding key skills within all subject areas.

From the age of 7, children do drama in the purpose-built drama centre, with their plays and assemblies in the theatre itself, and they learn their music in the Walde Music School, performing in choirs, ensembles and orchestras from an early stage. Art, Design and Technology is a particular strength, taught in the Art Centre and with regular exhibitions of the children's work. Science is taught in the Science labs and ICT is both integrated into all teaching and taught as a separate subject in the ICT labs. Sport and PE are taught by specialist teachers and coaches, with two games afternoons and regular fixtures every week.

Pupils are also expected to develop wider interests and the wide-ranging programme of after school clubs and activities is second to none. From board games, to Korfball, to Stock Market club to Astronomy club to sporting and musical and drama activities, every child can taste a variety of activities to see what suits them best.

Senior School

Pupils follow the senior school curriculum from the start of Year 7 but pastorally Year 7 and 8 operate as a discrete unit. In Year 9, pupils become part of one of the four senior school day houses (Caswalls', Lambourne, Penn's and Swallow's) and these are a focus for co-curricular activities and pastoral care. As pupils' development accelerates both emotionally and academically, they are prepared to successfully pass public exams, embrace university life and make career choices through the rich combination of a broad and balanced curriculum, variety of co-curricular opportunities and breadth of pastoral support.

Once they reach Year 10, pupils take a core of GCSEs consisting of English Language, English Literature, Maths, at least one foreign language, the sciences (with the vast majority taking triple science) and three other additional subjects. Pupils meet in their house groups each day and will get to know students of all ages. There are a whole host of extra-curricular competitions and activities through the house system and all are encouraged to participate. Each house has a housemaster or housemistress at its head who has a team of supporting tutors. Every pupil has a house tutor who oversees all aspects of their education, welfare and progress and is the first point of contact for parents.

Sixth Form

Students in the Sixth Form at Chigwell benefit from the exclusive use of the purpose-built Risham Sarao Sixth Form Centre which opened in 2016. The facility is a hub for learning, with six classrooms, study and social spaces and a centre for university and career advice, as well as a coffee shop. Sixth formers also make good use of the specialist facilities around the school and play an active role in the school community, leading by example and shouldering considerable responsibility. Students can pursue three or four A levels selected from a broad academic range, as well as an Extended Project Qualification (EPQ). Those with a GCSE profile commensurate with an Oxbridge application are offered support sessions, as are those considering medicine, veterinary science or dentistry. In Year 12, every student participates in an academic enrichment programme for one lesson a week, aimed at broadening and deepening their intellectual experience. Courses include Medical Ethics, Financial Analysis and a History of Western Art amongst others. The vast majority of Chigwell leavers go on to Russell Group universities or the equivalent, with some gaining places at prestigious universities overseas. A small but growing number also take up degree-level apprenticeships. The Chigwell careers programme follows the eight Gatsby Benchmarks and a mixture of school-based sessions. External speakers, events and employer interactions ensures that students receive a well-rounded careers education.



Boarding

Chigwell offers four extended family-style houses (two for girls and two for boys) for 28 international boarders aged 16-18 years. Boarders are well-integrated into school life and well-prepared for both their A Levels and successful entry into British universities. Boarding is a mature community where pupils from around the world benefit from close friendships and cultural exchange.



The Chapel

Chigwell is of Anglican foundation and the Chapel, dedicated in 1924, acts as a focus of thought and inspiration for a diverse community representing all the major world faiths and those who have no faith.



Co-Curricular

A particular feature of Chigwell is the breadth of opportunities offered beyond the classroom. Outdoor learning begins in the Pre Prep and continues throughout the school, from the thriving Scout Troop through to the pupils embarking on their Duke of Edinburgh Scheme Gold Award. Pupils enjoy PE lessons and games afternoons, with a full programme of external fixtures as well as sports tours on offer. The excellent sports facilities include a floodlit AstroTurf, nine tennis/ netball courts, nine football pitches, a new 3G floodlit pitch and indoor and outdoor cricket nets. This provision is due to be substantially enhanced by the new eco-friendly Sports and Wellbeing Centre which will have a six-lane indoor swimming pool, five court multipurpose sports hall, climbing wall, gym and studios and a café.

Drama is key to developing creativity and the inter-personal skills so essential to modern life and at Chigwell pupils are introduced to a range of material from Ancient Greece to Shakespeare to modern texts. With its own state-of-the art 150-seat theatre, Chigwell offers pupils the opportunity to participate in a range of productions as actors, stage designers, lighting and sound specialists and make up and costume designers as well as a host of other roles.

There is a wide range of musical opportunities for pupils of all ages, with several hundred pupils taking private instrumental and singing lessons and participating in ensembles, choirs and orchestras. A regular programme of concerts ensures every pupil has the opportunity to perform during the year, including at events taking place in the local community.

Pupils are encouraged to express their individuality, feelings and thoughts using a mixture of materials and variety of traditional and contemporary tools in Art and Design. The Department regularly hosts exhibitions in the airy gallery and offers a broad enrichment programme, encompassing practical workshops, trips and talks by visiting speakers.



Outreach and Community Partnerships

Working with the wider community has always been part of Chigwell's DNA and preparation for making a contribution to the world begins when pupils are at school. They are encouraged to work with the local and wider community through voluntary roles at local scout and brownie groups, the Epping Conservation Centre, Chigwell Riding Trust and relevant local charities. Staff share their expertise with local school children, running mock interviews for sixth formers, music classes for local secondary and primary pupils and through a strong relationship with the London Academy of Excellence in Tottenham which it helped to establish. School facilities are also regularly used for events to benefit pupils from other local schools and community groups.



The role

This is an important new appointment for Chigwell School and it is a pivotal moment at which to join the School, following the recent launch of its 2029 strategy. The Marketing Officer will support the Director of Marketing and Admissions to create and deliver original compelling content to increase brand awareness, raise the school's profile, engage new audiences, retain and grow existing audiences and ultimately increase conversions of high-calibre pupils across all entry points.

The successful candidate will play a significant part in achieving marketing objectives and proactively investigating opportunities, devising and delivering high-quality, multi-channel marketing campaigns and monitoring impact. They will support the delivery of key recruitment events to ensure that the school's recruitment targets are met.

Main purpose of the job:

The Marketing Officer will enhance and extend Chigwell School's digital presence through the School's internal and external communication channels, social media, the website, and other interactive channels.

They will contribute to all aspects of marketing and communications with a particular focus and expertise in digital marketing. They will be working as part of the Marketing and Admissions Team to establish and develop positive relationships across the whole school community. We are looking for a driven, inquisitive, passionate, and creative content writer with great digital media production skills, seeking to elevate in-house content to play a key role in brand and community building at a national and international level.

The role requires high levels of professionalism, communication, sensitivity, discretion, and confidentiality.

Main Duties and Key Responsibilities:

Social Media

- Create and deliver an impactful social media marketing plan in support of the department's overarching strategy
- Manage and assess the School's social media accounts and calendars across multiple platforms, working closely with multiple stakeholders to create exciting and consistent content
- Engage appropriately with our social media audiences and use the medium to engage proactively with our feeder schools

Website & Digital Media

- Website administration including creating and updating copy, our latest news, images, creating new pages, booking forms, and other content to promote events and projects.
- Monitor functionality, assess performance and maximise SEO
- Produce a monthly report on website performance, campaigns via G4, and heatmap
- Update information/news about Chigwell School on third-party and educational websites.

Content Creation

- Photography, video-shooting and editing; uploading of images and other material onto the website, social, all marketing channels, and Digital Asset Management system to support impactful storytelling
- Organise and coordinate event photography/videography with external suppliers
- Production of digital newsletters, and email communications including writing copy
- Develop and execute end-to-end email marketing campaigns, template design, and tracking
- Maintain the Chigwell School photo, video, and digital asset library ensuring GDPR compliance.

Publications

- Co-ordinate the production of marketing materials such as brochures, other collateral, and digital banners including using Adobe suite
- Write and edit content for a variety of articles and media releases.

Events

- Contribute to the planning and delivery of key events such as Open Days, interviews, and assessment days
- Attendance at and promotion of the School's Open Days, assessment, interview days, school visits and other marketing/recruitment events including pre- and post-event work and live-tweeting during events.

Reporting

- Monitor, analyse, and report on social media channel performance, email communications, website, and advertising campaign performance.
- Regularly conduct and report on competitor analysis and benchmark against our performance

Other

- Proofreading of content for print and digital media
- Adhere to the school's brand guidelines and brand style guide to ensure consistency across all marketing and communications.
- Write and distribute press releases, news stories, and school award submissions.
- Keep abreast of the latest digital marketing and social media trends and best practice
- Contribute to the overall design of digital marketing and communications and content plan to include search (paid and SEO), digital advertising, videography/photography, listings, and social media.
- Undertake any reasonable duties requested by the Headmaster, Bursar, or Director of Marketing and Admissions required to meet the needs of Chigwell School.

This job description contains an outline of the typical functions of the job and is not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The job-holder's actual responsibilities, tasks, and duties might differ from those outlined in the job description, and other duties commensurate with this level of responsibility may be either permanently or temporarily assigned as part of the job.

The Person

The School is seeking an energetic, confident team player with strong interpersonal skills who is able to develop and maintain productive working relationships across the entire school with all key stakeholders both internal and external.



PERSON SPECIFICATION

Experience & knowledge

- Educated to degree level or equivalent
- Minimum of 1-2 years in a similar role

- Knowledge of social media/digital media production/digital marketing
- Experience in managing multiple accounts across a range of social media platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube, Linktr.ee, etc
- Proficient in Adobe Creative Cloud (Premier Pro, Illustrator and /or InDesign, Photoshop) and Canva.
- Experience with website content management systems and understanding of SEO and digital best practice
- Proficiency in computer packages such as MS Office Suite, including Outlook, Office 365, Word, Excel, and Powerpoint
- Knowledge of GDPR
- Experience in creating print publications.

Desirable

- Experience in email marketing
- Experience in the Independent Schools sector
- Experience of using social media management such as Hootsuite
- Experience in paid digital marketing including the use of Google Analytics, Search, and Ads, plus PPC and Ad Manager

Personal attitudes

- Exceptional people skills, self-motivation, and the ability to relate quickly and easily with pupils, parents, staff, feeder schools, and other stakeholders
- Team Player and professional appearance and manner
- A genuine interest in social media, trends, hashtags, memes, innovations, and social best practices.
- The ability to use initiative and deliver work with great attention to detail
- Strong communication, approachable, proactive with a can-do attitude
- A willingness to try new things and to learn and build on skills to ensure our content is dynamic and evolving.

Skills

- A good understanding of social media, photography, and video creation experience and skills
- Excellent copywriting and proofreading skills with a keen eye for design and layout
- Strong attention to detail, creative thinker
- The ability to work both independently and as part of a team.
- Highly organised, can manage their time and the ability to work well within a busy pressured environment and to juggle multiple deadlines.
- Desirable to have a recognised qualification in marketing or related fields.

Hours

This will be a permanent position (all year round) working 40 hours per week, Monday to Friday with 28 days paid holiday per year plus public and bank holidays. However, flexibility will be important and attendance at admission and marketing events outside the core working hours will be necessary from time to time including, open events, information events, scholarship assessments, interviews, future school events and hospitality events some of which are out of hours during evenings and weekends.

Salary

The salary on offer is competitive depending on experience.

Benefits

Chigwell School is a very happy place to work and the School provides a supportive working environment. There is a well-developed programme of professional development. Pupils are enthusiastic, well-behaved and eager to learn, and colleagues are supportive, dedicated and get on well together. There is a strong sense of community.

Other benefits of working at Chigwell School include:

- A competitive salary and generous holiday entitlement
- Strong commitment to professional development
- Membership of the Pension Scheme
- Generous fee remission for eligible children
- Personal Accident Cover and Death in Service
- Employee Assistance Support Programme
- Complimentary lunch and tea, and break time refreshments during term time
- Use of the Sport and Wellness Centre facilities outside of the school day
- Free parking on site and cycle racks
- Wellbeing and Medical Centre on site
- Use of School Library
- A beautiful working environment – 100 acre site, beautifully landscaped with a number of listed buildings
- Good transport links by tube (Central Line), road and local bus route and free shuttle bus to the tube station before and after school
- A supportive community of highly motivated students and staff







How to apply

Applicants should complete the application form that can be accessed from our website https://www.chigwell-school.org/vacancies/ and email it to the Human Resources Manager at hr@chigwell-school.org

Applications will be considered upon receipt therefore early applications are encouraged. Candidates will be contacted by telephone or email to attend an interview if required. The School reserves the right to interview and appoint prior to the closing date.

The School is an equal opportunities employer and welcomes a diverse pool of candidates.

Chigwell School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening including checks with past employers and DBS.

