



Heathfield School  
Ascot

*Appointment of*  
**Digital Marketing Executive**  
Term Time plus 2 Weeks (35 weeks)  
January 2025



## Welcome to Heathfield

Heathfield is a warm and welcoming school, an inclusive community which puts its students at its heart. As an intentionally smaller school, we can genuinely focus on individuals, supporting and inspiring them to strive and achieve. Everyone is known and important here, and the school celebrates the achievements of every girl. Eleanor Beatrice Wyatt founded Heathfield in 1899, to enable girls to 'see the sky'. This remains our mission today, amidst the different challenges of the Twenty-First Century.

During our 125th anniversary year, history and tradition remain important to us. However, Heathfield is a forward-thinking school. We continue to evolve, striving to provide an education that is both truly outstanding and overwhelmingly relevant. I have a clear, creative, and ambitious vision for the school and am looking to continue to build an outstanding team that shares this commitment.

The greatest asset of any school is its staff. We are building a team of extraordinary people, a community united in its mission to do the very best for every pupil. Our personalised and individual approach is central to making sure that every girl is happy, confident and ambitious. This is what enables them to reach their academic, social and emotional potential.

Academic achievement is central to our purpose. We are looking for a dedicated and able colleague to join our team. Heathfield is a dynamic environment in which capable and caring people do innovative things that make a real impact. If that is you, I would welcome your application, and I look forward to meeting you.

**Sarah Rollings**  
**Headmistress**







## Heathfield School

Heathfield is a vibrant independent boarding and day school for girls. It is a member of GSA and BSA. There are approximately 250 pupils, aged 11–18, approximately 60% of whom are boarders. Recent developments in the boarding model have created a modern, integrated community of full and weekly boarders, alongside day girls. The result is a warm, inclusive and friendly community, where all can flourish.

The School occupies an attractive, 36 acre, site on the edge of Ascot. Extensive outdoor spaces and woodland provide an inspiring, rural environment, though only half an hour from Heathrow airport and on a direct train line to Central London.

Resources for learning are excellent, and constantly evolving. A modern theatre was completed in 2009, followed by a STEM Centre in 2015. Most recently, the new, multi-million pound Cadogan Sixth Form Centre has provided dedicated learning accommodation for A Level students, alongside the most modern of social spaces.

Technology is embedded within the academic life of the school, including through a multi-media recording studio.

There are extensive facilities for sport and exercise. In addition to playing fields, there is a Sports Centre including modern fitness gym, dance and spin studios alongside a 25m indoor pool. Wellbeing has a high profile in the life of the community.

There is an extensive programme of co-curricular activities, in which all girls are encouraged to take part. This includes a vibrant and varied programme of weekend activities in which both boarders and day girls participate.



## The Role

<b>TITLE:</b>	Digital Marketing Executive
<b>REPORTS TO:</b>	Director of Marketing and Admissions
<b>DEPARTMENT:</b>	Marketing & Admissions
<b>KEY WORKING RELATIONSHIPS:</b>	Marketing & Admissions Team Members of the Senior Leadership Team Teaching Staff

Our mission is clear – to revolutionise pupil recruitment through cutting-edge marketing campaigns that catapult Heathfield’s profile.

As a vital member of our Marketing and Admissions team, you will thrive in our fast paced environment, helping to drive a diverse range of projects throughout the busy school year. We are in search of a confident fellow enthusiast to propel our digital marketing endeavours. Crafting captivating and professional content that resonates across digital landscapes, you will be responsible for our online presence, nurturing and evolving the school’s brand across a multitude of platforms from Instagram, TikTok, Facebook and X to our international e-newsletters, parent bulletins and website. Your creativity and passion will shine as you collaborate closely with all our stakeholders.

Whether a seasoned expert or an innovator ready to transfer your talents, this role beckons. Your interest and understanding of marketing trends coupled with your hands-on experience and desire to extend your skills will ensure your success. So, if you’re a digital dynamo ready to revolutionise the world of marketing, join us on this exhilarating journey. As you dive into this adventure, you’ll uncover unprecedented personal and professional growth opportunities. Your next milestone awaits!







## Main Areas of Responsibility

Below are the main responsibilities however this role requires flexibility;

- Manage the continual development of web, social and digital channels ensuring that our digital presence positively reflects our Heathfield culture and brand.
- Develop and execute an annual digital plan with the support of the Director of Marketing & Admissions.
- Create a termly content calendar.
- Generate, create and place engaging, creative and informative content across the school's social media platforms including posting and advertising across; Facebook, Instagram, LinkedIn, Threads, TikTok, X and YouTube.
- Graphic design using software such as Canva / Photoshop.
- Track, monitor and report on social media and website activity.
- Ensure comments on social media sites are monitored and responded to in a timely and professional manner in keeping with the school's ethos.
- Manage the school Website including but not limited to content creation, updates and SEO optimisation. Monitor and report on analytics/metrics.
- Planning and production of digital creative content for the school; actively seeking news stories and content for the school website, social media, newsletters and bulletins. Including creating and editing of photos, video, animation and social media posts.
- Use Google Analytics and other data sources to track, monitor and report on social media and website activity. Keeping a track of performance metrics to report to the Director of Marketing and Admissions to aid improvement and recommendation discussions.
- Develop and create weekly parent bulletins liaising with the Assistant Head, Operations, using email marketing campaign platform (currently Mailchimp). Liaise with staff, ensuring all communication is formatted and uploaded to our network for distribution. Create digital banners with clickable pages, design notifications, create interactive forms and collate responses to be circulated, reformat layouts, add key dates and feature items.
- Using Microsoft application Sway, develop content and create the fortnightly Heathfield School e-newsletter for the Heathfield community. Liaising with colleagues across the school for appropriate content to showcase school activity.
- Monitor online reviews of the school and report on key competitor activity.
- Run Google advertisements.
- Attendance to events outside of the working day, including occasional evenings and weekends.
- Such other duties as required by the Director of Marketing & Admissions or Headmistress to ensure the smooth operation of the Marketing Department.



# Qualifications, Skills and Person Specification

## Essential:

- Educated to at least A Level standard or equivalent.
- An excellent command of written and spoken English.
- Proficient in Photoshop, InDesign, Illustrator, Google Analytics, all Social Media platforms and Office Word 365.
- Good working knowledge of video editing software.
- Strong organisational and prioritisation skills with the ability to work to tight deadlines, sometimes under pressure.
- Excellent interpersonal communication skills; the ability to collaborate with a range of people.
- Commitment to safeguarding and promoting the welfare of young people.

## Desirable, but not essential:

- Previous experience of working in a school / educational environment.
- Experience in using Adobe After Effects, Sway and Mailchimp.
- Interest in AI.
- Experience in remarketing, geofencing and creating Google Ads.

## Person Specification:

- Ambitious – keen to learn and to develop skills and the role.
- Creative and innovative.
- Hard working, pro-active with a can-do attitude.
- Works quickly but is methodical and has an eye for detail.
- Discreet, tactful and diplomatic, ability to maintain confidentiality.
- Ability to work independently as well as part of a team, possessing excellent interpersonal skills.
- Ability to use initiative and to suggest new ideas and ways to improve processes.



## Terms

### Salary

£22,884 p.a. (Term Time plus 2 weeks – 35 Weeks). Full time salary equivalent £34,000 p.a.

### Pension

Eligible staff will be automatically enrolled onto the contributory pension scheme.

### Meals and Refreshments

We provide a nutritious lunch in the Dining Hall during term time and refreshments are available throughout the day, both are free of charge.

### Personal Accident Insurance Scheme

The School currently participates in a Personal Accident Insurance Scheme.

### Fee remission

The School currently offers a generous discount on fees should their daughter(s) attend the School.

### Parking

Free parking is available on-site.

### Welfare and Other Benefits

Welfare initiatives available include the use of the School's swimming pool and gym (at set times), access to discounted massage and reflexology sessions and yoga classes. The School has medical care with the addition of access to a counsellor. Staff also have access to the Employee Assistance Programme which provides caring and compassionate advice and support on professional and personal matters. We also offer the cycle-to-work scheme.

### Equality and Diversity

Staff are expected to promote equality of opportunity for all pupils and colleagues, both current and prospective, and support an environment that values diversity.

### Promoting British Values

Heathfield recognises the importance of placing emphasis on fundamental British values in the curriculum and all other aspects of school life. These values reflect the ethos of the School and all members of the community have a role to play in delivering the values of democracy, the rule of law, individual liberty, mutual respect and tolerance of those with different faiths and beliefs. All staff are responsible for promoting these values when opportunities arise.

## Application Process

Applications should be submitted on the School's forms, which can be accessed by [clicking here](#). The completed form should be accompanied by a letter of application and submitted by email to [recruitment@heathfieldschool.net](mailto:recruitment@heathfieldschool.net).

Closing date for applications: 12 noon on Monday 13 January 2025

Interviews: First round week commencing 13 January 25 & Second round week commencing 20 January 25

Applications will be acknowledged and will be evaluated against the selection criteria. We reserve the right to call suitably qualified candidates to interview before the closing date. Early applications are therefore encouraged. Heathfield School welcomes applications from all sectors of the community. Right to Work in the UK is essential.

### Safeguarding and Child Protection

Heathfield School is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Enhanced Disclosure and Barring Service check. Heathfield expects all staff to share this commitment and adhere to, and comply with, the School's Safeguarding Children and Child Protection policy and procedures at all times.

Heathfield School is an equal opportunity employer, committed to diversity and the creation of an inclusive environment for all employees. Employment selections are made according to suitability for the post, irrespective of background or protected characteristics.



MAKE  
YOUR  
MARK



Heathfield School  
Ascot

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*Incorporating St Mary's School Wantage*

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