

Introducing Downe House

Thank you for your interest in our school

The Communications and Marketing department is situated in the heart of the School campus and at the heart of all that goes on at School.

Reporting to the Director of Communications and Marketing, the team works across all aspects of marketing and communications for the School, both internal and external. We are responsible for ensuring everything is on-brand and represents the brand values, as well as being of a consistently high quality – across all we do. With responsibility for the website, social media, School publications, in-print and digital advertising and PR, and providing support for the many and varied events at the school, it's a busy and varied working environment. The key to the team's success is collaborative working both within the team, with colleagues across the School community, with our pupils, and with our suppliers and partners.



Job Description



Key Relationships

The Digital Marketing Manager will be working as part of the Marketing and Communications department and establishing and developing positive relationships across the School community.

Job Purpose

To bring the Downe House brand to life through the School's internal and external communication channels, including the website, social media and other interactive channels. The post holder will contribute to all aspects of marketing and communications with a particular focus and expertise in digital marketing. They will be responsible for the development, design and creation of compelling digital marketing campaigns including video, graphic and written content.

Main duties and responsibilities

- To manage the continual development of web, social and digital channels ensuring that our digital presence absolutely reflects our Downe House culture and brand.
- To develop and execute an annual Digital Plan (including web, SEO/SEM, marketing database, email, social media channels, microsites/portals and video channels).
- To ensure visual online content is dynamic and fresh by personally undertaking photography and videography,

including editing, working to a specific brief as content for the website and social media.

- To manage the creation and production of video and animated content through developing relationships with photography and videography suppliers, including planning, organising, briefing and managing specific projects and schedules.
- To innovate, develop and manage social media advertising campaigns.
- To develop and maintain the organic social media strategy. To manage the day to day social media provision with the operational support of the whole marketing communications team and through the training and support of departments across the School with public and private social media accounts.
- To personally, and in collaboration with others, develop and maintain high quality, relevant and up to date content on our web and social media platforms, with a particular focus on web, graphics and video.
- To create content strategies to guide digital and content marketing and communications design and development.
- To monitor and report on analytics/metrics for web, social and digital initiatives.
- To track and report on digital marketing best practice, new digital technologies and innovations, and competitor analysis.



Job Description



- To contribute to marketing and communications research projects.
- To contribute to all Downe House online, external communications channels.
- To proofread print and digital communications.
- To contribute to the School's overall marketing and communications strategy in line with the whole School Development Plan
- To work flexible hours (including weekends and evenings from time to time) to meet the needs of the role.
- To work flexibly and assist other members of the Marketing and Communications team.
- To provide digital marketing consultation for Heads of Departments and Sections, and new staff, including delivering training.
- To attend meetings and INSET as required.

SAFEGUARDING AND CHILD PROTECTION

Downe House is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment and adhere to, and comply with, the School's Safeguarding and Child Protection Policy and procedures at all times.

HEALTH AND SAFETY

All staff at Downe House are required to remain vigilant, observe all relevant Health and Safety policies and procedures, take reasonable care of their own and others' Health and Safety, report all accidents and incidents, raise concerns through their line managers, and address minor physical problems by reporting them as maintenance requests through the School's internal IT reporting system (SchoolBase).

EQUALITY, DIVERSITY AND INCLUSION

Staff at Downe House are expected to promote equality of opportunity for all girls and staff, both current and prospective, and to support an environment that values and promotes diversity inclusion.

PROMOTING BRITISH VALUES

Downe House 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 subject areas, and all non-teaching staff, are responsible for promoting these values when opportunities arise.



Job Description



DATA PROTECTION

All staff at Downe House have a responsibility to ensure that data they are responsible for is accurate and appropriate to the needs of the School, and that they are responsible for ensuring any personal data processed for any purpose or purposes in connection with their role at the School, shall not be kept for longer than is necessary for that purpose or those purposes in accordance with the Data Protection Act 2018 and the Downe House Privacy Policy.

CONTINUOUS PROFESSIONAL DEVELOPMENT (CPD)

Downe House is committed to providing Continuous Professional Development opportunities to all our staff. We have a healthy training budget for both external and internal study and regularly organise engaging and topical training events, which staff are invited to attend. We set aside specific times for training and offer a wide range of development opportunities to staff, whatever their role. All new staff also participate in a detailed induction programme to ensure that they are supported during the important first few weeks in post.

TECHNOLOGY

As a Microsoft Showcase School, Downe House is committed to preparing our girls for their future. We use market-leading, Microsoft technologies to facilitate and develop those 21st Century learning skills that they will require to succeed. Skills such as collaboration, problem solving and the ability to use

ICT to truly enhance teaching and learning, are now encouraged across all subjects and benefit the entire Downe House community. As a member of staff, ongoing training and support will be made available to you and you will also be provided with a Microsoft Surface.

***Note:** This job description is not a comprehensive definition of the post. It will be reviewed as part of the cycle of appraisal, and it may be subject to modification or amendment at any time after consultation with the holder of the post. Further guidance on the duties and responsibilities of members of staff is found in the Staff Handbook and on SchoolBase.*



Person Specification



It is anticipated that in order to be successful in this role, you will be able to demonstrate the following:

- Creative flair, imagination and initiative in spades!
- The ability to translate ideas and initiatives into marketing messages and to build creative campaigns to communicate them internally and externally.
- The ability to develop relationships with other departments across the School and with our girls.
- A proven track record of creating compelling and engaging digital marketing and social media content.
- Quick and sound judgment to determine the value of a story and turn around a plan for promotion immediately when required.
- Proven editorial experience and/or sub-editing skills.
- Photography and/or video creation experience and skills.
- Experience of managing a website CMS – you will be our ‘webmaster’
- Interest and knowledge of website best practice, digital and content marketing and communications design and development.
- An understanding of design principles both online and offline.
- Good understanding of social media and a natural ability to learn and develop new digital communication skills.

- A degree level education and proven experience in a related field.
- A proactive approach with a real enthusiasm for dealing with communications and marketing activities on a daily basis and in an ever changing environment.
- Meticulous attention to detail, and a determination to meet deadlines in a busy and dynamic environment, and to juggle a number of projects.
- Strong organisation and inter-personal skills.
- Strong IT skills: Adobe Creative Suite (experience of InDesign, Illustrator and Photoshop) and MS Office 365, as well as a thorough operational knowledge of social media channels – Twitter, Instagram, Facebook & Linked In
- A confident personality – someone who builds strong relationships and thrives on working as part of a team.
- A highly motivated self-starter with a strong interest in business, news and current affairs.
- Ability to accommodate flexible working hours with occasional weekend or evening work as required.
- Have a commitment to safeguarding and promoting the welfare of children and young people, and adhere to and comply with the School's Child Protection Policy statement at all times.



Terms, Conditions & Benefits



Thank you for your interest in joining Downe House. We offer a range of benefits and competitive terms and conditions and these are outlined below. The information in this document is non-contractual but is designed to give you an overview of the post.

Salary

You will be paid on the Downe House pay scale, and your salary will be agreed by the Headmistress. The salary for this post will be up to £30,000 per annum. The School normally reviews salaries on an annual basis and any pay awards agreed by the Board of Governors' are implemented annually in September.

Salaries are paid by direct transfer into your bank account by the Bursary on the last Friday of the month.

Contract

This is a full time permanent contract.

Working Hours

The position of Digital Marketing Manager is a full time one, based on 37.5 hours per week. A flexible approach may be required from time to time, including some evenings and weekends, due to the nature of the role and peak times in the department. This is not a term time only role.

Probation period

During your first 6 months of employment you will be on a probation period. This period is designed to give both you and the School the opportunity to assess your suitability for the role. You will meet with your line manager (the Registrar) on a regular basis and receive feedback on your progress and discuss your training and development needs.

Notice period

Your notice period during the probation period will be two weeks on either side. On successful completion of your

probation period this will increase to 2 months on either side.

Pension

After successful completion of 3 months employment, you will be automatically enrolled into the School's Group Stakeholder Pension Plan with Aegon Scottish Equitable to which the School will contribute the equivalent of 9% of your salary if you contribute a minimum of 3% of your salary. Lower contributions are also available in line with statutory guidance.

Holidays

There is a generous holiday entitlement and you will be entitled to 25 days' annual leave per year plus public holidays that fall within the School holidays.

In addition, there may be additional holiday during the Christmas period if the School closes between Christmas and New Year. This will normally be three





additional days and you will not be required to use your annual leave entitlement. It should be noted that this Christmas holiday is non-contractual and cannot be guaranteed.

Sick Pay

On successful completion of the 6 month probation period, you will be eligible for sick pay under the School's occupational sick pay scheme. This will be as follows

- Up to two weeks full and two weeks half pay during your first year of employment.
- Up to one month full and one month half pay in your second year of employment.
- Up to two months full pay and two months half pay in your third year of employment.
- Up to three months full pay and three months half pay in your fourth year of employment onwards.

Under Statutory Sick Pay (SSP) the first three days of any absence count as "waiting days", and do not qualify for sick pay. However, under the School Sick Pay Scheme employees will be paid in full during the waiting period providing that:

- During the first year of employment, no more than an accumulative total of 5 working days of sickness have been taken.
- After one years' service, no more than an accumulative total of 10 working days of sickness have been taken in a rolling 12 month period.
- After 5 or 10 accumulated waiting days as noted above, waiting days will be unpaid.

Meals and Refreshments

During term time we provide freshly prepared, nutritious meals in the Main Dining Hall and the Sixth Form Dining Hall, and a wide choice is normally

available. Refreshments are also available throughout the day. Meals and refreshments are available during your working day and are free of charge.

Parking

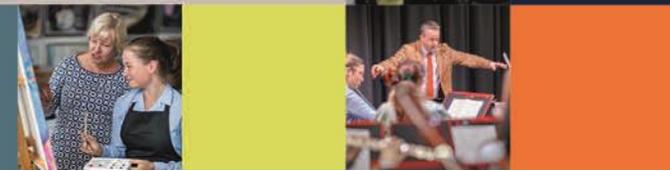
There is plenty of free on-site parking available.

Smoking

Smoking is not allowed in any of the School buildings or on the School site. A designated smoking area is situated on site next to the Estates Department and this is the only area in the School grounds where staff are permitted to smoke.

Disclosure and Barring Service (DBS)

Due to the nature of your role working in a boarding environment with young people, you will be required to undergo an Enhanced Level DBS check. During your employment it will also be important for you to keep us fully informed of any





changes that take place that could affect your DBS status.

Staff Facilities and Sport

Various sports facilities are available on site that can be used by staff at agreed times during the week. Activities include swimming, yoga, gym, tennis and squash. In addition, you will be invited to a number of school social events and functions that run throughout the year.

Induction and Staff Training and Development

You will receive initial induction training when you first join us, with ongoing support and guidance. Following induction, you will be encouraged to demonstrate continuous professional development by attending appropriate internal and external training courses, seminars and conferences.

Discounted School Fees

At the discretion of the Headmistress, staff may be eligible for up to two-thirds discount on day fees should their daughter be accepted into the School. This discount is on a pro-rata basis for part-time employees.

Technology

As a Microsoft Showcase School, we are committed to preparing our girls and staff for the future which will be of benefit to the entire Downe House community. You will be provided with a Microsoft Surface and full training will be available if required.

We look forward to receiving your application. If you require any further information then please do not hesitate to contact the HR Department on 01635 204712 or email recruitment@downehouse.net

