

The Role

Cranford House School is seeking to appoint a **Digital Marketing Assistant** to join the School's Marketing Team.

Reporting to the Director of Communications, the Digital Marketing Assistant will play a pivotal role in the promotion of Cranford House both internally and externally. They will positively and proactively contribute to all aspects of Marketing including creating and managing digital content, driving social media and delivering the overall Strategic Marketing Plan.

The role is incredibly varied and requires an understanding of marketing communications and digital channels. You will be a natural multi-tasker with outstanding communication skills and meticulous attention to detail, along with the determination to meet deadlines in a busy, thriving and dynamic environment.

The successful candidate will have exceptional IT skills. Photography and video creation skills will be an advantage.

This is a full time role working 8.30am to 5.00pm, Monday to Friday.

We offer a competitive salary and benefits package, including 6 weeks' holiday and the opportunity to work in a school community with pupils who are happy, confident and motivated and with an approach to learning characterised by curiosity, resilience and a spirit of collaboration.

Next Steps

Please visit our website <https://www.cranfordhouse.net/information/career-vacancies> to download an Application Form.

Further Information

For more information, to discuss the role, or any aspect of working at Cranford House School, please contact Human Resources on 01491 651218.

The Role

Benefits

Cranford House pupils are happy, confident and motivated, giving them the perfect foundation to aspire to achieve across all areas of our broad curriculum. The small class sizes, close community and committed staff clearly promote our ethos as a welcoming, family school.

Our Aims

- To provide a welcoming and nurturing community, which offers a dynamic, opportunity-rich education, firmly based on traditional values and which draws out the natural potential of each child.
- To maintain an environment where pupils aspire to achieve excellent progress across all aspects of the curriculum.
- To ensure pupils are happy, confident and motivated and that their self-belief, characterised by curiosity, resilience and a spirit of collaboration, inspires them to achieve at each stage of their individual learning journey.
- To deliver teaching and learning at Cranford House that is imaginative, vibrant and challenging, meeting the needs of all learners through a differentiated approach, demanding high expectations and a shared accountability for all.
- To provide a broad and challenging curriculum which encompasses the traditional and the innovative, prioritises opportunities for enrichment and independent enquiry and establishes an enduring ethos for learning.

Our Values

These aims are underpinned by the value system we use throughout the school. We have five core values:

- Happiness
- Confidence
- Motivation
- Challenge
- Generosity of Spirit

These values permeate all aspects of school life, from our teaching and learning, broad curriculum and strong pastoral care through to the respectful and supportive relationships pupils, staff and parents develop with each other.

The Role

Other benefits of working at Cranford House include:

- A competitive salary
- Strong commitment to professional development and internal progression opportunities
- Membership of the Pension Scheme
- Fee remission for eligible children
- Complimentary lunch and break time refreshments during term time
- Use of our spacious School Library
- A stunning working environment with beautifully landscaped grounds and a listed building
- Free on-site parking and situated within easy commuting distance of both Reading and Oxford, with quick links by rail from neighbouring Cholsey to Reading, Oxford and London.
- A supportive community of highly motivated students and staff

The Role

Safeguarding

Cranford House 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 reference checks with current and past employers, an Enhanced Disclosure from the Disclosure and Barring Service and, where applicable, a Barred List, Prohibition and Overseas checks. Shortlisted candidates will be required to complete a Self-Disclosure form. If you are successful in your application, you will be required to complete a DBS Disclosure.

Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. Cranford House School is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands and final warnings (including those which would normally be considered as “spent” under the Act) must be declared, subject to the DBS filtering rules.

It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at Cranford House School.

Please see our Safeguarding policy
here: <https://www.cranfordhouse.net/information/policies>

The Role

Job Description

Role: Digital Marketing Assistant

This is a full-time role working 8.30am to 5.00pm, Monday to Friday.

Job Purpose:

- To assist the Director of Communications in all aspects of their job, supporting the delivery of the Strategic Marketing Plan and proactively contributing to it. Working with other departments across Cranford House School, in the sharing and updating of relevant information and in the promotion of all aspects of the school internally and externally.

Responsible for:

- Assist with the implementation and development of the school's digital and social media strategy.
- Strengthen digital communications across all online platforms, including Twitter, Facebook, Instagram and the school's website.
- Generating content for virtual school events including devising film schedules and ensuring all parties involved are aware and available.
- Track and report on digital advertising campaigns.
- Maintain all online directories and monitor SEO.
- Creating photography and key images for events, marketing and social media.
- Assist with preparations for key marketing events including Open Days and other admissions events, working closely with Admissions.
- Assist with the production of printed marketing materials; prospectuses, leaflets, newsletters.
- Assist with the gathering, creation and editing of news stories for publication on the School website, social media and printed matter including the termly newsletter and annual record.
- Monitor, maintain and update content on the School's Parent Portal.
- Manage the planning and placement of Open Day and other advertisements.
- Manage the coordination of content and setting of digital newsletters.

The Role

Responsible for:

- As appropriate, provide support to the Cranford Alumni in their marketing activities.
- As appropriate, provide support to the Development team in their marketing activities.
- Liaise, as appropriate, with staff and departments to ensure consistency of quality and branding of external communications.
- Assist with planning and direction of photography and video filming for key publications and events.
- Manage and maintain the upkeep of the school's photo library.
- Assist the Director of Marketing and Communications with the submission and monitoring of the marketing budget and liaise with suppliers regarding invoices.
- Liaise with school guides to cultivate relationships, update entries and optimise PR benefits.
- Copywriting new stories for use in online and offline medias.
- Proof-reading of all printed and online marketing materials.
- Other reasonable tasks in line with duties and responsibilities.

Accountabilities:

Marketing and external links, including public occasions

- Contribute to the positive promotion and marketing of the school in the local and wider community.
- Provide support to marketing events and external links as required (NB – this may involve occasional out-of-hours working at Events).

Policy/Strategic direction and development

- Contribute to whole school policy-making as required by the Head.
- Ensure that the school policies and strategies are embedded in the operational activities of the administrative team and effectively support the daily operation of the school.

Pastoral

- Ensure a commitment to safeguarding and promoting the welfare of children.

The Role

Training & development of self and others

- In liaison with line manager, set personal targets and take responsibility for own continuous professional development.

General requirements - All school staff are expected to:-

- Work towards and support the school vision and the current school objectives outlined in the School Development Plan.
- Contribute to the school's programme of extra-curricular activities, if possible.
- Support and contribute to the school's responsibility for safeguarding students.
- Work within the school's H&S and First Aid policies to ensure a safe working environment for staff, students and visitors.
- Work within the school's Diversity Policy to promote equality of opportunity for all students and staff, both current and prospective.
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues.
- Engage actively in the annual performance review process.
- Adhere to policies as set out in staff handbook.
- Undertake other reasonable duties related to the role as required from time to time.

Review and Amendment

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

The Role

Person Specification

Skills Required - Essential

- Organisational skills: the ability to work in an effective way to meet targets and deadlines, maintaining a calm approach when under pressure
- Decision making skills: the ability to solve problems and make decisions
- Teamwork: the ability to work collaboratively with others
- Communication skills: the ability to make points clearly and understand the views of others; in possession of a high standard of accurate written and spoken English and a good telephone manner
- Self-management skills: the ability to plan time effectively and organise oneself well
- Highly professional in manner and approach to work and possess personal presence, patience, sensitivity and maturity of approach
- Highly discreet, able to maintain confidentiality at all times
- Excellent IT ability including Word, Excel, Outlook and PowerPoint

Qualifications/Attainment – Desirable

- Good honours degree
- Experience in a school or college environment
- Experience in a customer service environment
- Experience of organising or participating in extra-curricular activities

Attitude/approach - Essential

- Possess a positive attitude and approach to change and development
- Possess a 'can-do' attitude and a willingness to get involved
- Flexible and firm with the ability to know when to be either
- Enjoy rising to the challenges inherent in a school environment

Attitude/approach - Desirable

- Lifelong Learner
- Ability to enthuse children and adults

The Role

Person Specification

Knowledge Base – Essential

- Previous experience in a similar role with experience in Digital Marketing
- Experienced with Premier Pro, Photoshop, InDesign and other professional creative software
- Extensive social media skills
- Photography and filming skills
- Editorial and proof reading skills
- Experience or an understanding of working in schools, preferably in the independent sector
- Excellent professional knowledge and understanding

Knowledge Base - Desirable

- Photography and filming skills

The Role

General

Cranford House is an independent school and, as such, requires a high commitment from all staff, both in terms of energy levels and time commitment.

A member of staff should:

- Be supportive of the spiritual and moral ethos of the school. This means complying with and upholding the school's ethos as found in our prospectus, as well as attending the school's religious services (held in local churches) and assemblies. Any member of staff may be asked to help with a Form Assembly or lead an assembly from time to time.
- Be supportive of the school's educational aims and objectives, found in the Whole School Development Plan, and of colleagues.
- Have the pupils' welfare at the heart of everything they do. Staff must follow the School's Child Protection Policy and refer to the Safe Recruitment, Supervision of Pupils and Health & Safety Policies. Staff must observe confidentiality as outlined in their contract of employment.
- Be flexible. As a small school, every member of staff must be prepared to undertake other duties within reason and help out in sometimes unexpected ways.
- Be prepared to offer over and above the norm, especially in terms of meeting parental requirements and in terms of extra-curricular activities.
- Understand that they are part of the whole school and, therefore, have in mind the needs of the whole school, not just their section (e.g. Junior School/Maintenance etc.).
- Understand that the School must run itself as a business concern which means that every member of staff is part of the marketing process.

Professional qualities:

- Relevant and appropriate qualifications as specified in the Job Description and a willingness to undertake further training
- Good record of continuing professional development
- Excellent knowledge and understanding of current educational issues
- Show confidence in the use of new technologies

The Role

Interpersonal Skills:

- Have an understanding of how to motivate and inspire colleagues and pupils
- Have an ability to build and sustain a positive and appropriate working relationship with pupils, staff, Governors and the local community
- Be a leader and a team player
- Show responsibility for self and others
- Be a good communicator, both orally and written.

Desirable Personal qualities:

- Generosity of spirit and positive approach to life
- Tolerance and open-mindedness
- Flexibility and adaptability and a willingness to move with change
- Risk-taking
- Commitment
- Passion for subject
- Team spirit
- Loyalty
- Reliability
- Be robust
- Have enthusiasm – show a willingness to be involved
- Have a sense of humour

The Role

Please read our Safeguarding Policy which can be found under 'Information, Policies' on our website, prior to submitting an application for any position. All members of staff working at Cranford have responsibility for Safeguarding Children.

Application process:

- Only applications will be accepted from candidates who use the Cranford House application form. Please note, CVs will not be accepted in substitution.
- Application forms must be signed by the applicant. Typed or hand-written application forms are both accepted but the declarations on the final page of the application form must include the signature of the candidate.
- All applicants must ensure they submit the completed application form.
- The successful applicant will be required to complete an Enhanced DBS Disclosure. For further information, contact the Disclosure and Barring Service – www.disclosuresdbs.co.uk
- All posts are exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, even those regarded as 'spent', must be declared using the self-disclosure form, which should be completed by shortlisted candidates only.
- Only applications received in advance of the closing date will be considered.
- If a candidate is currently working with children, on either a paid or voluntary basis, the current employer will be asked about disciplinary offences, including disciplinary offences relating to children or young persons (whether the disciplinary sanction is current or time expired), and whether the candidate has been the subject of any child protection allegations or concerns and if so the outcome of any enquiry or disciplinary procedure. If the candidate is not currently working with children but has done so in the past, that previous employer will be asked about those issues. Where neither the current nor previous employment has involved working with children, the current employer will still be asked about the candidate's suitability to work with children. The employer may answer 'not applicable' if the duties have not brought the candidate into contact with children or young persons. The school may contact any of the candidate's previous places of work, whether or not they have been named in connection with a referee.

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Shortlisting:

- After the closing date, applications will be reviewed and the shortlisted candidates will be invited for interview.
- Candidates who are not selected for interview will be informed by email as soon as possible after the closing date.
- Cranford may seek references on shortlisted candidates prior to interview.

Interviews:

- Candidates invited to interview must bring with them three forms of original ID including at least one of the following: passport or photocard driving licence or full birth certificate. Other acceptable forms of ID include a bank statement or utility bill issued within the last three months and/or a council tax statement issued with the last twelve months. At least one form of ID must show your current address. If these documents are unavailable, please contact HR who will be able to provide details of other acceptable official documents.
- Original qualification certificates must also be brought to interview.
- It is usual for an interview to involve a skills test where appropriate and a lesson observation in the case of teachers.

The Role

Conditional offer of employment

- All offers of employment for any position at Cranford are subject to the following pre-employment checks:
 - Receipt of two satisfactory references. All references will be validated by phone.
 - Verification of identify (name, address, DOB)
 - Verification of qualifications
 - Verification of professional status such as GTC registration, QTS Status (where required), NPQH
 - Verification of successful completion of statutory induction period (applies to those who obtained QTS after 7 May 1999)
 - A Barred List check
 - A satisfactory enhanced check with the Disclosure and Barring Service. The candidate is responsible for bringing in the original DBS certificate for HR to see as soon as it is received prior to commencing work. Failure to do so will result in a delay to the start of the contract.
 - A check that no Prohibition Orders exist (for Teachers only)
 - A completed medical declaration that states that the candidate knows of no reason on the grounds of health why they are not fit to carry out the duties associated with their position
 - Overseas police check – if the individual has lived/worked abroad in the last five years, a police check from the country in which they were living will be required.
 - Satisfactory completion of probationary period
 - Completion of Safeguarding Training

Under no circumstances should any individual start work at Cranford House until all these checks have been carried out and HR have confirmed by letter/email.

In exceptional circumstances and at the discretion of the Headmaster, a candidate may start work before the DBS certificate has been received providing all other checks including a Barred List check are complete. A full risk assessment will be conducted and appropriate supervision will be put in place.

The Role

Warning

Where a candidate is found to be on the Children's Barred List, Adults' Barred List or the Protection of Children Act List; or

- **the Enhanced DBS disclosure shows they have been disqualified from working with children by a Court; or**
- **found to have provided false information in, or in support of, their application; or**
- **is the subject of serious expressions of concern as to their suitability to work with children**

- the facts will be reported to the Police, the Department for Education and the Independent Schools Association.