



Recruitment Information Pack

Social Media and Website Manager P/T

Fixed term – 6 months

Part Time – 22.5 hours

Hybrid/remote working would be considered for this role

Location - Holt, North Norfolk, UK

Required for: At the earliest opportunity

Gresham's School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Message from Douglas Robb, Headmaster

I am delighted that you are considering Gresham's as an employer and hope that you will want to apply for this position once you have found out a little more about us.

Gresham's is an independent co-educational boarding school based in the beautiful Georgian town of Holt, in North Norfolk. The School occupies a large campus across three sites: Nursery and Pre-Preparatory, Preparatory and Senior Schools, with approximately 800+ pupils ranging from 2 years to 18 years. We currently employ almost 400 staff in positions such as teaching and pastoral care, finance, information technology, administration, site services and maintenance, and catering.

We take great pride in our reputation and recognise that this is built on the commitment and skills of our staff. The success of the School and the well-being of staff and its pupils depends very largely on co-operation, trust and respect between us.

We recognise that much time and thought goes into preparing an application, and we in turn, will give your application serious consideration, should you decide to apply.

For those of you who may not be familiar with the outstanding beauty of the North Norfolk Coast, I have a link below which I hope you will find useful:

<https://www.visitnorthnorfolk.com/>

With best wishes,

A handwritten signature in black ink that reads "Douglas Robb". The signature is written in a cursive style and is followed by a long horizontal line that extends to the right.

Job Description and Person Specification

The Job Description contains the main details of the tasks and responsibilities of the post.

The Person Specification lists the criteria that applicants are required to demonstrate in order to be successful in undertaking the role. These are listed in terms of qualifications, personal qualities and professional experience and skills, and will be used in the shortlisting process and to form the basis for questions asked at interview.

Job Description: Social Media and Website Manager P/T (Fixed term)

The External Relations Department

The school's External Relations Department is led by the Deputy Head External Relations, who is closely supported by the Marketing Manager. The External Relations Department is responsible for Marketing, Admissions, Development and Alumni Relations.

The Role

The post holder will be responsible for connecting meaningfully with our communities through various digital channels, with responsibility for the school social media accounts, website and e-newsletters. This is an important role with a high degree of trust and autonomy, giving the right candidate the opportunity to be a part of a fun and supportive team. The role covers all three schools; Senior, Prep and Nursery and Pre-Prep.

We would be happy to consider hybrid or remote working with this position.

Reporting to: Marketing Manager

TASKS AND DUTIES

- Create and deliver a social media marketing plan in support of the department's overarching strategy
- Oversee and manage all school social media platforms, working successfully within the organisation to ensure consistency of content
- Keep up-to-date with the latest social media trends and make appropriate recommendations for the development and direction of our school channels
- Engage appropriately with our social media audiences and use the medium to engage proactively with our feeder schools
- Consider how digital content can be used most effectively alongside marketing channels
- Assess, develop and manage the use of external digital and social media channels for school promotion, including YouTube, Vimeo and MailChimp
- Update the website on a regular basis with our latest news and information
- Assist with the writing and distributing of press releases to local media outlets
- Undertake any other duties as might be reasonably required by the Marketing Manager

The position gives the regular opportunity for contact with young people and is therefore classed as a regulated activity.

The role therefore requires:

- **Having read and understood current KCSIE guidance and the School's Safeguarding and Child Protection policy, and a commitment to implementing these.**
- **Attending all Safeguarding training.**
- **A commitment to ensuring Gresham's is a safe environment through a sensitive and vigilant approach to working with young people, and to reporting all concerns.**

Person Specification

| Qualifications | Essential | Desirable |
|--|------------------|------------------|
| Educated to a good standard of further education – A level or equivalent | ✓ | |
| Digital Marketing qualification – CIM or equivalent | | ✓ |
| Previous Work Experience | Essential | Desirable |
| Experience of content and social media marketing | ✓ | |
| Experience of working in a school environment | | ✓ |
| Experience of managing digital channels | ✓ | |
| Experience of digital content planning and creation | ✓ | |
| Personal Competencies and Skills | Essential | Desirable |
| Possess excellent organisational skills and the ability to prioritise | ✓ | |
| Have a genuine interest in all things social media | ✓ | |
| Possess excellent and adaptive copywriting skills | ✓ | |
| The ability to use initiative and deliver work with great attention to detail | ✓ | |
| A willingness to try new things and to learn and build on skills to ensure our content is dynamic and evolving | ✓ | |
| The ability to work both independently and as part of a team | ✓ | |
| Possess the ability to work well under pressure and to juggle multiple demands | ✓ | |
| Professional appearance and manner | ✓ | |
| Supports Gresham’s culture and ethos | ✓ | |

REMUNERATION AND OTHER BENEFITS

Fixed term 6-month Contract/part-time 22.5 hours per week Monday – Friday, salary pro rata’d.

FTE salary £25,000 - based on 37.5 hours per week across 52 weeks a year.

Hybrid/remote working would be considered for this role.

- School’s Contributory Pension Scheme (after completion of three months’ service)
- Private Medical Scheme (contributory)
- Free school lunch during term time
- Car parking on site
- Life Insurance

Personal Details

Eligibility to work

There have been a number of significant changes made to the Right to Work process since 1st January 2021, which we are legally obliged to meet.

When you apply for any of our school vacancies, it is important that you are aware of your eligibility status and can meet the criteria set, in order for you to legally work in the UK. Appointment will be subject to verification of the appointee's valid Right to Work in the UK documentation.

For more information, visit the <https://www.gov.uk/legal-right-work-uk>

Equal Opportunities Monitoring Form

In order that we can continue to develop our commitment to equal opportunities you are asked to complete the Monitoring Form. This will be detached from your application on receipt and kept securely within the HR Department. It is used purely for monitoring the effectiveness of the School's Equal Opportunities Policy Statement and will not be seen by those responsible for shortlisting and interviewing. A copy of the School's Equal Opportunities Policy Statement is available on request.

Retention of Records

The application forms of unsuccessful candidates will be held confidentially in the HR Department and destroyed after three months.

All documents resulting from the interview process will be retained on file by the HR Department and destroyed after six months. (Privacy Policy is available on our website: www.greshams.com)

Disclosure and Barring Service

Gresham's aims to promote equality of opportunity for all and therefore welcomes applications from a diverse range of candidates. Criminal records will be taken into account for recruitment purposes only where the conviction is relevant.

As the School meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974, your offer of employment will be subject to an enhanced disclosure from the Disclosure and Barring Service (DBS) before the appointment is confirmed.

Interview Process

If you are invited to attend an interview you will be required to complete a [Suitability to Work With Children Declaration Form](#) prior to interview and provide evidence of your identity on the day of your interview, from the following examples:

- a UK Birth certificate
- passport and/or UK driving licence (including a photo-card);
- UK firearms licence;
- Evidence of your Right to Work status
- a utility bill or bank/building society statement showing your name and home address (less than three months old);
- documentation confirming your National Insurance Number (P45, P60 or National Insurance Card);
- original documents of educational and professional qualifications referred to in your application form.

If you have changed your name by deed poll or any other mechanism (e.g. marriage, adoption, and statutory declaration), you will be required to provide documentary evidence of the change.

For Teaching Posts: You will be contacted prior to your interview with the details of at least one teaching lesson that you will be expected to take. The interview process will involve a number of interviews with different members of staff and a tour of the School and/or department.

Support Posts: As well as a face to face interview, the selection process may include some other form of assessment e.g. administrative test, demonstration of practical skill, a presentation, etc.

Please note: Should you be successful following interview, you will be asked to provide documentation to assist in the processing of an Enhanced DBS.

Details of Online Profile: Keeping Children Safe in Education (KCSIE) asks schools to carry out online searches on shortlisted candidates as part of the process of assessing suitability. All candidates are therefore required to provide the following information as part of your application:

- the social media platforms on which you have accounts;
- the account names/handles for all of your social media accounts, including any under a nickname or pseudonym;
- any websites you are involved with, in or featured on or named on; and
- any other publicly available online information about you of which the School should be made aware.

If you are shortlisted for the role, we may carry out an online search based on the information you provide within the application form. If we carry out a search, we will also search more widely for any other online information about you.

You are **not** required to provide account passwords or to grant the School access to private social media accounts.

If you are not shortlisted for the role, online searches will not be carried out on you.

Conditional Offer of Appointment

Any offer to a successful candidate will be conditional upon the following:

- valid Right to Work in UK documentation in place;
- receipt of a minimum of two satisfactory references;
- verification of identity and qualifications;
- a satisfactory Enhanced DBS (Disclosure and Barring Service);
- verification of professional status such as Qualified Teacher Status (QTS), where required, verification of successful completion of statutory induction period (applies to those who obtained QTS after 7 May 1999);
- where the successful candidate has worked or been resident overseas in the previous five years, such checks and confirmations as the School may require in accordance with statutory guidance;
- verification of medical fitness. Completion of a medical declaration and satisfactory medical examination in certain circumstances;
- completion of Online Safeguarding Training

Safeguarding

All adults working at Gresham's have a responsibility to safeguard and promote the welfare, both physical and emotional, of every pupil, both inside and outside the School. This involves ensuring that pupils are protected from significant harm and having a positive commitment to ensure the satisfactory development and growth of the individual.

Everyone working in the School must be aware of, understand, and follow the School's Safeguarding and Child Protection Policy, which follows Norfolk Safeguarding Children's Partnership (NSCP) practice and procedures, and Keeping Children Safe in Education 2022 statutory guidance. All staff are required to be trained in Safeguarding and Child Protection as part of their terms and conditions of employment, and this is carried out online before employment commences.

Important Note

Where information on a candidate is found;

- to be on the DBS Children's Barred List
- to be on the Protection of Children Act List
- their Enhanced DBS disclosure shows they have been disqualified from working with children by a court
- they have been found to have provided false information in their application or in support of their application or are the subject of serious expressions of concerns as to their suitability to work with children

The facts will be reported to the Police and/or the DfES Children's Safeguarding Operation Unit.

Queries

If you have any queries at all about your application or the recruitment process, please contact the HR Department on 01263 714623 or email hr@greshams.com

How to Apply

Social Media and Website Manager

If you would like to apply for the part-time fixed term position of Social Media and Website Manager, you will need to complete an application form. Completing the application form is the first stage of the selection process. The information you provide will be used to decide whether or not you will be shortlisted for further stages/an interview. It is therefore very important that you complete your application form accurately and as fully as possible, including all the information you think is relevant, we will require full education and employment history.

Completing your application form

- Please read through all information provided before completing your application form;
- We require information about all applicants to be presented in a consistent format. Please include a CV if you wish, **however** this must not be submitted in place of the application form;
- Complete all sections; do not leave any blanks enter N/A if not applicable and provide as much information as possible;
- Continue on a separate sheet if you require more space to complete any section.

Guidance for the completion of the section 'Statement of Qualities/Attributes'

This is an important section of the application form as it gives you the opportunity to tell us specifically why you think you should be considered for the job, showing how well your skills, abilities and experience meet our requirements. Please provide clear examples when outlining all your experiences whether relevant or not.

For teaching staff, it is important that you use this section of the application form to outline how you will contribute to extra-curricular activities at Gresham's.

References

All offers of employment are subject to the receipt of a minimum of two satisfactory references. One of your references must be from your current or most recent employer. If your current/most recent employment does/did not involve working with children, then the second referee should be from the employer with whom you most recently worked with children (this applies to teaching posts). **Neither referee should be a relative or someone known to you solely as a friend.**

Please note; Shortlisted applicants for all posts (academic and support) are advised that references will be taken up prior to interview.

Please note: unless you ask us not to we will assume it is acceptable to contact your referees at any time.

Submission of applications - All application forms should be returned to, applications@greshams.com or by post to:

Gresham's School
HR Department
Cromer Road
Holt, Norfolk
NR25 6EA

Please submit your application by **the closing date of 20th January 2023**. If your application is submitted after this time, we will not be able to accept it. **Interview dates to be confirmed.**

Required for: At the earliest opportunity

Please note: We reserve the right to interview and appoint during the period up to and including the closing date.

Please be aware that if you have not heard from us within 21 days of the closing date, unfortunately, your application has been unsuccessful. Due to the overwhelming response we receive to our vacancies, we provide feedback only to those applicants who are interviewed.



Gresham's School, Cromer Road, Holt, Norfolk, NR25 6EA
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