

# The Role

**Cranford School** invites applications for the role of **Digital Marketing Assistant**.

Reporting to the Director of Marketing and Communications, the Digital Marketing Assistant will play a pivotal role in the promotion of Cranford School 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.

This 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 and photography skills. Video creation skills will be an advantage.

The role would ideally suit either someone with relevant experience of Digital Marketing or someone early on in their career/a recent graduate, keen to gain understanding and practical experience in this area.

The role requires a well organised and prioritised approach, meticulous attention to detail and the ability to work under pressure. The successful candidate will possess exceptional attention to detail, self-management, multi-tasking, and interpersonal skills.

Due to the nature of the role, we require flexibility and professionalism along with the ability to work to tight deadlines and to adapt to changing work priorities in a calm and efficient manner.

The successful candidate will be wholly committed to the aims, ethos, and values of Cranford School. The successful applicant will join a friendly, supportive, and ambitious team, both within the department and across the school.

Cranford School is just 5 miles from the historic market town of Wallingford, less than thirty minutes from the picturesque town of Henley-upon-Thames and within a short commuting distance from Oxford and Reading.

## **Further Information**

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

## **Application**

To apply for this role, please email a completed [Application Form](#) to [recruitment@cranfordschool.co.uk](mailto:recruitment@cranfordschool.co.uk). Cranford School will only accept copies of a curriculum vitae alongside a fully completed application form. A curriculum vitae on its own will not be accepted.

# The Role

## Benefits

Cranford School 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 School 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 School include:**

- A competitive salary
- A strong commitment to professional development and internal progression opportunities
- Membership of a Pension Scheme
- Fee remission for eligible children
- Complimentary lunch and break time refreshments during term time
- School Matron on site
- Use of our spacious School Library
- Use of our newly built gym (September 2023)
- 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
- One wellbeing day per term which can be taken during term time.

## **Safeguarding**

Cranford School is committed to safeguarding and promoting the welfare of children and young people and expects all employees, volunteers, and contractors to share this commitment and be fully aware of, and understand, the duties and responsibilities that apply to their role. All employees, volunteers and contractors must attend appropriate training in accordance with the School and local Safeguarding Board regulations.

Successful applicants must be willing to undergo child protection screening appropriate to the post, including, but not limited to, checks with current and past employers, an Enhanced Disclosure from the Disclosure and Barring Service, the requirement to provide original evidence of qualifications as well as evidence of the right to work in the UK and, where applicable, a barred list, prohibition, and overseas checks.

Online searches will be carried out on shortlisted candidates along with the requirement to complete a Self-Disclosure form.

All positions within the School are exempt from the provisions of the Rehabilitation of Offenders Act 1974. In order to assess a candidate's suitability to work with children, shortlisted applicants must declare all previous convictions and cautions via a self-disclosure form (prior to interview), including those which would normally be considered 'spent'. This excludes those received for an offence in the United Kingdom if it has been filtered in accordance with the [DBS filtering rules](#).

We are an equal opportunities employer and welcome applications from all sections of the community.

Please see our Safeguarding policy here: <https://www.cranfordSchool.co.uk/information/policies>.

# The Role

## Job Description

### Role: Digital Marketing Assistant

**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.

**Accountable to:** Director of Marketing and Communications

### 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.
- As appropriate, provide support to the Cranford Alumni 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.

# The Role

## **Accountabilities**

### **Policy/Strategic direction and development**

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

### **Training and development of self and others**

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

### **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)

### **Management of Resources:**

- Support the monitoring and management of stock levels of marketing resources.
- Assist in ensuring that all resources are fit for purpose and used in accordance with health and safety guidelines.

### **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.
- Support the whole school traditions and values of the school.
- Support and contribute to the school's responsibility for safeguarding students.
- Adhere to School policies and procedures.
- To undertake any other duties that may reasonably be requested.
- Help and cover for administrative colleagues including reception duty, as and when required.
- Actively seek to implement Cranford School's Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
- Actively seek to implement Cranford School's Equal Opportunities Policy and the objective to promote equality of opportunity in relation to the duties of the post.

# The Role

## **Accountabilities**

### **General requirements - All school staff are expected to:**

- 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.
- The postholder's responsibility for safeguarding and promoting the welfare of children and young persons for whom they are responsible, or with whom they come into contact will be to adhere to and always ensure compliance with the School's Safeguarding Policy. If in the course of carrying out the duties of the post the postholder becomes aware of any actual or potential risks to the safety or welfare of children in the School, they must report any concerns to the Designated Safeguarding Lead.

### **Review and Amendment:**

- This job description should be seen as enabling rather than restrictive and will be subject to regular review.
- This job description reflects the present requirements of the post and as duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.

# The Role

## Person Specification

### Skills Required – Essential

- Organisational skills: the ability to work in an effective way to meet targets and deadlines.
- Teamwork: the ability to work collaboratively with others.
- Communication skills: the ability to make points clearly and understand the views of others.
- Self-management skills: the ability to plan time effectively and organise oneself well.
- Excellent interpersonal skills including the ability to relate well to people on all levels.
- Ability to work effectively as a member of a team, to show initiative and imagination.
- First class organisational and administrative skills, with the ability to remain calm under pressure and work to tight deadlines, managing competing priorities.
- Discreet: the ability to maintain high levels of confidentiality.
- Strong team player: the ability to work with stakeholders at all levels of the organisation.
- Flexibility: the ability to adapt to changing demands.
- Excellent attention to detail.
- Good experience with MS Office (particularly Word, Excel, Outlook, PowerPoint).

### Knowledge Base – Essential

- Experience with Premier Pro, Photoshop, InDesign and other professional creative software.
- Previous experience in a similar role with experience in Digital Marketing.
- Extensive social media skills.
- Editorial and proof-reading skills.

### Knowledge Base – Desirable

- Experience gained within a similar setting.
- Photography and filming skills.

### Qualifications/Attainment – Desirable

- Honours degree.
- Experience in a customer service environment.

### Attitude/approach – Essential

- Possess a positive attitude and approach to change and development.
- Possess a calm and professional manner.
- Possess a 'can-do' attitude and a willingness to get involved.
- Enjoy rising to the challenges inherent in a School environment.

# The Role

## **General**

Cranford School 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.



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## **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

**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, volunteers and contractors working at Cranford School have responsibility for Safeguarding Children.**

# The Role

## Application process:

- Only applications will be accepted from candidates who use the Cranford School 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](http://www.disclosuresdbs.co.uk)
- All posts are exempt from the Rehabilitation of Offenders Act 1974 and therefore, even convictions regarded as 'spent', must be declared using the self-disclosure form, which must be completed by shortlisted candidates only. Please see the information on spent convictions and the DBS filtering rules before completing the self-disclosure form <https://www.gov.uk/government/publications/dbs-filtering-guidance/dbs-filtering-guide>.
- Only applications received in advance of the closing date will be considered.
- If a candidate is currently working with children or has previously worked 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.

## 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.
- Shortlisted candidates will be required to complete a self-disclosure form and an internet search will be carried out.
- Cranford School will seek references on shortlisted candidates prior to interview unless specifically asked not to do so by an individual. References will be taken up immediately if a candidate is offered the role. A successful appointment is conditional upon the School receiving satisfactory checks.

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## **Interviews:**

- Candidates invited to interview must bring with them three forms of original ID: passport, photocard driving licence and 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.

## **Conditional offer of employment**

- All offers of employment for any position at Cranford School 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 qualifying posts).
- A Section 128 check to confirm the individual is not banned from the management or governance of an Independent School (for qualifying posts).
- 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 for 3 months or more in the last five years, a police check/letter of professional standing will be required from the country in which they were living will be required.
- Satisfactory completion of probationary period.
- Completion of Safeguarding Training.

# The Role

Under no circumstances should any individual start work at Cranford School 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.

## **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.**

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## Safeguarding

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Successful applicants must be willing to undergo child protection screening appropriate to the post, including, but not limited to, checks with current and past employers, an Enhanced Disclosure from the Disclosure and Barring Service, the requirement to provide original evidence of qualifications as well as evidence of the right to work in the UK and, where applicable, a barred list, prohibition and overseas checks.

In line with Keeping Children Safe in Education, the School will carry out an online search as part of its due diligence on candidates. The online search aims to identify any incidents or issues that have happened, and which are publicly available online, and which may impact your suitability to work with children or in a School environment. If information is found during this search which the School feels affects your suitability for the role you have applied for, this will be discussed and explored with the applicant at interview.

Shortlisted candidates will be required to complete a self-disclosure which will need to be signed at interview. The purpose of a self-declaration is so that candidates will have the opportunity to share relevant information and allow this to be discussed and considered at interview before a DBS certificate is received.

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

All positions within the School are exempt from the provisions of the Rehabilitation of Offenders Act 1974. In order to assess a candidate's suitability to work with children, shortlisted applicants must declare all previous convictions and cautions via a self-disclosure form (prior to interview), including those which would normally be considered 'spent'. This excludes those received for an offence in the United Kingdom if it has been filtered in accordance with the [DBS filtering rules](#).

We are an equal opportunities employer and welcome applications from all sections of the community.

Please see our Safeguarding Policy and Safe Recruitment Policy (including Recruitment of Ex-Offenders Policy) here: <https://www.cranfordSchool.co.uk/information/policies>.