



Application Pack

for the position of
Marketing Communications Officer (Part-time)

Start date: Ideally January 2025 or as agreed
with the successful candidate

About St George's

St George's is a thriving independent boarding and day school of 270 girls aged 11-18, around 45% of whom are boarders (full, weekly and flexi), and with a Sixth Form of approximately 80 pupils. St George's offers an ambitious, connected and future-facing education tailored for pupils to realise their potential both at school and in fulfilling adult lives ahead.

Awarded 'excellent across the board' in its November 2022 ISI inspection, the school is a place where girls flourish academically, creatively, physically and morally, a place where risks can be taken, lessons are learnt and challenges are welcomed.

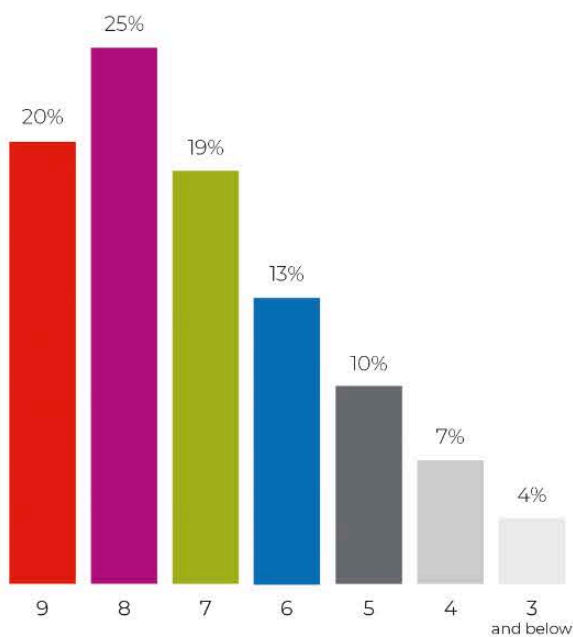
We are a welcoming school with a warm sense of community. Visitors are impressed by our facilities within a beautiful setting and the ambition of our educational provision.

Our unique extended day and flexible boarding model allows all girls the time and space to foster confidence, independence and academic curiosity providing a future-facing education exclusively for girls in a world not yet designed for girls and introduces them to contemporary subjects and topics, through speakers, workshops, classes and visits.

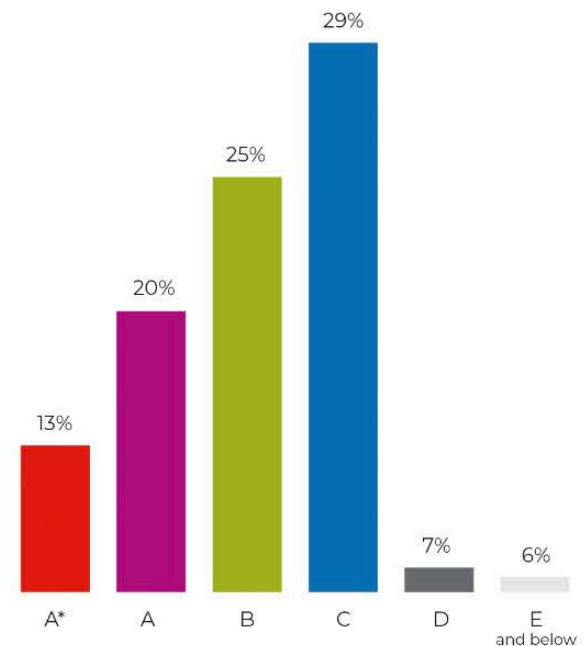


Our academic results are impressive, with the 'value-added' in public examinations a real strength. We understand how girls learn effectively and we regularly add at least one grade higher at GCSE and A Level than baseline testing would suggest. Our pupils achieved the following results in 2024:

GCSE RESULTS 2024



A LEVEL RESULTS 2024



N.B. Data correct at time of print but is subject to change.

Over the past two years at GCSE, St George's has been placed in the top 5 to 10% of schools nationally for academic progress.

St George's offers an education that is grounded, relevant and fosters employability. The school operates as an Educational Trust administered by a Board of Governors, is a member of the Girls' Schools Association (GSA), Boarding Schools Association (BSA), ISBA, AGBIS and is ISC accredited.



CONFIDENT | CAPABLE | CONNECTED



“

The girls are the biggest advocates for SGA
– funny, bright, ambitious and honest.

”

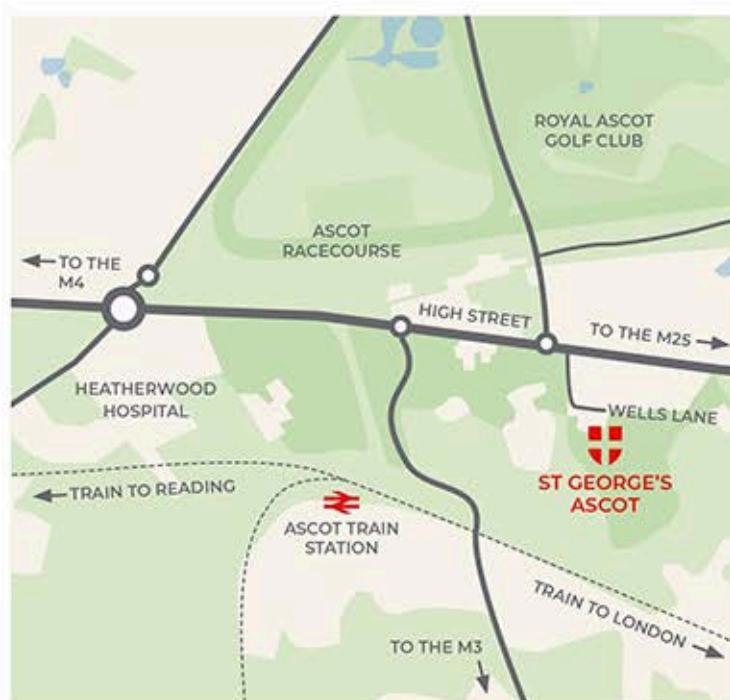
MUDDY STILETTOS

Our Location

The School is approximately 25 miles west of central London, on a beautiful, leafy 30 acre site, within walking distance of Ascot High Street.

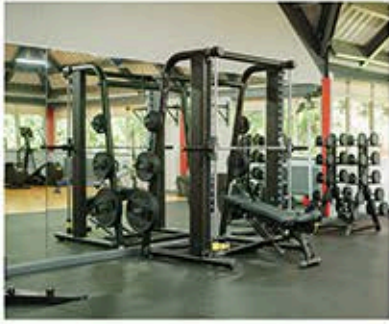
We are close to Windsor and Bracknell and equidistant from the M3 and M4 motorways.

Ascot High Street can be reached on foot in five minutes while Ascot Railway Station is less than a mile away.

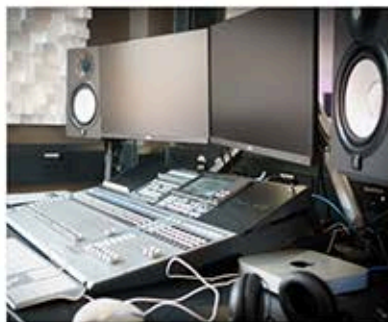


All facilities are on site and include, amongst others

- 25m, 6-lane indoor swimming pool
- Separate drama studio
- Large sports hall
- Three lacrosse/football pitches
- Eight tennis courts
- Light airy classrooms
- Purpose-built library
- A fabulous dining room serving our delicious award-winning food
- Three cosy, family-style boarding houses - one of which is solely for use by the Upper Sixth giving all girls (boarding and day) the space to study for their A Levels
- State of the art 300-seat theatre
- Brand new dance studio
- Technogym fitness suite
- Sports pavilion
- Six floodlit netball courts
- Squash court
- Science centre
- Photographic, textiles and art studios
- New state of the art music technology suite and recording studio
- One fully equipped ICT suite and two additional ICT labs
- State of the art cookery and food technology room



“ St George's
combines small-school
cosiness with big-school
facilities. ”
TATLER



Role and Responsibilities

St George's is seeking to appoint an enthusiastic and dynamic part-time Marketing Communications Officer to help deliver the SGA Marketing Strategy as part of the School's Marketing Department which is led by the Director of Marketing and External Communications.

This will be a varied post for a candidate with previous marketing and administration experience, who wishes to be involved in a professional and busy school community. St George's has always enjoyed a strong brand reputation within the sector and seeks to further define its position in a highly competitive market, by driving brand awareness to attract and retain pupils while building and developing its reputation amongst stakeholders and the wider community.



Key responsibilities:

- To regularly translate the SGA brand into written content, directed and gathered from a variety of sources, and to deploy across multiple social media channels
- To write or collate copy and photography for, and then collate, 12 School newsletters per year
- To project manage the collation, production and distribution of The Dragon, our annual school magazine, including copywriting and editing
- To update all online School profiles as prioritised and agreed with Director of Marketing and External Communications
- To produce written submissions for sector awards as prioritised and agreed with Director of Marketing and External Communications
- To write press releases for strategic news stories and campaigns as prioritised and agreed with Director of Marketing and External Communications
- To offer administrative support as reasonably required by Director of Marketing and External Communications
- To attend the four INSET days per year which occur at the beginning of each term in September, January and April.



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A small, friendly girl's secondary boarding/day school in Berkshire, where kindness, confidence and ambition are celebrated.



MUDDY STILETTOS

Person Specification

Skills, Experience and Qualifications:

- Experience of delivering creative on-brand marketing and concomitant marketing activities
- Highly developed copy-writing skills with a keen eye for detail and strong proof-reading capability. Good grammar is essential
- Degree or equivalent qualifications or experience commensurate with the requirements of the role
- Experience of writing and scheduling social media content including Instagram, Facebook and LinkedIn
- Experience of events planning and delivery
- Strong IT skills particularly Google suite and Microsoft Word and Excel packages.
- Previous experience of Drupal CMS, Canva, Hootsuite, Mailchimp, Linktree, Bitly, YouTube and Flickr are all desirable.
- Able to work in an organised and methodical way and have sound organisational skills
- Ability to work accurately and to deadlines.

The successful candidate will:

- Have a genuine and authentic journalistic curiosity to find out about all aspects of school life, ranging from 'business as usual activities' to communicating the strategic narrative of St George's
- Have a positive, professional, helpful and friendly approach and work well with the Marketing and Admissions teams and other stakeholders within the School and externally to achieve operational requirements
- Demonstrate strong communication and collaborative skills and an ease with working as part of a high functioning team
- Be motivated, enthusiastic and proactive to deliver operational output with the potential to work autonomously if required
- Have a good sense of humour, energy, stamina and resilience and be able to cope with the rigours of a fast moving, proactive Marketing Department
- Have excellent organisational and time-management skills and the capacity to multitask and work under time pressure
- Be able to learn new skills, particularly technological skills, quickly
- Be able to hold others to account for meeting deadlines to ensure marketing activities are delivered on time, on budget and on brand
- Be sympathetic towards the ethos of a busy boarding and day school



“ The school is an inclusive community in which those from different backgrounds get on extremely well together. ”

INDEPENDENT SCHOOLS
INSPECTORATE



Salary and Further Information

Support Staff

- a. **Start date:** January 2025 but this will be discussed with candidates.
- b. **Salary:** The FTE annual salary for this role will be in the region of £32,000, which equates to an actual salary of £6,150 - £8,200 per annum subject to experience and hours worked. The salary will be paid in monthly instalments. A higher salary may be available for an exceptional candidate.
- c. **Pension:** The successful candidate will be auto-enrolled into the School's pension scheme if eligible.
- d. **Hours of work:** The successful candidate will be required to work an average of 12-16 hours per week, term time only (33 weeks). Please note that a flexible approach to your hours will be necessary due to the nature of the post with the possibility of some working from home as agreed with the Line Manager.
- e. **Notice Period:** There will be a probationary period of one year during which time the notice period will be one month. Thereafter, the notice period required by either side to terminate your employment will be one full term.

Any queries about this post may be made in the first instance to Mrs Natalie Man, Director Of Marketing and External Communications nman@stgeorges-ascot.org.uk.





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Awarded 'Excellent' in all areas in November 2022,
the ISI particularly identified –

“

'Pupils' positive attitudes towards learning
are a striking feature of the school.

”

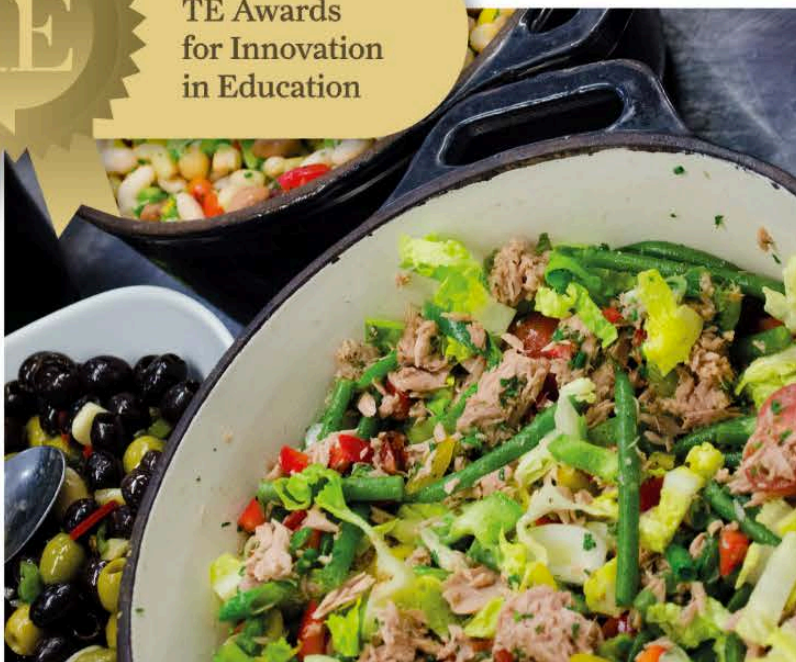
INDEPENDENT SCHOOLS INSPECTORATE

Additional Staff Benefits

- Use of facilities
 - Staff have use of state-of-the-art gym with Technogym equipment at allocated times
 - Staff swimming sessions and family swimming sessions in the recently built 25m, 6-lane indoor pool
- Supportive Continuing Professional Development (CPD) programme
- Ample free onsite parking
- Freshly prepared, award-winning nutritious lunches in the Dining Room during term time. Refreshments are also available throughout the day in the Staff Room. Meals and refreshments are free of charge.
- There are a number of social events throughout the year that staff are invited to attend.
- The post holder's children may, upon passing the entrance assessments, be eligible at the discretion of the Governors for a reduction on the basic tuition fees.



2024 WINNER
TE Awards
for Innovation
in Education





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“

We're delighted to welcome St George's Ascot to the Google for Education Reference School Program!

Your school is doing exemplary things with Google tools and we're excited for you to join this select group of Reference Schools.

”

THE GOOGLE FOR EDUCATION TEAM

The Process

Letters of application to the Head, Mrs Hewer, should be no more than two sides of A4 and, together with the completed application form and confidential cover sheet should be emailed to recruitment@stgeorges-ascot.org.uk. **CVs will not be accepted. Please complete the relevant application form and confidential application cover sheet found here:**
<https://www.stgeorges-ascot.org.uk/our-school/job-opportunities>

Deadline: Midday Friday 6 December

An initial Interview/discussion will be held online between Monday 9 December - Wednesday 11 December.

A visit to the School and second, final interview, will be held at St George's on Monday 16 December.

The School reserves the right to interview and/or appoint at any time during the recruitment process. The position will close as and when a suitable candidate is appointed.

St George's School is committed to safeguarding the welfare of children at the School. A review of open source social media and online content will be conducted after candidates have been shortlisted and you may be asked about this at interview. The appointment will be subject to a successful disclosure check from the Disclosure and Barring Service. This will give details of all spent and unspent convictions and other recordable matters. A policy on the recruitment of ex-offenders is available, if required, from the School Office. The supplied references will be taken up and the School may approach previous employers for information to verify particular experience or qualifications. A medical questionnaire will be required to be completed by the successful candidate.



25 MINUTES FROM
**HEATHROW
AIRPORT**

UNDER AN HOUR FROM
GATWICK



20%

INTERNATIONAL
PUPILS



FOUNDED IN
1877



99%
PASS RATE
AT A LEVEL
GRADED A* - C



99%
PASS RATE
AT GCSE
GRADED 9 - 4

**EXCELLENT
PASTORAL
CARE**

AND ONSITE
CHAPLAIN



70+
CO-CURRICULAR
CLUBS



3 OUT
OF **4**
PUPILS
ACHIEVED THEIR
**1ST CHOICE
UNIVERSITY**



★ **PRESTIGIOUS** ★



GOOGLE FOR
EDUCATION
REFERENCE SCHOOL

**25 GCSE
SUBJECTS
AND
23 A LEVEL
SUBJECTS
ON OFFER**



**AMBITIOUS
ROLLING
DEVELOPMENT
PLAN
INCLUDING:**

**SWIMMING
POOL**



**COOKERY
ROOM**



MUSIC TECH

**DANCE
STUDIO**

**FITNESS
SUITE**



12

THEATRE
PRODUCTIONS
EACH YEAR



60% DAY
PUPILS

40%
BOARDERS



30

ACRES OF LEAFY
COUNTRYSIDE ON SITE



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www.stgeorges-ascot.org.uk

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