

St Helen's School

CONTENT MARKETING MANAGER

An exciting opportunity for an experienced content creator to lead the content strategy for the school's student recruitment and retention and commercial services portfolio that puts storytelling at its heart, is driven by insight and delivers against objectives.

We hope that the following information about St Helen's and the role will help you to decide that this is an application which you wish to pursue.



WELCOME TO ST HELEN'S

St Helen's is a large, thriving all-through school and many of the girls who leave us at the end of Year 13 have been with us since Nursery or Reception. We are ambitious for every single girl: that she achieves her potential; that she leaves us to embark upon an exciting and fulfilling future, able to deal with whatever life throws at her with a calm, inner resolve, and a sense of fun; that she is ready to go out into the world and make a difference. St Helen's has a long tradition of academic excellence which encourages girls to pursue intellectual curiosity beyond the curriculum. Our GCSE results put us very securely into the top 50 independent schools in the country each year (28th in 2022), and we are ranked 30th for A Level's in the Telegraph League Table of UK Independent schools 2022. Sixth Formers go on to established, high-ranking universities including Oxford and Cambridge, with more than a third studying STEM subjects. However, we give our girls much more than just academic success; our co-curricular programme is rich and varied, and our pastoral care ensures that every girl is valued and cared for.

Within easy reach of central London, our school is set in 21 acres of lovely grounds and, just as we are proud of our students' academic achievements and their personal development, we are also proud of our facilities and buildings. We have invested over £20 million in a building programme over the last five years and have plans to do more.

St Helen's has a warm and lively atmosphere that makes it a really exciting place to work. Our staff and our girls look out for each other and encourage each other to be the best possible version of themselves. As such, you will play a vital role in supporting the school in the next stage of its journey and I look forward to receiving your application.

Alice Lucas, Headmistress



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THE SCHOOL

St Helen's is an academically selective independent girls' day school of more than 1100 students aged 3-18, set in beautiful green space in Northwood, Middlesex.

It draws pupils from a wide area of north-west London, Buckinghamshire and Hertfordshire with easy access by Underground from central London.

We aim to ensure that every pupil:

- is excited by learning and the opportunity to excel
- is intellectually curious and thinks independently
- is confident and able to lead as well as be a team member
- has integrity, celebrates diversity and respects others
- uses her talents, energy and enthusiasm for the benefit of the community
- has skills which enable her to become a leader of her community and profession

Our students achieve high academic standards, and we encourage them to develop lifelong skills in a diverse range of areas, both within and outside the curriculum, and to pursue their individual ambitions. The school is proud of its tradition of providing a balanced and forward-looking education through which its pupils can become confident, independent learners and leaders in their fields, their professions and their communities. Attention to the individual child is at the heart of everything we do and shapes the pastoral care, teaching and learning and the co-curricular opportunities on offer at St Helen's.

THE POST

The Marketing Department's key objective is to develop the school's public profile and reputation to ensure that:

- It attracts and retains the required number of the brightest girls from across NW London and the surrounding counties.
- It attracts and retains users of the services managed by St Helen's Enterprises, generating revenues to support the school's charitable

activities, including the Bursary and Scholarship Awards and its community outreach programme.

The Content Marketing Manager's role is to develop, execute and deliver digital and print content that creates meaningful engagement with the school's target audiences throughout their decision-making journey, ensuring content is relevant, consistent and on brand across all channels.

Reporting:

The Content Marketing Manager reports to the Head of Marketing & Admissions.

KEY RESPONSIBILITIES

- With the Head of Marketing and Admissions' oversight, the post holder will plan and execute a content strategy that drives high engagement at all touchpoints in the customer journey for new school admissions, existing student retention and the St Helen's Enterprises services, puts storytelling at its heart, delivers against objectives and is driven by insight.
- Lead the management of the digital and print portfolio, creating engaging, responsive and innovative content that supports the marketing and admission strategies, ensuring that it is relevant, consistent, on brand and meets the strict deadlines across all channels and events.
- Write copy, curate, manage and optimise content on the school's and Enterprise's websites and social media channels including Facebook, Twitter, LinkedIn, Instagram, and evaluate implementation and effectiveness.
- In collaboration with the Marketing Manager, lead on the implementation of a content scheduling tool (Hubspot) to manage internal job requests and launch to internal stakeholders.
- Lead on the day-to-day relationships with internal stakeholders for portfolio development, supported by the Marketing Co-ordinator.
- Manage the day-to-day relationships with associated third-party design, SEO and development agencies, providing clear, focused and directional briefs that ensure each contributes effectively to overall marketing plans.



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- With marketing and operational colleagues identify, implement, and manage new marketing automation and CRM management tools for their area of responsibility.
- Devise and manage the marketing content library and calendar, with the support of the Marketing Co-ordinator.
- Evaluate metrics and report on performance for all areas of responsibility, making recommendations for adjusting initiatives as necessary to the Head of Marketing & Admissions and where required, to the senior leadership team and be responsible for implementing approved changes.
- Provide support and advice to the Marketing team and other stakeholders on content creation and digital best practice.
- Stay updated on industry trends, particularly those in respect of creation and delivery of content and adjust the content strategy as agreed with the Head of Marketing & Admissions.
- Support the Head of Marketing & Admissions in brand guardianship, ensuring that the vision and values, tone of voice and visual identity are consistently embedded across all areas of the organisation.
- Manage the digital marketing resources, with the support of the Marketing Co-ordinator;
- Deputise for the Head of Marketing & Admissions and Marketing Manager in their absence, assuming interim line management responsibility for the Marketing Coordinator.

General:

- Promote and safeguard the welfare of children and young people, by adhering to and ensuring compliance with the School's Child Protection and Safeguarding Policy.
- Keep abreast of key local and national education news, government policy and best practice that will help inform marketing initiatives
- Implement responsibilities as set out in the School's Health & Safety Policy.
- The postholder is required to work occasional evenings and Saturdays to support School and Enterprise events.
- Support and promote the school's ethos, aims and objectives.
- Assume other duties which may be reasonably required or delegated by the Head of Marketing.

THE PERSON

Qualifications, experience, and skills:

| Requirement | Essential | Desirable |
|---|---|--|
| Education and professional qualifications | <p>Bachelor's degree or equivalent qualification in Media and Communications or other relevant subject</p> <p>Evidence of ongoing relevant professional development and experience</p> | <p>Additional minimum Level 4 qualification in Professional Marketing or Digital Marketing</p> |
| Experience | <p>Previous mid-level content management role in a fast-paced commercial environment</p> <p>Demonstrable experience of devising content strategies that engage, educate and motivate B2C and B2B audiences, delivering optimal ROI</p> <p>Extensive experience of managing brand social media channels including Facebook, Twitter, LinkedIn and Instagram, plus social media scheduling tools such as Hootsuite and Hubspot.</p> <p>Extensive experience of utilising marketing automation</p> | <p>Working in a similar role within a marketing agency</p> <p>Demonstrable experience of managing social media communications during high-profile news events, and ability to advise senior staff on key requirements during these events.</p> |



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| | <p>and CRM management software (ideally Hubspot)</p> <p>Demonstrable experience of editing brand websites using a content management system such as Wordpress, Umbraco or similar.</p> <p>Working within a complex multi-professional environment, including with external agencies such as web developers, designers, photographers and videographers</p> <p>Building relationships with and influencing key stakeholders, including c-level executives</p> <p>Managing multiple projects and priorities simultaneously</p> <p>Solid experience of working with analytics tools and interpreting, reporting and acting on the complex metrics derived from them</p> <p>Proven ability to turn creative ideas into effective projects</p> <p>Proficient in using Adobe Acrobat DC, , Photoshop, Premiere Pro, Canva or similar content production tools</p> | |
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| | <p>Proficient in taking high-quality photos and video for social media sound recording, and simple post-production/editing for marketing</p> | |
| Skills | <p>Ability to write content that tells the brand story and builds narratives, engaging audiences across digital and traditional media</p> <p>Excellent verbal and written communication and presentation skills</p> <p>Methodical and accurate approach with exceptional attention to detail</p> <p>Strong proofreading skills and a great creative eye</p> <p>Numerically literate</p> | |
| Personal attributes | <p>Ability to plan and prioritise workload to meet deadlines</p> <p>Self-motivated, flexible and adaptable</p> <p>Calm under pressure</p> <p>Team leader and player</p> | |



St Helen's School

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| | Articulate and confident communicator | |
| | Customer focused | |
| | Diplomatic approach and ability to exercise good judgement | |

HOURS

This role is a full-time role and normal office hours are 8.30am – 5pm Monday to Friday although some flexibility will be required to support School and Enterprises events.

PAY

Circa £35,000 per annum dependent upon experience and qualifications

BENEFITS

- Competitive pay scale with opportunities for progression up the scale
- Membership of a workplace pension scheme with up to 10% employer contributions
- 50% fee remission for eligible staff children subject to spaces and entry examinations (pro rata for part time staff)
- Access to the School's swimming pool and fitness suite
- On-site parking and excellent public transport links
- Free lunch and refreshments
- Generous occupational sick pay
- A commitment to professional development
- A beautiful working environment – the School is set in a conservation site in excess of 20 acres.

APPLICATION DEADLINE

Closing date: **08.00am Monday 3rd October 2022**

Please apply as soon as possible as shortlisting/interviews will progress up until the closing date. Should a suitable candidate be appointed, we reserve the right to close the advert early.

Due to the volume of applicants, we receive, if you do not hear from us within 4 weeks of the closing date, please assume we will not be progressing your application further on this occasion.

THE SELECTION PROCESS

All long-listed candidates must complete a school application form prior to an initial MS Teams interview. Shortlisted candidates will be asked to complete a test and attend an interview on site with the Head of Marketing & Admissions and the Assistant Business Director.

St Helen's school is committed to safeguarding and promoting the welfare of children and young people, as detailed in Part 3 (Safer Recruitment) of the KCSIE 2022 guidance document. Applicants will be asked for proof of right to work in the UK and undergo child protection screening, including checks with past employers and the disclosure and barring service.

If you have any queries about this position, please contact the School at recruitment@sthelens.london

