



St Faith's
C A M B R I D G E

Marketing & Communications Assistant

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Headmaster's Introduction

Dear Applicant,

Thank you very much for your interest in the role of part time Marketing and Communications Assistant here at St Faith's School.

St Faith's is a co-educational independent day school for girls and boys ages 4 to 13 located in the world-renowned university city of Cambridge. The size and ethos of our school enables us to discover and promote children's talents across a wide- ranging curriculum as well as through extra-curricular activities.

We pride ourselves on our distinctively future-focused curriculum, delivered by highly skilled teaching staff and utilising outstanding facilities. We provide a tailored education where we value each pupil as an individual within our school community and we enable them to develop their academic and social skills to become well-rounded, independent learners, ready and equipped for the next stage of their educational journey.

At St Faith's we promote and enjoy a strong sense of community based on: everyone sharing a clear understanding of the school's values, and this contributes to creating our friendly and supportive community for pupils, parents and staff.

Further information can be found on our website at [St Faith's School](#)

Yours sincerely,

C. Hyde ~ Dunn

Dr Crispin Hyde-Dunn
Headmaster



The School

St Faith's is a co-educational independent day school for girls and boys aged 4-13 years and is a member of IAPS¹. Located in the heart of the beautiful and stimulating city of Cambridge, our distinguished heritage dating back to 1884, gives St Faith's deep roots upon which we thrive. Curriculum innovation and a focus on the future – recently manifested in Engineering, Computing and Sustainability lies at the heart of our school. St Faith's pupils are renowned for being confident, socially aware and having excellent manners. These attributes, combined with creative intellectual curiosity, notable academic achievement and highly developed emotional intelligence, provide an excellent educational foundation at a crucially important formative age.

Children thrive in our school – they feel both cared for and challenged. We attract exceptional teachers who are encouraged to be innovative and ambitious in developing each child's talents. Small class sizes, outstanding facilities and a flexible teaching approach to meet the needs of the individual enables each pupil to be happy and to fulfil their potential.

Following The Good Schools Guide visit to St Faith's in October 2022, please [Read the GSG Review](#)



¹ [The Independent Association of Prep Schools](#)

The Marketing and Admissions Department

We are seeking a skilled and experienced Marketing and Communications professional to join our marketing team. The successful candidate will be responsible for developing, implementing, and managing digital marketing campaigns that promote our school. This role requires a creative individual with a strong background in content promotion and a proven track record of running successful digital marketing campaigns.

Mission

The mission of the marketing and admissions team is “to market the school so that its distinctive features and ethos are clearly articulated to all of the appropriate stakeholder audiences.” We are a very closely coordinated team which values customer service as a top priority, from a prospective family’s initial enquiry through to final enrolment.

Why Join Us

We are an innovative school with an excellent reputation both locally in Cambridge and nationally. Our alumni provide proof of our success across the education spectrum from prominent and highly successful sports people, eminent musicians, scientists, journalists and prominent academics. And our team of staff, both teaching and support are fundamental to our success. There is a diversity of expertise in our staff that is unique to St Faith’s that allows us to continue to excel in the Prep School education sector. Our work unlocks the potential of our pupils to be their best selves in a happy and supportive environment.

St Faith’s Mission

We provide an inspiring and academically rigorous day school education for girls and boys aged 4 to 13, with a broad and balanced curriculum. We equip pupils for diverse and meaningful futures through our tailored approach to education, with an emphasis on inclusivity and social responsibility. We value kindness and we understand that happy children fulfil their potential. Our academic provision is underpinned by 8 key Learning Habits and excellent pastoral care. We have a Christian ethos and welcome families of all faiths and beliefs. We are proud to be part of The Leys and St Faith’s Foundation.

Vision

Our ambition is for every pupil to be empowered and enabled to lead a fulfilling life and to contribute positively to society. We aim to prepare pupils for increasingly diverse futures by delivering an excellent, innovative education, equipping pupils with key knowledge and skills. We aspire that all our pupils become well-rounded, independent learners, able to recognise their own talents and have confidence in their own decisions. We will promote respect, equality, diversity and inclusion across our school community, as well as the importance of service. We will also prioritise wellbeing throughout the school and seek to shape a sustainable and environmentally responsible future.

We Value

- Kindness- we care for others and are respectful and understanding
- Community- we work together to support one another and create a school where everyone feels they belong
- Excellence- we promote high expectations and encourage every individual to fulfil their potential

"Do all the good we can in all the ways we can"
John Wesley



General Information	
Job Title:	Marketing and Communications Assistant
Department:	Marketing and Admissions
Location:	St Faith's
Job Purpose:	To support the Head of Marketing and Admissions to deliver the Digital Marketing Strategy for the school
Reporting Line:	Head of Marketing and Admissions
Hours:	Part time (hours negotiable) please indicate preferred weekly hours on application. The successful candidate must be flexible and able to adjust their working hours in line with the needs of the school calendar.
Working weeks:	43 weeks per year 35 weeks term time, 8 weeks during school holidays

Job Purpose:

To support the Head of Marketing and Admissions to deliver the Digital Marketing Strategy for the school

Role Profile	
Content Creation	<ul style="list-style-type: none"> • Create engaging content, video and photography, for the school's digital platforms, including the school website, blogs, all school social media accounts, news stories and digital marketing campaigns • Work with the school's web agency to develop templates for branded assets to be used across all digital media • Maintain the integrity of the school's brand by following the guidelines detailing use of school logo, style, tone of voice and other design requirements to ensure that the brand values of St Faith's are effectively communicated
Photography	<ul style="list-style-type: none"> • Maintain library of marketing photos for internal and external media. • Arrange external photographer for school productions and other projects, as required • Maintain the parent image consent system • Maintain consistent 'look and feel' to all internal photography and work with the SFPA to keep their information up to date within the school
Digital Marketing and website	<ul style="list-style-type: none"> • Plan and manage paid digital marketing campaigns across all media platforms • Create reports and dashboards to track performance and measure the success of marketing campaigns • Work with website provider to carry out competitor analysis, keyword research and optimise content to improve SEO • Improve social media profile and lead on the development of consistent brand templates for all digital activity marketing • Increase social media followers and engagement through a social media strategy • Coordinate and implement the school's social media strategy

	<ul style="list-style-type: none"> • Update Head of Marketing & Admissions on trends in social media marketing
Events	<ul style="list-style-type: none"> • Work closely with the Registrar in the planning, marketing, and delivery of recruitment and admissions events at the school, including administrative support as required
Development of Old Fidelian (OF) network	<ul style="list-style-type: none"> • Administration of OF network including research into OFs, communication with OFs and maintaining OF database • Update and develop the OF pages of the website • Produce the OF newsletter • Plan and manage all OF events
Development of Marketing Materials	<ul style="list-style-type: none"> • Source merchandise, display materials, posters etc. and monitor stock levels
Administrative Support	<ul style="list-style-type: none"> • Provide administrative support to Head of Marketing and Admissions and Registrar as required. • To conduct tours of the school for prospective parents, if necessary.
Publications and Prizes	<ul style="list-style-type: none"> • Establish and maintain working relationships with key independent school publications and proactively place suitable content to enhance the standing of St Faith's, both locally and nationally • Regularly update the school's information on web directories, listings and relevant sites • Maintain and update publications spreadsheet on SharePoint and share this with the Headmaster • Research the most appropriate and well-known prizes to enter • Undertake all administration of prize entries, including arranging visits to St Faith's where necessary • To promote St Faith's when in the 'shortlisted' or 'winner's' category via the website, social media, advertising and/or relevant publications

The School reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the School's business.

In exceptional circumstances, the post holder will be required to undertake other duties and responsibilities of a similar post in order to support workload peaks, skill shortages, to ensure priorities are met. This will be sensitive to available resources and individual skills and will be generally in the same area.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As an organisation using the Disclosure and Barring Service (DBS) to assess applicant's ability for positions of trust, St Faith's School complies fully with the DBS code of practice and undertakes to treat all applicants for positions fairly. It does not discriminate unfairly against any subject of a Disclosure on the basis of conviction or other information revealed.

The School is an equal opportunities employer and is fully committed to a policy of treating all its employees and job applicants equally and does not discriminate on the grounds of race, sex or marital status.

All employees are required to ensure that all duties and responsibilities are discharged in accordance with the School's Health and Safety Policy. They should take reasonable care for their own Health and Safety and that of others who may be affected by what they do or do not do. Staff should correctly use work items provided by the School, including personal protective equipment in accordance with training and instruction.

	DESIRABLE	HIGHLY DESIRABLE	ESSENTIAL	METHOD OF ASSESSMENT I/A/T/P*
Qualifications and Training				
Bachelor's degree in Marketing, Communications, Media or a related field.		✓		A
Experience with video editing software.			✓	I
Experience				
Recent and relevant experience in digital marketing, with a focus on content creation and campaign management. Will also consider recent graduates who can demonstrate some relevant industry experience.			✓	A I P
Experience in developing and executing successful digital marketing campaigns.		✓		P
Skills				
Good understanding of SEO, SEM, social media, email marketing, and display advertising.		✓		I
Excellent written and verbal communication skills.			✓	A I T P
Proficiency in using digital marketing tools and platforms, such as Google Analytics, Google Ads, and social media management tools.		✓		I
Creative thinking and problem-solving skills.	✓			I
Personal Characteristics				
A generosity of spirit and a willingness to contribute to the extra-curricular life of the School	✓			I
Ability to work effectively and collaboratively with senior colleagues, departmental team members, parents and pupils		✓		I
Communicates effectively, with integrity and discretion, both in person and through digital means			✓	A I P
Openness and responsiveness to new ideas	✓			I
Willingness to learn and develop professionally	✓			I
Demonstrates creativity and imagination and anticipates and solves problems	✓			A I P
Demonstrates commitment, reliability and integrity	✓			I
Ability to remain calm, resilient and reflective under pressure	✓			A I

Strong organisational and time management skills		✓		A T
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***Method of Assessment (I-Interview, A-Application, T-Test, P-Presentation)** please note that applications will be assessed against the Person Specification using this criteria

Summary of Benefits

The post provides the following benefits:

A competitive salary.	FTE £29,817
A contributory Pension Scheme through Standard Life .	Employees will be required to pay 5% of salary. St Faith's will make a contribution of 10% of salary.
Lunch provided gratis in term time.	
Membership of Health Care Cash Plan	A range of medical related benefits.
A cycle salary sacrifice purchase scheme.	For purchases of cycles up to the value of £1000.
Free membership of Leys Leisure - The Leys sports facilities.	
Support for professional development.	All support staff employees will be supported to develop a Personal Development Plan to encourage and ensure professional and career development.
A Death in Service benefit.	Two times your annual salary for your nominated next of kin.
Free parking.	Free parking provided within 5 minutes' walk of the school site.

How to Apply

Click [this link](#) to apply through TES and we'll be in touch as soon as we can.

The closing date for applications is 27th June at midday, but applications will be considered as they are received; St Faith's School reserves the right to make an appointment before the closing date.

The application process will include an interview, tour and a presentation.

Where Can I Find Out More?

Further information about working at St Faith's is available on the school website (please click on Menu, Further Information, then [Working at St Faith's - St Faith's School \(stfaiths.co.uk\)](http://stfaiths.co.uk)).

Please also see our Social Media profiles:



[Facebook](#)



[LinkedIn](#)



[Instagram](#)



Our school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Before appointment to any role in the school, checks including an enhanced DBS check and workplace references will be undertaken in accordance with current statutory guidance.

The Foundation is committed to fostering an inclusive culture that promotes values and diversity and celebrates the diverse voice of our community.

This role has the opportunity for regular contact with pupils and therefore is exempt from the Rehabilitation of Offenders Act 1974.

Guidance on the recruitment process and further information, including how we will use your personal data and our policy on employment of ex-offenders, can be found [here](#)