



**APPOINTMENT OF
CONTENT CREATOR**

**CANDIDATE
INFORMATION PACK**



**SIR WILLIAM PERKINS'S
SCHOOL**



WELCOME TO SIR WILLIAM PERKINS'S SCHOOL

At Sir William Perkins's School, academic success is always our priority, but education should be about far more than achieving top grades. We believe in educating the whole person and equipping our students with the confidence to make their mark on the world. We challenge each student to explore their potential through academic aspiration and active participation and we teach our students to expect Great Things of themselves, because we know every individual is capable of Great Things.

Sir William Perkins's School is a high-performing independent girls' school for approximately 600 students aged 11 – 18 years. The Head is both a member of HMC and GSA.

The school was founded in 1725 by a wealthy local Chertsey merchant to educate the town's children. The School moved to its present site in 1819 and became fully independent in 1978. It is located on an attractive 12-acre site situated on the outskirts of Chertsey, a two minute walk from the railway station and very near to the junction of the M3 and M25.



“
**EXCELLENT RESULTS
ACHIEVED WITH
A BIG DOLLOP
OF HUMOUR,
HUMANITY AND
FREEDOM OF
THOUGHT.**
”

The Good Schools Guide

OUR AIMS

The School's Aims are to:

Inspire excellence in academic standards
Give the student the confidence to enjoy learning, the resilience to learn from mistakes and to cultivate good habits of work

Help each student:

Develop fully as an individual with integrity
Refine creative and practical skills
Gain the qualifications they need to embark on, and succeed in their chosen career
Think independently
Be a confident, responsible and unselfish member of the community

A SWPS student is encouraged to be:

Curious about their world and their future
Ambitious for themselves and for others
Generous with their thoughts, their gifts and their time

ABOUT US

Entrance to the School is by competitive examination and the School values its excellent academic reputation. The students are highly motivated and eager to learn. Significant emphasis is also placed on the broad and balanced curriculum, the wide-ranging co-curricular activities and the caring and supportive environment.

The ISI regulatory compliance inspection in September 2016 recorded that all eight parts of the standard were met and our report in the Good Schools Guide 2016 describes our "Excellent results achieved with a big dollop of humour, humanity and freedom of thought".

The October 2019 Inspection report said of the School community: "The quality of the pupils' academic and personal development is excellent. The pupils have high levels of attainment which are reflected in their performance in public examinations". They also commented that, "Pupils demonstrate strong self-knowledge, self-esteem, self-confidence, self-discipline and resilience, so that they are well prepared for the next stage of their lives".

The staff are thoroughly professional, highly qualified and knowledgeable, enthusiastic and passionate, support and have an appreciation of the breadth of the educational experience that is provided.

The school is characterised by a warm and welcoming atmosphere and mutually supportive approach. Expectations of staff are high but equally, personal workloads are carefully considered by the Senior Leadership Team. There are plenty of opportunities for further appropriate professional development and a generous inset budget. All staff are equally valued for their part in the overall success of the school and there is a strong sense of fun and humour.

The Governing body is keen to ensure that staff remuneration is competitive and are continually reviewing the package to ensure that SWPS can attract and retain outstanding staff.

Further information about the School and our most recent inspection report can be accessed at www.swps.org.uk





THE POSITION

Full-time, permanent
Start date: As soon as possible

THE PURPOSE OF THE POST

The post holder will be responsible for conceiving, creating, planning and delivering a range of communications through digital content, including articles, blog posts, social media posts, videos, podcasts, and other multimedia formats to a variety of stakeholders, including current and prospective parents, community and media, in both print and digital form.

The post requires autonomous decision-making on editorial, digital and design projects, working across the SWPS community with the Marketing and Admissions Team. Experience in schools marketing and an appreciation of the aims of independent education would be an advantage but not essential.

The Content Creator will have overall day-to-day management of digital, print and social communications across SWPS and under the direction of the Director of Marketing and Admissions, lead on the day-to-day delivery of communications activities at Sir William Perkins's School in accordance with the School's strategic goals and objectives.

The post will lead on the delivery of all copywriting, editorial, PR, design and

artwork production, to promote a positive image of Sir William Perkins's School to all stakeholders including current parents and prospective families, engaging with the community in an imaginative and creative way. In addition, the post will be responsible for delivery of communication strategies for the School which will result in producing blogs, termly newsletters and weekly parent communications.

The post holder will seek to actively promote the School and develop new opportunities for promotion in conjunction with the Director of Marketing and Admissions and Marketing and Admissions Team, through open events, advertising, feeder school events, school fairs and schools shows etc.

Work in collaboration with the Digital Marketing Officer in the implementation and administration of a range of digital marketing, promotional and event support activities, ensuring a year-round presence.

Sir William Perkins's School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. The successful applicant will be expected to complete an enhanced DBS disclosure.





CONTENT CREATOR PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE

A graduate with a good honours degree
Proven experience as a content creator, copywriter or similar role
Excellent interpersonal and communication skills
Meticulous attention to detail

KNOWLEDGE, SKILLS AND ABILITIES

Proven expertise in all aspects of communications, PR, and engagement, with a detailed understanding of how to maximise the effectiveness of all key marketing channels in a school or similar environment.

Ability to move seamlessly between strategic thinking on communications issues and operational delivery and make a significant contribution to both.

Ability to develop and manage a wide range of communications activities in an education environment to include print materials and social media/digital.

Ability to provide sound advice to senior staff on internal and external messaging and communications and which may be in respect of sensitive issues.

Excellent collaboration, interpersonal and oral communication skills with the ability to build and sustain effective working relationships within the School and externally with key stakeholders on marketing and communications issues and to discuss issues with sensitivity, tact and diplomacy.

Strong written communication skills to compose engaging marketing and communications material for a range of audiences and which demonstrate creative flair.

Pro-active approach to planning and prioritising own work and that of staff undertaking marketing and communications activities in order to meet targets and deadlines.

Proficient in the use of Microsoft Office and databases.

An eye for design and the ability to use the Adobe Suite including InDesign or similar creative software packages.

Meticulous attention to detail.

An understanding of the English independent education system, its challenges and opportunities would be desirable but not essential.

An understanding of and ability to work with SchoolPost or similar digital communications systems would be an advantage.

QUALIFICATIONS

Educated to degree level or an equivalent level of skills knowledge and professional experience in English, Journalism, Communications or related field.

EXPERIENCE AND KNOWLEDGE

Proven experience of developing and implementing successful communications strategies which meet organisational objectives.

Experience of managing staff undertaking communications activities.

Demonstrable experience in developing content and story-telling material through a variety of media to maintain and develop a strong organisational brand.

Proven experience as a content creator, copywriter or similar role.

Experience of digital marketing including knowledge of SEO and content marketing strategies.

Experience of generating positive PR and handling the media.

PERSONAL ATTRIBUTES

High levels of personal integrity.

Excellent organisational skills with attention to detail.

Ability to work under pressure and remain calm, with a willingness to take on multiple tasks.

Proactive and able to prompt others to ensure deadlines are achieved.

Self-motivated and enthusiastic team player.

Kind, personable and aimable.

CONTENT CREATOR JOB DESCRIPTION

ACCOUNTABLE TO:
DIRECTOR OF MARKETING AND ADMISSIONS

This is not necessarily a comprehensive definition. It may be subject to modification or amendment after consultation with the holder of the post.

MAIN DUTIES AND RESPONSIBILITIES

Communications and PR

Take overall responsibility for the delivery of internal messaging to the current parent body via the school's email delivery system 'SchoolPost', providing oversight and sign-off of all communications in order to promote engagement from our community.

Lead on the development and delivery of regular digital newsletter and web-based content to excite and engage various internal and external audiences.

Provide specialist expertise on internal and external messaging and communications as and when necessary.

To oversee and develop email marketing campaigns using the school's CRM software.

Work to secure national and local media coverage of the School and its activities in accordance with the School's goals and objectives.

Lead on the development and delivery of internal and external communications, ensuring that all messages positive or negative, are delivered in an appropriate manner and tone and uphold the good reputation of the School.

Edit and proofread content for accuracy, grammar, and style.

Digital

Take overall responsibility for the school's website, parent portal (Firefly) and social media channels, guiding and supporting the Digital Marketing Officer in developing content and ensuring that it is informative, up-to-date and engaging and to lead to an increase in usage and conversion to applications or satisfaction from existing parents.

In conjunction with the Digital Marketing Officer:

Manage website content and development.

Draft and edit website content.

Plan social media campaigns across the School and develop, create and oversee content.

Ensure all social media content is curated and scheduled in an appropriate manner for each of the School's Twitter, Facebook, Instagram and LinkedIn channels and is relevant and engaging for each audience to assist in the retention and recruitment of student numbers on roll.

Develop social media campaigns with the express intention of driving traffic to the School's website with the aim of promoting open events and registration for entry to the school.

Create and publish engaging content for various platforms such as the website, social media, blogs, podcasts and so on.

Review content performance metrics such as views, engagement, and conversion rates to inform future content strategies.

To work with Admissions to create bespoke campaigns on social media to fulfil recruitment needs.

Stay up-to-date with digital marketing trends and technologies to continuously improve content creation skills to provide innovative story-telling opportunities.

Photography and Film

To be the point of contact for and manage the freelance photographers/videographers to ensure all events are covered within budget.

To manage the development of short films.

To work with the Director of Marketing and Admissions to storyboard, plan and develop films and digital content for use on the website and in social media.

To work with internal and external film specialists to plan and develop content for the website and social media.

Publications

Lead on the development, production and continual update of all marketing publications including but not limited to the prospectus, new joiner packs and related promotional materials in printed and digital form.

To design and write content for new and bespoke publications for various school needs in conjunction with the School's design agency.

To project manage and curate content for the publication of the half termly school newsletter.

Alumnae

To oversee the Alumnae database with assistance from the Digital Marketing Officer and be the point of contact for Alumnae communications.

To manage and curate content for a bi-annual Alumnae newsletter.

Strategic / Departmental

Under the direction of the Director of Marketing and Admissions, execute short, medium and long term communications strategies to significantly raise the profile and awareness of Sir William Perkins's School in accordance with the School's goals and objectives.

To produce excellent in-house graphic design solutions using packages such as Adobe In-Design and Adobe Photoshop for a variety of needs, such as departmental promotional literature, infographic solutions to support messaging and requests from the wider school community.

In collaboration with the Head of Admissions, proactively identify areas for improvement in the school's customer service and communications throughout the engagement process, and provide support

and guidance as required in ensuring all day-to-day communications meet the necessary standards.

Support the Marketing and Events Manager in the delivery of high-quality school open events, both online and offline ensuring that the appropriate communications support is provided.

Represent the school at external school events, School recruitment fairs and similar as required.

To manage relationships with internal and external stakeholders, ensuring agreed outputs are in line with marketing strategy and brand compliant.





WORK WITH US

SIR WILLIAM PERKINS'S SCHOOL IS A FRIENDLY,
EXCITING AND SUPPORTIVE PLACE TO WORK.
THE SCHOOL OFFERS AN ATTRACTIVE RANGE
OF BENEFITS

BENEFITS

School-specific salary scale which recognises the qualifications, skills and experience of the candidate

Fee remission

Membership of group personal pension scheme with life assurance cover for non-teaching staff

Learning and development opportunities

Access to Employee Assistance Programme (EAP)

Free lunch during term time, when working hours permit

Limited staff parking and secure bike sheds

Free use of school gym at specified times

On site fitness sessions for a small fee

Strong tradition of on-going financial investment and development

Opportunities to travel the world through domestic and international trips and tours.

Library facilities open to all

Staff Social Committee

Warm and engaging working environment and an excellent staff room

Access to a staff discount platform



JOIN US

APPLICATION

Applications should include a personal statement and are made through the School's website at www.eteach.com/careers/swps/

Applications will be considered on arrival and the School reserves the right to interview and appoint before the closing date

LOCATION

Full details are available at www.swps.org.uk/contact-us

By Road

The school is conveniently situated on the A320 between Staines and Woking, with easy road access and Junction 11 of the M25 is within a few minutes' drive of the school

By Rail

Chertsey Train Station is a five minute walk away from the school





SIR WILLIAM PERKINS'S
SCHOOL

Guildford Road, Chertsey, Surrey KT16 9BN
01932 574 900 office@swps.org.uk swps.org.uk