



St Hilda's School

HARPENDEN

Caring, Curious & Confident

Marketing & Engagement Officer

Applicant Information Pack

April 2026

An Independent day school for girls aged 4 to 11

And a Nursery for boys and girls from 2 years



Welcome to St Hilda's Prep and Nursery School

St Hilda's School was founded in 1891 and has been on the current site for over a hundred years. It is an integral part of the Harpenden community and is widely respected for its high standards and nurturing atmosphere. It is nestled in a beautiful locally listed residential area, 0.8 miles from Harpenden train station and a short walk into the 'village'. Harpenden is characterised by Church Green, Leyton Green and the High Street Greens, which give the town its provincial feel. Just to the south of the town centre is Harpenden Common, stretching from the shops in the town centre for more than a mile to the south, encompassing a total of 238 acres. Harpenden is well noted for its fast train service to St. Pancras International, and for the motorist, junction 9 of the M1 motorway is just 3 miles distant.

Recent developments to St Hilda's have included the integration of outdoor learning into the curriculum, an extended sports programme as well as a strong focus on wellbeing. The building has been substantially extended over the years with new teaching areas together with existing classrooms being enhanced and adapted, including a new STEM Lab, Art Room and a Performing Arts Studio. The School was most recently inspected by ISI in February 2024 and passed in all areas, with glowing comments from the inspectors. The pandemic has not diminished the School's ability to adapt and thrive in different circumstances, during which it has gone from strength to strength.

St Hilda's has approximately 140 girls aged 2½ – 11 years, with boys also in the Nursery, and each class (one class per year group) has a maximum class size of 22. From St Hilda's, girls move on to the major independent schools in the area, including Haberdashers, St Albans High School, Berkhamsted and Abbot's Hill. Some girls also board at Queenswood, Haileybury or sometimes further afield, and to some of the very successful local state sector schools. Scholarships are achieved each year across all disciplines.



Caring, Curious and Confident

Our core value is to produce caring, curious and confident young people. St Hilda's pupils flourish because they feel secure and happy at school.

To ensure that parents are welcomed at the school and that their views are encouraged and acknowledged.

Our aims are to:

Nurture and celebrate the individual

Foster an inclusive and welcoming school community where mental health and well-being are at its heart

Engage each child in a challenging and diverse range of learning opportunities

Inspire each child to realise their unique talents and reach their full potential

Pastoral Care

The wellbeing of pupils is our top priority. We continually strive to ensure that our children feel cared for and supported. All teaching staff are involved in pastoral care, and we encourage strong communication with parents throughout the children's journey with us.

Our mentor system is an important feature and allows close collaboration between pupils and staff. The Playground Squad enables our older girls to inspire confidence and provide support to pupils at break times.

Our School Council provides a forum for pupils to give their opinions, members being elected from Form III upwards.



Caring, Curious and Confident – Our Aims

At St Hilda's, we aim to:

- ✓ Nurture and celebrate the individual
- ✓ Foster an inclusive and welcoming school community where mental health and well-being are at its heart
- ✓ Engage each child in a challenging and diverse range of learning opportunities
- ✓ Inspire each child to realise their unique talents and reach for their full potential
- ✓ Celebrate and promote our values actively across our school community



Person Specification

We are seeking to appoint a proactive, creative, and results-driven professional to join our highly successful and happy school, supporting our admissions and wider marketing function. This is an exciting opportunity to play a key role in promoting the school, strengthening pupil recruitment, and enhance our external profile.

We are renowned for our caring, family atmosphere where each pupil is respected for their individuality, and all are encouraged to develop confidence at every opportunity. We have an experienced and dedicated team of staff who seek to bring out the very best in every child, alongside a strong commitment to maintaining the distinctive ethos of our all-girls independent school.

The successful candidate will be expected to take initiative in promoting the school through a range of marketing channels, supporting admissions activity, and identifying new opportunities to attract prospective families. Working closely with the Admissions and Compliance Officer and Senior Leadership Team, they will play an active role in shaping the school's messaging, ensuring a consistent and compelling narrative, and contributing to a culture of high standards, professionalism, and mutual respect across the school community.

The successful candidate will bring strong marketing and communication skills, with experience in promoting an organisation, brand, or service, ideally within an educational or customer-focused environment. The role involves working closely with the Admissions and Compliance Officer to manage and grow pupil recruitment.

The post includes coordinating open events, supporting prospective families through the admissions journey, and ensuring a high-quality, responsive experience from first enquiry through to enrolment. The successful candidate will also liaise with staff across the school to capture and promote the breadth of school life, ensuring that our messaging reflects both our values and the vibrancy of our community.



We are looking for a well-organised and enthusiastic all-rounder, with creativity, attention to detail, and a proactive approach to driving engagement and enrolment. A strong understanding of how to communicate effectively with prospective parents, alongside an appreciation of what makes an independent all-girls education distinctive, will be key. Our small class sizes and close-knit community enable us to offer a highly personalised experience, and we are seeking someone who can confidently and authentically convey this to prospective families.

JOB DESCRIPTION

Job title: Marketing & Engagement Officer

Responsible to: Headteacher

Professional Duties

The following duties are the professional expectations for all staff:

- All staff are expected to be an integral part of a team that accepts collective responsibility for the health, wellbeing, and safeguarding of pupils within the school.
- All staff are expected to support and actively contribute to the aims of the school, which are centred on developing each pupil's individual potential.
- All staff are expected to contribute to a culture of inclusion, ensuring that communication and engagement with families reflects the school's commitment to accessibility and individual needs.
- All staff are expected to play a full part in the corporate life of the school, including supporting key events such as open mornings, admissions events, and wider school activities.

- All staff are expected to attend the annual Sports Day in June and at least one Saturday Open Morning each year.
- All staff are expected to uphold the school ethos, maintaining high standards of professionalism, conduct, and respect in all interactions with pupils, parents, colleagues, and visitors.
- All staff are expected to attend parent-facing events and major school functions, when required by the Head, supporting the promotion and representation of the school.
- All staff are expected to work collaboratively with colleagues and provide appropriate support across the school where required.
- All staff are expected to participate in the Staff Appraisal scheme.
- All staff are expected to contribute to safeguarding by maintaining vigilance and always promoting the welfare and safety of pupils.
- All staff are expected to engage in regular Continuing Professional Development (CPD) relevant to their role.

Responsibilities

Marketing & Communications

- Lead on the day-to-day delivery of the school's marketing activity, aligned with the school's strategic objectives.
- With other staff, manage and update the school website, ensuring content is current, engaging, and reflective of school life.
- Oversee and develop the school's social media presence, creating regular, high-quality content that promotes the school's strengths and community.
- Produce marketing materials (digital and print), including newsletters, advertisements, and promotional literature.
- Capture and share key moments across the school, working with staff to ensure a consistent and authentic narrative.
- Support the development of new marketing initiatives to enhance visibility and attract prospective families.

Admissions Support

Work closely with the Admissions and Compliance Officer to:

- Support the full admissions journey, from initial enquiry through to enrolment and respond to admissions enquiries in a timely, professional, and welcoming manner.
- Maintain accurate admissions records, databases, and waiting lists.
- Coordinate prospective parent visits, including arranging and delivering school tours where appropriate.
- Ensure a high-quality, personalised experience for all prospective families.

Events & Recruitment

- Plan, organise, and support key admissions events, including Open Mornings, taster days, and personal tours.
- Ensure the school is presented to the highest standard at all events, reflecting its ethos and values.
- Work with staff across the school to showcase the breadth of opportunities available to pupils.
- Support the development of new initiatives to drive pupil recruitment and retention.

Data & Development

- Track and monitor admissions data, identifying trends and opportunities to strengthen recruitment.
- Support the evaluation of marketing activity, including digital engagement and campaign effectiveness.
- Contribute to the ongoing development of the school's brand and positioning within a competitive independent school market.

General Duties

- Administration and coordination of marketing and admissions-related activities, including open events, promotional visits, and external engagement opportunities.
- Ensuring that all marketing materials (digital and print) are up to date, well-presented, and aligned with the school's branding and ethos.
- Maintaining and developing key marketing platforms, including the school website and social media channels.
- Responsibility for the upkeep and presentation of admissions and marketing display areas around the school.
- Supporting the preparation of termly or annual admissions and marketing reports, including analysis of enquiries, conversions, and trends.
- To check school email on a daily basis and respond to enquiries in a timely and professional manner.
- To attend weekly staff meetings and relevant marketing/admissions planning meetings.
- To further develop and enhance the school's marketing and pupil recruitment activity.
- To support prospective families with the admissions process, including guidance, communication, and follow-up.
- To ensure the admissions sections of the school website are regularly updated, accurate, and engaging.

The position is anticipated to be part-time with flexibility around working days. A degree of flexibility is desirable to support key admissions and marketing events, some of which may take place outside of normal working hours, although the majority will fall within the school day.

It should be noted that this job description is not an exhaustive list of duties. The successful candidate may be required to undertake other responsibilities commensurate with the role, as reasonably directed by the Head.

The job description may be reviewed and amended in response to the evolving needs of the school, and any such changes will be discussed with the post holder.

Whilst this description outlines the anticipated scope of the role, there is flexibility to shape the position around the strengths and experience of the successful candidate, particularly in relation to marketing strategy, admissions engagement, and wider school promotion.



Remuneration and Benefits

St Hilda's has its own salary scale. Our academic year lasts for 34 weeks per academic year only. The salary will be commensurate with experience.

- The school offers a fee remission of 30% for children of members of full-time staff educated at St Hilda's
- Scottish Widow pension scheme
- 34-week academic term
- Complimentary working lunch /tea/ coffee / biscuits
- Cycle to Work and Tech Schemes
- Plenty of on street parking
- Access to use of confidential counselling help line
- Laptop with Microsoft 365 for school use
- Support with continuing professional development

Work with us

St Hilda's School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. We will ensure that all our recruitment and selection practices reflect this commitment. All successful candidates will be subject to Disclosure and Barring checks along with other relevant employment checks.

For an application form and further information, please visit the vacancies page on our school website [here](#).

You should email your covering letter and completed job application form should be sent to the Head's PA Liz Madden at EMadden@sthildasharpenden.co.uk or call 01582 712307 to discuss further.

Application Process

Closing date: 10am on **Monday 20th April**

Interviews: **w/c Monday 27th April**

Successful applicants will be called for interview in the same week. Early applications are encouraged as we reserve the right to call suitable candidates to interview prior to the closing date.

Thank you for taking the time to read this application pack and for considering



"We love the supportive ethos of the school. The pupils are always overjoyed when one of their classmates achieves something extra special. We are so pleased we chose St Hilda's".



St Hilda's School

HARPENDEN

Caring, Curious & Confident

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