



MADE FOR GIRLS AGE 4 - 18

DIGITAL MARKETING LEAD

CANDIDATE
INFORMATION

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INTRODUCTION

Reporting to the Head of Marketing and Communications, the Digital Marketing Lead will work as part of a team to drive and optimise The Maynard's digital footprint by using a variety of digital channels, including paid and organic search, email and social media. The ideal candidate should be creative and be passionate about all aspects of digital marketing. Alongside the Head of Marketing and Communications and the team, you will drive a growing website and execute an engaging social media programme.

Closing Date: Wednesday 4th October.



WELCOME TO THE MAYNARD

Founded in 1658, The Maynard is the oldest girls' school in the country and we pride ourselves on a unique blend of tradition mixed with innovation and forward thinking. We are an academically selective school and year-on-year we are the leading independent girls' school in the South West according to both GCSE and A-level league tables, as well as the top achieving independent school in Devon. We are a non-denominational school that has deep rooted values and a clear moral purpose.

“Year groups mix and senior girls give back in a big-sisterly way that’s magical to behold – yes, magical.”

GOOD SCHOOLS GUIDE

THE ROLE

DIGITAL MARKETING LEAD

To lead on digital content creation at The Maynard School.





MAIN DUTIES

SOCIAL MEDIA:

- Work closely with multiple stakeholders to create exciting content for the relevant channels across The Maynard School.
- Ensure consistency of brand message in content and in the visual image of The Maynard. Be the brand custodian for all social media channels and ensure the brand guidelines are upheld.
- Plan weekly content across different platforms, eg. Facebook, Twitter, Instagram, YouTube and LinkedIn and support Christmas/Easter/Summer activities, when required.
- Monitor the existing platforms and make approved responses when required.
- Follow educational specialists on social media to look for opportunities to contribute to discussions online and build relationships with them, being an advocate for The Maynard.
- Keep abreast of changes in digital channels.

WEBSITE:

- Content creator (including proof-reading and editing articles).
- Maintaining and developing the website daily, to monitor and update information displayed on the website liaising with teaching staff and other departments where necessary.
- Drive traffic to the website through appropriate initiatives.
- Encourage contributions of news from staff and pupils which will then be communicated via the website, social media and parent newsletter.
- Assess the information structure and presentation of information on the website to ensure that it is as impressive as it can be.
- Check the functionality of the website to ensure that it is navigable.
- Create digital reports, eg. using Google Analytics.
- Working closely with our digital agency, monitor the content of the information on the website with a view to maximising Search Engine Optimisation (SEO).
- Update educational websites where information for our school is held e.g. Good Schools' Guide, GSA, HMC and ISC.
- Send news to key electronic commercial and educational websites as appropriate.

PHOTOGRAPHY, VIDEO AND DIGITAL CONTENT:

- Produce The Maynard podcasts and be responsible for their upload to the website.
- Produce and manage YouTube content.
- Responsible for the Head's blog and Head Girl Team blogs – overseeing content and uploading to the website.
- In support of producing creative and engaging content, the role includes photographs and video that will be used across social media channels and the website.
- Regularly update big screens around site.

ADVERTISING:

- Support the Head of Marketing and Communications to deliver relevant advertising campaigns for events such as Open Morning, covering both offline and digital channels.
- Measure and analyse the performance of social posts and advertising. Translate qualitative data into recommendations and tweak the digital strategy as required.
- Manage digital campaigns.

DESIGN:

- To work in conjunction with the Head of Marketing and Communications and external agencies; assist in creating promotional and branded materials; including prospectus, digital advertising, offline advertising, flags, business cards, post cards etc. Plus, the creation of branded school materials; including school term calendars, Job Descriptions etc.

OTHER:

- When required, support the production of the parent newsletter.
- Assist with the delivery of key events such as Discovery Morning, support and attend School Open Days, Results Days and key events.
- Assist the Marketing and Admissions department with other projects, as required.
- Manage the content for internal digital screens.
- Create surveys as and when required to gain insight.





GENERAL:

- Regularly review other schools' activity and changes in the schools' market.
- Ensure compliance of all school administrative processes and procedures.
- Appreciate and support the role of other professionals and establish constructive relationships and communicate with other organisations and individuals as required.
- Participate in training and development activities and programmes.
- Attend, participate and take minutes in meetings as required.
- Comply with, and assist with the development of policies and procedures, and report all concerns to an appropriate person, in respect of:
 - Child protection and Safeguarding
 - Health, safety and security
 - Confidentiality, and
 - Data Protection
- Perform any other duties as requested by the Head of Marketing and Communications as commensurate with the post.

This job description is not necessarily a comprehensive definition of the post. It will be reviewed and may be subject to modification at any time after consultation with the post holder.



PERSON SPECIFICATION

QUALIFICATIONS AND SKILLS

ESSENTIAL

- Educated to Honours degree or equivalent professional qualification.

“Opportunity abounds and, unlike in larger schools, every individual can find their niche – whether that be in the classroom, on the sports fields, as members of our choirs, drama productions, Young Enterprise, debating or even Ten Tors teams. There simply isn’t the chance of being overlooked as part of a mass crowd vying for places.”

EXPERIENCE AND KNOWLEDGE

ESSENTIAL

- Excellent verbal and copy writing skills with the ability to write copy for a variety of marketing channels, press and other audiences. Ensuring the content is factually correct with a spark for creativity.
- Excellent knowledge of CMS (WordPress), MailChimp and social media design packages.
- Excellent attention to detail and proof reading skills.
- Strong stakeholder management, organisational and planning skills.
- Ability to multi-task and prioritise work.
- Experience of working in a fast-paced environment.
- Proficiency in MS Office (MS Excel, MS Word and MS Outlook).
- Knowledge of existing and emerging web tools and social media platforms.
- A proven interest in digital channels and copywriting.

DESIRABLE

- A minimum of one years’ experience within marketing, PR, digital, web or communications.
- Previous experience of managing social media accounts.

ABILITIES, SKILLS AND ATTRIBUTES

- Ability to build and form working relationships with pupils, parents and colleagues, to work across operational boundaries.
- Be able to manage and lead, as well as work as a member of a team.
- Demonstrate attributes of discretion, tact and diplomacy.
- Show initiative, drive and commitment to ongoing improvement.
- Be articulate and presentable.
- Be a creative problem-solver with the ability to think ahead.
- Have good negotiation skills.
- Demonstrate a co-operative, reliable, customer responsive with a “can do” attitude with good communication skills both on the telephone and in person.
- Demonstrate an aptitude and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges.
- Be able to work under pressure and meet deadlines whilst producing high quality work.



THE PACKAGE

Salary: £26897 - £28545 depending on experience.

Hours: 52 weeks per year. 8-5pm. Some evenings and weekends will be required to cover open mornings and school events.

Holidays: 5 weeks plus bank holidays.

Other benefits include:

- **Pension** - Contributory pension scheme.
- **Remission of fees** for a daughter attending the school, in line with the current policy of the School Council, subject to the usual standards and procedures for admission (currently 50% - pro rata for part time staff).
- **Sports and Leisure** - free use of the fitness suite and tennis courts (subject to availability). Weekly Pilates classes and staff sports socials are available after work.
- **Wellbeing** - Staff have access to online wellbeing hub and our confidential advice and support service. Regular staff social events.
- **'Cycle to Work' and 'EV salary sacrifice' scheme.**
- **Free parking on site** four days a week.

SAFEGUARDING

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School s/he must report any concerns to the School's Designated Safeguarding Lead or, if he/she is the School's DSL, to the Head and relevant agencies.

The Maynard is committed to the safeguarding of children. In addition to normal pre-employment checks, this appointment will be subject to an enhanced DBS check and a safeguarding interview.

The Maynard is an equal opportunity employer and we welcome the unique contributions that everyone can bring to The Maynard in terms of education, opinions, culture, ethnicity, race, sex, gender identity and expressions, nation of origin, age, languages spoken, colour, religion, disability, sexual orientation and beliefs.

HOW TO APPLY

Applicants must complete the application pack and return it to recruitment@maynard.co.uk.

If you have any questions about the role, please email Zoe Cunningham (HR Advisor) in the first instance - recruitment@maynard.co.uk

Closing date for applications is 4pm Wednesday 4th October.

This job description may be reviewed from time to time in light of changing circumstances and if it is necessary to amend/alter this, those concerned will be consulted.



WHY WORK AT THE MAYNARD?

The quintessential ingredient to our success is the size of The Maynard. As a smaller school of 450 students across the Pre-Prep through to the Sixth Form, we nurture a culture of diversity and inclusion where every individual is valued and encouraged to develop her own 'brand'.

We relish the fact that we know each and every student individually which, in turn, allows us to support and nurture them through the very strong staff/student relationships we can form. "It's the warmth of the relationship that makes all the difference," noted the Good Schools Guide during their last visit. "And the laughter. Relationships between students and staff are supportive, humorous yet entirely professional." The future is very bright for this wonderful and unique school.

To maintain this ethos, we seek dedicated and enthusiastic staff who are keen to prioritise the girls' wellbeing and happiness at all times. We are looking for those who enjoy working as part of a team and who appreciate the importance of the girls' all-round experience at school. We are hoping

the girls will become life-long learners, always keen to undertake new challenges and learn from their experiences and The Maynard has the same wish for its staff; the school is happy to provide support and training to facilitate the professional development if needed. All members of staff at The Maynard enjoy strong meaningful relationships with the girls, characterised by mutual trust and respect, this was highlighted in our excellent ISI report in October 2022.

In terms of location, Exeter is a fantastic place in which to live and work with easy access to the moors and surrounding seaside. Although still relatively small, it is full of character and has a fascinating ancient history, as well as being home to the world renowned university. Substantial amounts have been invested into the city's infrastructure which has opened up a realm of retail and cultural opportunities, not to mention how easily accessible we are to the rest of the country and beyond through the local airport and public transport networks.



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The Maynard School is a registered charity
providing education for girls.
Registered Charity No. 1099027.