



St Swithun's
WINCHESTER

Marketing and Communications Officer

Required from April or May 2026





St Swithun's
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Welcome from the Headmistress

Thank you for your interest in working at St Swithun's.

St Swithun's is proud to be a High-Performance Learning School and a member of the Fellowship of World Class Schools. High-Performance Learning is built on the belief that high achievement is attainable for everyone, that intelligence is not fixed, and that high performers are developed through curiosity, effort, and reflection.

These principles shape how we support both pupils and staff.

As a girls' school we expect and support all our students to enjoy and excel in a range of subjects and activities according to their interests and not their gender. We seek to be free from unhelpful stereotyping and to offer genuinely limitless education.



Jane Gandee, Headmistress

Further, we are a high trust community, and we try always to behave with a seriousness of intention and a lightness of touch. We believe the best of staff and students and often see our expectations exceeded and a joke cracked along the way.

You may have a background as a teacher, or you may have worked in a variety of coaching environments previously. If this short introduction resonates with you, we will very much welcome an application from you.





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Our school

St Swithun's School, Winchester is a leading GSA and HMC school offering day, weekly boarding and full boarding for 520 girls aged 11-18. The senior school has six boarding houses for full and weekly boarders, with separate houses for those in their first year and those in the upper sixth. There is also an adjoining IAPS Prep School for girls aged 3-11 with a co-educational nursery.

The girls benefit from excellent teaching, sporting and recreational facilities. St Swithun's is academically selective and regularly appears in the top 30 schools in the national league tables.



Our Location

The school is set on a campus of 45 acres overlooking the Hampshire Downs and within the South Downs National Park. The school is within walking distance of the centre of Winchester, and only a 50-minute journey from central London.

Winchester and its surrounding areas offer outstanding local cultural, historical, sporting and entertainment opportunities in addition to fantastic access to outdoor pursuits. Southampton, Portsmouth, Salisbury and Bournemouth are all easily accessible on public transport.



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Our ethos

St Swithun's is an appropriately academic school which means that we celebrate intellectual curiosity and the life of the mind, but not to the exclusion of all else. We expect our pupils to develop individual passions and through them to acquire a range of skills and characteristics. These characteristics will include a willingness to take risks, to question and to debate, and to persevere in the face of difficulty. In the words of Samuel Beckett: "Ever tried. Ever failed. No matter. Try again. Fail again. Fail better." If a girl can immediately excel at everything, we ask of her, we as educators must set the bar higher.



St Swithun's was founded in 1884 by Anna Bramston, daughter of the Dean of Winchester, and Christian values underpin our approach to education. We provide a civilised and caring environment in which all girls and staff are valued for their individual gifts and encouraged to develop a sense of spirituality and of kindness. We believe that kindness and tolerance are at the heart of any fully functioning community. Our staff are friendly and supportive, and the school is committed to supporting the wellbeing and professional development of its employees.



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Our facilities



School buildings are modern and well equipped. As well as academic classrooms and science labs, there is a magnificent performing arts centre with a 600-seat auditorium, a music school, an art and technology block, sports halls and a full-size swimming pool.

We have recently started the first phase of a major project to create new indoor sports facilities. Information about our Active Lives project can be found [here](#).

There is an impressive library, higher education and student guidance department and ICT facilities. The grounds are spacious and encompass sports fields, courts and gardens.

The School is registered as a Company Limited by Guarantee and as a charity and has a wholly owned subsidiary company (St Swithun's School Letting Company Limited).

A separate charity, [Bramston Foundation](#), looks after our transformational bursary programme.



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Marketing and Communications department

The Marketing and Communications team at St Swithun's plays a pivotal role in shaping how both the senior and prep schools communicate their identity and achievements. As the custodians of the school's voice, the team ensures that St Swithun's is represented with clarity, consistency and impact.

Led by the Head of Marketing and Communications, the department includes a Marketing Events Officer, a Marketing and Communications Assistant, and this role. The team works collaboratively and proactively with colleagues across the school, from admissions and teaching to operations, estates and both school leadership teams, to strengthen engagement and support strategic priorities.

The marketing team leads all external communications, promoting St Swithun's to current and prospective parents and pupils as well as the wider community. This includes digital communications, publications, events and media relations, with a strong focus on enhancing the school's reputation locally, nationally and internationally. A core part of the department's work is reaching new families, generating meaningful engagement and converting interest into enquiries.

The department's work is recognised for quality and creativity, including a shortlist for an AMCIS digital award. The team delivers thoughtful, high-impact communications and is continually looking to innovate and elevate its approach; ensuring St Swithun's stands out with confidence and purpose.



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Marketing and Communications Officer

Role overview



We are seeking an energetic, self-motivated and forward-thinking marketing professional to play a central role in elevating St Swithun's visibility and driving the impact of our communications.

As a key member of the Marketing and Communications team, the post-holder will lead on delivering high quality, engaging marketing activity across both the prep and senior schools. This includes shaping and managing a vibrant digital presence – from creating compelling social media content to ensuring the website remains dynamic and aligned with the school's strategic priorities. This role will be instrumental in ensuring our online channels inspire families, strengthen engagement and convert interest into enquiries.

This is an exciting opportunity for someone who enjoys moving seamlessly between creative delivery and strategic thinking. The successful candidate will be confident in offering ideas and identifying opportunities to enhance how we tell the school's story. They will also be skilled in turning strategic direction into impactful, measurable action. A proactive approach and a readiness to embrace new ideas will be key to making a meaningful impact in this role.



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Marketing and Communications Officer

Key responsibilities

Strategic Contribution & Planning

- Develop a strong understanding of the value of a St Swithun's education and ensure this is communicated clearly, consistently and in alignment with brand values across all key audiences, including prospective families, current parents and pupils, staff, feeder schools and the wider community.
- Contribute to the development of the annual marketing plan for both schools and play an active role in delivering activity that supports pupil recruitment and engagement.
- Work with the Head of Marketing and Communications to plan, deliver and evaluate fully integrated, multi-channel campaigns that generate high-quality leads and provide insight to inform future strategy.

Digital Presence & Content

- Lead on creating, managing and optimising content for the school website and social media channels, ensuring both platforms remain fresh, engaging and reflective of school life.
- Support the delivery of digital activity across campaigns to ensure content reaches and resonates with key audiences.
- Build productive relationships with teaching and support staff to gather stories, achievements and updates that showcase the strengths and character of both the prep and senior schools.



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Key responsibilities

Campaign & Materials Delivery

- Produce targeted advertising across print, digital and social channels, ensuring content is well planned, on brand and strategically aligned.
- Create and manage key marketing materials including prospectuses, brochures, newsletters, videos, infographics, fact sheets and advertisements, maintaining high standards of accuracy, creativity and presentation.
- Contribute to the school's media relations, nurturing positive links with local and sector media and preparing press releases, editorial content and commentary when appropriate.

Collaboration & Support

- Support the Marketing Assistant across campaigns, advertising, PR, social media, publications, events, content creation and data management within the CRM and school database to ensure smooth departmental delivery.
- Contribute to development and alumnae relations communications where required, ensuring consistency in tone and messaging.
- Assist in organising events that support pupil recruitment and strengthen relationships with current parents.
- Proactively identify opportunities to enhance the experience of prospective and current families, offering support and solutions that strengthen the overall customer journey.



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Person specification

Essential

Experience & Knowledge

- Experience delivering marketing activities across multiple channels.
- Practical experience managing website content (e.g., CMS updates, news posts, page improvements).
- Experience creating and scheduling social media content, with examples of posts or campaigns.
- Ability to write clear, accurate and engaging copy for different audiences.

Skills

- Strong organisational skills with the ability to manage multiple tasks and deadlines.
- Ability to interpret analytics (e.g., social media insights, website metrics) and explain how you have used them to improve activity.
- Competence with standard digital tools such as Canva, video and image editing software, email marketing platforms, or similar.
- Confident gathering information from colleagues and turning it into strong content.

Behaviours / Working style

- Demonstrates a proactive, solutions-focused approach.
- Shows willingness to try new methods or tools and adapt quickly.
- Able to work collaboratively and professionally with colleagues across departments.

Desirable

- Experience working in a school, education setting or similar values-driven organisation.
- Experience producing print or digital publications (e.g., brochures, newsletters).
- Experience managing digital channels for an organisation.
- Experience supporting events or coordinating marketing activity around events.
- Familiarity with CRM systems or database entry.

These qualities will be assessed through application, references and interview.



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Terms and conditions and application process

TERMS AND CONDITIONS

The usual hours of work in this role are Monday to Friday 08.30 – 17.00 all year round, with a 30-minute unpaid break. There will be some evening and weekend work required, for which time of in lieu will be given. We offer 30 days of paid holiday as well as bank holidays.

Although ideally this role will be full-time, we are happy to receive applications from candidates looking for slightly part-time working (4 days per week or equivalent), or some reduced working in the school holidays.

The salary for this role will depend on the skills and experience of the successful candidate but is expected to be between £31,000 and £35,000 per annum.

Please note that this role is based fully on-site.

The school offers a range of benefits, which currently includes:

- Generous contributory pension scheme
- Refreshments and free lunch in the dining room during term time
- Free or heavily subsidised access to a range of activities on site including yoga, swimming and strength and conditioning.
- Discount on school fees
- Access to an employee assistance programme

APPLICATION

The closing date for applications is 9am, Monday 16 March 2026
Please complete our online application form which can be found [here](#).

If you have any queries about the role or the application process, please contact the HR Department on 01962 835798 or by email: recruitment@stswithuns.com

Applications will be considered as they are received, and we reserve the right to close applications before the closing date.



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Child protection and safeguarding

“St Swithun’s is committed to safeguarding and promoting the welfare of children.

All staff are expected to share and support this commitment, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure & Barring Service.”

Child Protection Statement

- Every child has the right to freedom from physical, racial, sexual, verbal or mental abuse (this includes bullying and intimidation). Our overriding aim is the protection of the individual child within the school.
- We require staff to be fully aware of what child abuse is and the different forms in which it may present itself, and of their duties in respect to child protection.
- We will provide adequate training (both as part of an induction and an ongoing process) in recognising abuse, and what to do if abuse is suspected.
- We are committed to maintaining good communication within the School on child protection issues and to following recognised procedures.
- The Head ensures that the recommended procedures are followed when recruiting staff.



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Equal opportunities

St Swithun's welcomes applications from candidates from a diverse range of backgrounds. The school will recruit predominantly based on an applicant's relevant skills, experience, capabilities and potential for development. The ability to work collaboratively with others will also be taken into account.

St Swithun's is committed to promoting equality of opportunity for all staff and job applicants. We aim to create a working environment in which all individuals are able to make best use of their skills free from unlawful discrimination or harassment, and in which all decisions are based on merit (apart from in any necessary and limited exemptions and exceptions allowed under the Equality Act).

We do not discriminate unlawfully on the basis of age, disability, marital or civil partner status, race (including nationality, ethnic or national origin), religion or belief, sex or sexual orientation, gender reassignment or pregnancy or maternity (defined in the Equality Act 2010 as protected characteristics).

If you have questions about our recruitment processes, or would like any support to access our recruitment process fully please do contact us at recruitment@stswithuns.com.



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Explanatory notes

Application Form

Applications will only be accepted from candidates completing the enclosed application form in full. CVs will not be accepted in substitution for completed application forms.

Candidates should be aware that all posts in the school involve some degree of responsibility for safeguarding children, although the extent of that responsibility will vary according to the nature of the post. Please see the job description for the post.

Accordingly this post is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions and bind-overs, including those regarded as 'spent' must be declared.

The successful applicant will be required to complete a disclosure application form from the Disclosure and Barring Service.

In accordance with government guidelines, we will seek references on shortlisted candidates for teaching and some other posts, and approach previous employers for information to verify particular experience or qualifications before interview. In other cases, if this has not been done, any offer of a post will be conditional upon receipt of satisfactory references.

References should be from the applicant's current or most recent employer. If the current/most recent employer does/did not involve work with children, then the second reference should, if possible, be from the employer with whom the applicant most recently worked with children. Referees should not be a relative or someone known to the applicant solely as a friend.

If you are currently working with children, on either a paid or voluntary basis, your current employer will be asked about disciplinary offences, including disciplinary offences relating to children or young persons (whether the disciplinary sanction is current or time expired), and whether you have been the subject of any child protection allegations or concerns and if so, the outcome of any enquiry or disciplinary procedure. If you are not currently working with children, but have done so in the past, that previous employer will be asked about those issues. Where neither your current nor previous employment has involved working with children, your current employer will still be asked about your suitability to work with children, although they may, where appropriate, answer not applicable if your duties have not brought you into contact with children or young persons. The School will only accept references obtained directly from the referee and will not rely on references provided by the applicant or on open references or testimonials.

You should be aware that provision of false information is an offence and could result in the application being rejected or summary dismissal if the applicant has been selected, and possible referral to the police and/or DfES Children's Safeguarding Operation Unit.



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Explanatory notes

Invitation to Interview

If you are invited to interview, this will be conducted in person and the areas which it will explore will include suitability to work with children.

All candidates invited to interview must bring documents confirming any educational and professional qualifications that are necessary or relevant for the post (e.g. the original or certified copy of certificates, diplomas, etc.). Where originals or certified copies are not available for the successful candidate, written confirmation of the relevant qualifications must be obtained from the awarding body. All candidates invited to interview must also bring with them:

At least two forms of identification, i.e. current driving licence (including photograph), a passport, a full birth certificate or marriage certificate, a utility bill or financial statement showing the candidate's current name and address. These must be issued within the last three months and provide verification of address. Documentation confirming their national insurance number, where appropriate, any documentation evidencing a change of name.

Please note that originals of the above are necessary – photocopies or certified copies are not sufficient.

Any offer to a successful candidate will be conditional upon:

- Receipt of at least two satisfactory references (if these have not already been received).
- A check of the DfES barred list database, and the Protection of Children Act List as appropriate.
- A satisfactory DBS disclosure.
- Where the successful candidate has worked or been resident overseas in the previous ten years, such checks and confirmations as the school may require in accordance with statutory guidance.
- Satisfactory completion of the probationary period.
- Verification of medical fitness appropriate for the job's requirements.
- A written declaration that neither they nor anyone in their household is disqualified from working with children.
- Verification of professional status, such as GTC registration, QTS Status (where required), NPQH.
- Verification that the teacher/applicant is not subject to a prohibition order issued by the Secretary of State.
- Verification of successful completion of statutory induction period (applies to those who obtained QTS after 7 May 1999).



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