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ST MARGARET'S

SCHOOL

Brief for the position of
Marketing Content Creator



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About St Margaret's School

St Margaret's is a co-educational independent day and boarding school in Hertfordshire offering an outstanding education to pupils from 2 to 18. Set in over 60 acres of beautiful grounds, the School has a reputation for supporting pupil wellbeing whilst nurturing academic talent and progress. In a supportive environment, pupils feel happy and secure and want to learn and do well. Pupils are confident, courteous and considerate.

All benefit from superb teaching by committed subject specialists, underpinned by excellent pastoral care and the School prides itself on working for and with individuals.

St Margaret's was established in 1749 as a charitable foundation to help orphans, specifically the children of deceased clergymen of the Church of England. This was the beginning of the Clergy Orphan Corporation, and of the two schools: for girls, St Margaret's, Bushey and for boys, St Edmund's Canterbury.

The school was initially situated in Southwark, the first of the five locations before its arrival at Bushey in 1897. In 1925, Little St Margaret's was built to provide accommodation for boarders but has since evolved into the Junior School.

In 1996, the School architect, John Biswell, transformed old classrooms and common rooms in the main building into a new Library and Resource Centre using design features favoured by Alfred Waterhouse back in 1895.

Also in 1996, St Margaret's became completely independent from the Clergy Orphan Corporation. In 1999 the School marked its 250th anniversary with a grand Service of Thanksgiving in St Paul's Cathedral in the presence of HRH Princess Alexandra.

As the School moved into the 21st century, it was graced with the presence of more royalty as the John Owen Sports Centre was opened in 2005 by HRH Princess Anne. Today, St Margaret's is a modern co-educational all-through school, although its history has left an indelible mark on its character and ethos.



“ A small, warm and kind school where children reach their potential in a wonderful setting. Emphasis is on a family feel and making full use of its space, both inside and out. ”

GOOD SCHOOLS GUIDE

The Nursery

The Nursery at St Margaret's is for children from 2 years old, during their preschool years, before they start in Reception.

Children immerse themselves in play-based learning in a beautiful, light and spacious space, allowing them to create, play and explore the world around them. The children follow the EYFS curriculum, which focuses on areas including

communication and language, physical development, personal, social and emotional development, literacy, mathematics, understanding the world and expressive arts and design.

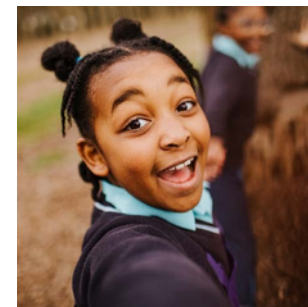


Junior School

The purpose-built Junior School is equipped with classrooms designed for pupils to excel in their learning. Pupils aged 4 years to 11 benefit from accessing specialist rooms across the School, such as The Garton Music Building, the Dance Studio and the Performing Arts Centre.

The Junior School has an engaging curriculum and high quality teaching, the children are happy and equipped for a changing world and they seamlessly move into the Senior School. In Y3 and Y4, the children focus on building strong core skills and technology is used as a key part

of the delivery of academic learning. Children in Y5 and Y6 continue to build on the broad and balanced curriculum with an emphasis on core skills, to enhance knowledge and understanding across the curriculum.



Senior School

The Senior School aims to provide an all-round education which is both challenging and flexible, offering small classes, a beautiful spacious campus and optional supervised study until 6pm each evening.

The curriculum is broad and balanced to allow the strengths of different individuals to be discovered and fostered. Regular educational visits and opportunities for residential trips extend knowledge and deepen friendships.

The Senior School has recently completed the build of a new music centre which, along with a well-equipped performing arts studio and performance space in the main hall, ensures that pupils can enjoy the arts throughout the curriculum.

From Y10 to Y11, pupils take their GCSEs and are encouraged to choose varied subjects to maintain the breadth which is a mark of their earlier education.



Sixth Form

From September 2020, St Margaret's Sixth Form went co-educational. With over twenty A-Level subjects to choose from, St Margaret's Sixth Form students have access to a broad range of inspiring and challenging courses.

At St Margaret's Sixth Form, students mature into adults with a set of values, practical skills and the confidence that will stand them in good stead for life. The post-18 pathways preparation programme enables students to learn more and prepare for the next steps into adult life, be that the world of higher education, apprenticeships or entry level jobs.

Typically, pupils gain access to the most competitive institutions, graduate schemes and entry level jobs in the world, having benefited from timetabled university preparation lessons, visits to universities, interview and entrance examination practice and bespoke career guidance.



Boarding

Pupils are welcomed into the boarding house, which is situated within the main school building, from Year 7 onwards. The offering ranges from full, weekly and occasional boarding and full boarders have the flexibility to go home for occasional weekends to fit in with family events.

Weekly boarders have their own bed in School which can be used for 3-5 nights a week by arrangement. Weekend stays and all excursions are available to weekly boarders for a supplementary charge.

Occasional boarding can take the form of one or two nights a week on a regular basis, just the odd night here or there, or a week or two during the year.



Co-curricular & Sport

At St Margaret's there are abundant opportunities to shine, inside and outside the classroom. Every day, pupils from EYFS classes through to Sixth Form take part in all kinds of co-curricular activities, to broaden their experiences and challenge themselves.

With a choice of twenty musical instruments to learn from alone, our pupils can truly say they have an enriching experience at St Margaret's. From academic enrichment clubs to volunteering; football and cricket to ballet; chess to speech and drama; Model United Nations to coding club, pupils are encouraged to push their limits and discover their passions.

Sports are a key part of life at St Margaret's: the dance studio, all-weather pitches, sports centre and large grounds ensure pupils can enjoy a wide range of sports and activities.





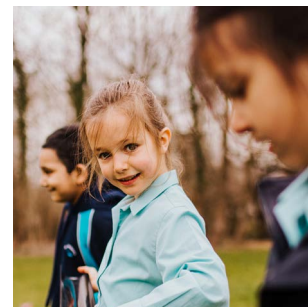
Scholarships & Bursaries

St Margaret's scholarships are awarded in recognition of outstanding achievement or promise in a particular subject.

The majority of scholarships are up to 10% of school fees and are available at 11+, 13+ and 16+. Specialist scholarships are also available in: Art, Dance, Drama, DT, Music, Sport and STEM (Science, Technology, Engineering and Mathematics).

for the payment of school fees can be provided to parents/guardians of pupils who have been offered a place following the normal admissions and selection process.

St Margaret's is committed to broadening access to the School. Within the resources available, means-tested financial support



Governance

The Governors are Trustees of St Margaret's and are collectively responsible for the long term vision and development of the School and come from a wide range of professional fields.

As a board Governors meet at least three times a year. The main Governing Body delegates much of the detailed work to committees which meet at least termly, and include Finance & General Purposes Committee (F&GP), Education, and Health & Safety, which ensures that the composition of the Governing Body is kept under review.

Our Governors come from diverse backgrounds including education, business, finance and property.

Further information on St Margaret's can be found via the School's website: <https://www.stmargarets-school.org.uk/>





The Role

Start Date:

ASAP

Salary:

£35,000 full-time equivalent, pro-rata for term time plus 4 weeks

Working Hours:

Normal working hours are 8.30am-5pm Monday - Friday. However, the postholder will be required to work flexibly to meet the demands of the role, including occasional evenings and weekends.

Summary of the Role:

We are seeking a talented and innovative content creator to develop engaging visual content that supports our marketing and admissions objectives. This role requires a creative individual with expertise in video production, photography and editing to help tell the compelling story of our school.

The ideal candidate will be an enthusiastic individual who can promote the St Margaret's School brand, sourcing and telling stories to our community of current and prospective parents, pupils, alumnae and wider audiences. The ability to create high-quality content and visual imagery and build relationships across our whole community is essential.



Job Description

- Identify opportunities and ideas for social content and website stories.
- Collaborate with internal teams to create, shoot, edit and publish content.
- Develop creative scripts, storyboards, and shot lists, and see content projects through to final delivery.
- Generate a wide array of content, including vertical video, photos, gifs, short clips, and stories for brand-aligned purposes.
- Manage content shoots both on-location and off-site.
- Create timely content to inform audiences about key events, balancing planned and reactive content.
- Manage internal promotion of weekly events.
- Assist the team by providing a prompt and effective comms proof-reading service as required.
- Maintain photographic consent data across all areas of the School, updating as required.
- Attend Open Days and other key events in the School calendar.
- Comply with copyright and privacy regulations across all copy, images, and multimedia, and ensure photo consents are implemented for all pupils featuring in content.
- Monitor and stay on top of emerging trends in social media, culture, and applications to appropriately apply that knowledge for content creation.



Person Specification		ESSENTIAL	DESIRABLE
QUALIFICATIONS	Educated to degree level or equivalent		√
EXPERIENCE	2-4 years experience in multimedia content creation, with a portfolio showcasing your work	√	
	Experience with tools such as Adobe Creative Suite (InDesign, Lightroom, Photoshop, PremierPro) and Canva	√	
	Skilled at transforming branded content into social media assets like clips, gifs, photos, and graphics	√	
KNOWLEDGE	Advanced skills in design, photography and video filming and editing	√	
	Familiarity with additional multimedia tools (e.g. graphic design, animation) is a plus		√
SKILLS & ATTRIBUTES	The ability to build a strong understanding of visual content styling for St Margaret's School	√	
	Ability to work independently and manage multiple projects with tight deadlines	√	
	Strong attention to detail and a creative eye	√	
	Readiness to attend school events, including those at weekends or in the evening	√	
	An energetic and enthusiastic approach	√	
	Excellent interpersonal skills to deal with a range of people	√	
	Good planning and organisational skills, with the ability to use own initiative and make decisions	√	
	A flexible attitude and a willingness to take on new ideas and challenges	√	
	Hard working and reliable	√	
	Commitment to the ethos of St Margaret's School	√	
Commitment to promoting and safeguarding the welfare of children	√		

The Person



The closing date for applications is **Friday 7 February 2025 at 5pm.**

Suitable candidates may be interviewed before the closing date and St Margaret's School reserves the right to withdraw the position if an early appointment is made. In order to apply please submit an application form along with a covering letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria. Please include current salary details and the names and addresses of two referees. Referees will not be approached until the final stages and not without prior permission from candidates. Please note, we are unable to accept CVs.

The application form is available online at <https://www.stmargarets-school.org.uk/work-with-us>

For an initial discussion, please contact:
recruitment@stmargarets-school.org.uk

Personal Data

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your application documentation will be understood by us as your expressed consent to process this information going forward. Please also remember not to mention information or details of individuals (e.g. referees) who have not previously agreed to their inclusion.

St Margaret's School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. St Margaret's School is an equal opportunities employer.

How to Apply





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SCHOOL

stmargarets-school.org.uk