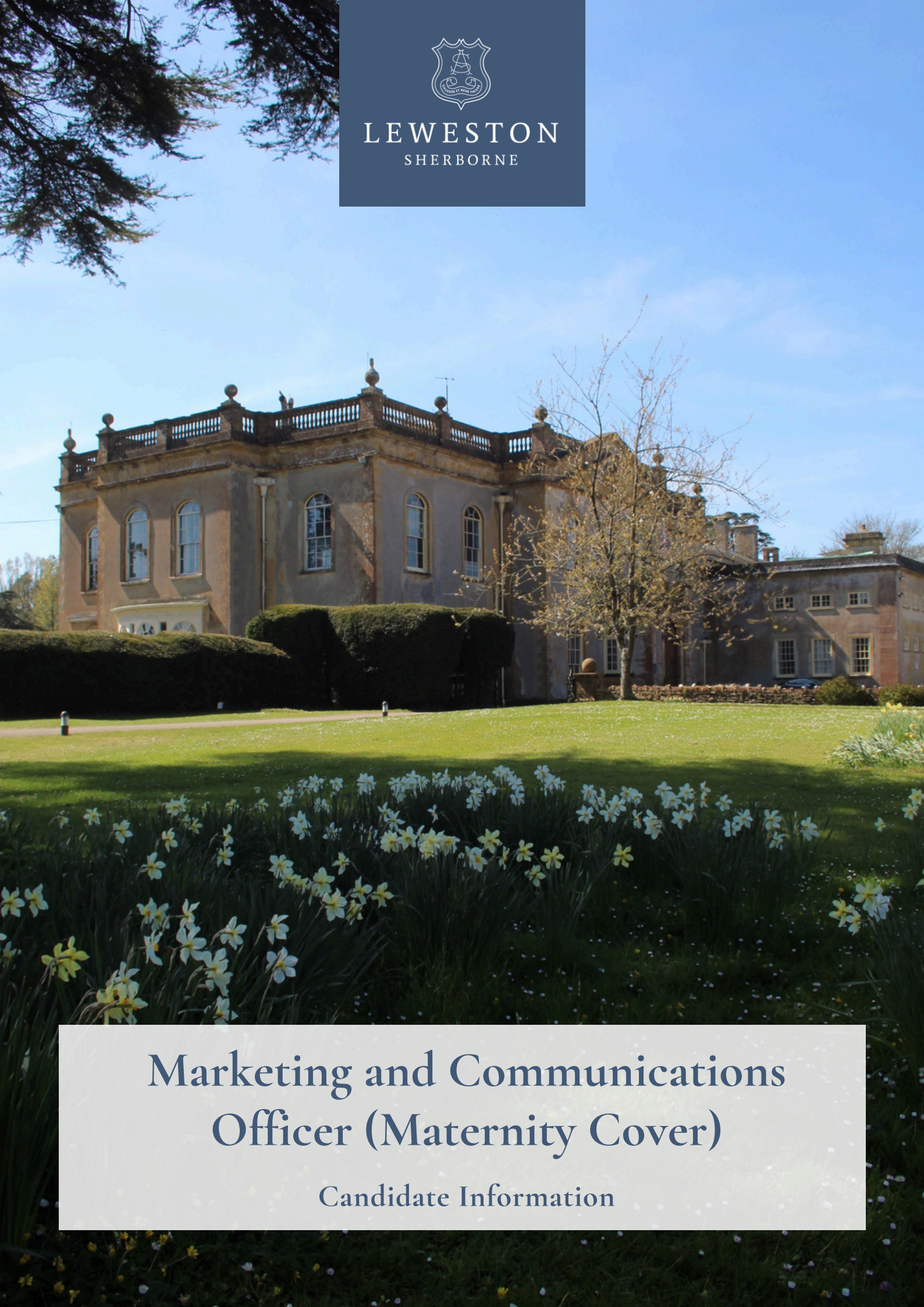




LEWESTON  
SHERBORNE



# Marketing and Communications Officer (Maternity Cover)

Candidate Information

## Overview

Founded in 1891 Leweston School is a co-educational Catholic independent day and boarding school in Dorset for pupils aged 0 to 18.

Situated just outside Sherborne in 46 acres of beautiful parkland, the school offers holistic education in an inclusive community where first-class pastoral care and wide-ranging co-curricular opportunities underpin a supportive and rigorous academic offer. The school seeks to produce well-rounded pupils with a genuine interest in education in the broadest sense of the word, with interests that stretch beyond the confines of the academic curriculum. The school has strong traditions in music, drama, art, debating, community activities and sport. There are many co-curricular activities, all of which are important in developing a well-balanced, confident individuals.

The school was originally founded as St Antony's and located in Sherborne. In 1948 the demands of the Education Act saw the move of the senior pupils to Leweston Manor with the Prep School continuing in Sherborne until 1993 when the whole school was reunited once again on the Leweston campus. The younger pupils took up residence in the redesigned Coach House. The school amended its name in 2007 to Leweston School.

Today the school educates just over 600 pupils with 90 in the Nursery, 170 in the Prep and 340 in the Senior School. There are approximately 100 boarders, the majority being in the Senior School.

Leweston is a thriving, busy community which has high expectations of its pupils. Whilst the assessment process is not based entirely on academic performance Leweston is increasingly over-subscribed. Pupils are offered places on the basis of school assessments, positive references and their generally suitability for the values and ethos of the school.

## Our Values

Leweston School's three core values are **community**, **opportunity** and **expertise**. They are underpinned by our Catholic foundation, which welcomes all faiths and none, building a strong sense of unity, courtesy, respect and affection. Everything we do comes from a place of self-worth and dignity.

- **Community** means being part of a collective. It's essential for every student to feel that they are an important part of the Leweston family and contribute to the life of the school. This same sense is extended to their parents and guardians.
- **Opportunity** is in abundance. We are proud of our zest for life and instil a willingness to try everything and to learn from our failures. This discovery of strength and weaknesses, and the support we provide to students in exploring it, enables them to develop the determination to persevere – a real lesson in preparation for life beyond the school.
- **Expertise** means having an expert skill or knowledge in a particular field. We have an exceptionally talented staff team, who have outstanding expertise and enthusiasm to inspire in others a love of learning and to share their passion for areas of specialism.



## Our Campus

With extensive grounds surrounding a beautiful Georgian Manor House, Leweston provides a location which whilst being safe, is close to a town with good transport links to London and South West airports. Within the 46 acre estate sits our swimming pool, a full-sized all weather pitch, a walled garden play area, Enchanted Wood Forest School, tennis courts as well as a wealth of historical features including work by Thomas Mawson and George Sherringham.

The range of buildings on site spans several architectural epochs. The historically important Trinity Chapel is one of the first post-Reformation churches in the country. The Palladian manor house, was built in the late 18th century with Art Deco interior refurbishments and later additions including dining, boarding and teaching wings.

The Prep School is housed in the former Coach House with its own Pre-Prep Garden, tennis courts and play area.





## The Prep School

Leweston Prep consists of the Nursery, Pre-Prep and Prep divisions. The school shares a single 46-acre campus with the Senior School and has pupils aged 3 months to 11 years old. It is co-educational all-through school.

Nursery is divided into four age-defined units: Babies, Toddlers, Transition One and Transition Two. Each unit has a specific Room Leader.

The Prep School's staff is comprised of 21 teachers and 5 teaching assistants alongside visiting music teachers, coaches and volunteers. Each Pre-Prep class is led by a Form Tutor supported by a teaching assistant. From Prep 4 when the year group grows to two classes, each has its own a Form Tutor supported by additional part-time staff. The normal maximum class size in the Prep School is 20 with one class in Reception to Prep 3. If numbers allow, Prep 4 splits into two classes, a model which continues for the remainder of the school. Classes are not set.

Leweston School as a whole has 170 employees including academic and support staff.

Staff foster excellent relationships with the students and are committed to supporting the provision of extra-curricular clubs, House activities, school trips and other events.

The majority of Prep School pupils move on to the Senior School, many winning scholarships. A small number leave at this point typically to transition into the state system.





## The Senior School

Leweston Senior School educates pupils aged 11 to 18. The school shares a single 46-acre campus with the Prep School and Nursery. It is co-educational all-through school.

The Senior School's staff comprises of 170 teachers and support staff visiting music teachers, coaches and volunteers. Years 7 and 8 are typically three classes of 54 pupils with an additional class at Year 9 and above to take the year groups to 72. The Sixth Form is approximately 80 students. The normal maximum class size in the Senior School is between 18 and 20.

Flexible boarding is offered throughout the Senior School. Boarders belong to one of four houses: Martha, Cecilia, Eleanor and Antony. These are divided according to age and gender.

Staff foster excellent relationships with the students and are committed to supporting the provision of extra-curricular clubs, House activities, school trips and other events.





## Work with us

### A fantastic working environment

Leweston is set on a beautiful campus a few miles outside the picturesque town of Sherborne. The grounds offer both pupils and staff the opportunity to enjoy space and fresh air and provide an inspiring location to teach and learn. The school's value and ethos creates a culture of courtesy, mutual respect and affection that has at its heart the importance of service to others. High standards are set both inside and outside of the classroom.

### Flexible and family friendly

We are a relatively small school that regards itself as one big family. The majority of our staff have children, many of whom are Leweston, and there is the possibility of a staff remission. Our term dates operate differently to state schools, which means that whilst the school day is longer so are the holidays.

### Health and Wellbeing

Leweston hosts a range of exercise classes run by local provider Communifit who offer a discount to Leweston staff. There are also free swimming sessions available during the week in the school pool as well as employee assistance and wellbeing support programmes.

### Free meals and parking

Staff are entitled to free lunch and refreshments during term time. This is extended to include supper if on duty. There is also an onsite cafe where a staff discount is offered. There is free onsite parking.

### Pensions

Leweston offers a defined contribution pension scheme with Royal London. Membership of the Royal London Scheme includes Death in Service benefit and income protection.

### Discount for Teachers

Discounts for Teachers has been introduced following the success of Health Service Discounts and Discounts for Carers. As Leweston staff (not just teachers), you can access a vast range of discounts and deals when you register online.





## The Opportunity

The Marketing Department plays a key part in maintaining and developing Leweston's excellent reputation, image and branding with both current and future parents, pupils, staff and other visitors and users of the school. Standards are high, and attention to detail, a professional approach and a positive work ethic are expected for the successful fulfilment of the Marketing and Communications Officer (maternity cover) role. The Marketing Officer will assist the Director of Business Strategy and Operations in implementing the tasks arising from the school's marketing plan. They will manage the day to day running of the school's digital marketing to include all social media platforms, website and content creation. They will provide administrative support for the department to include assisting in all the marketing activities, providing controlled support to the Registrar at certain times of the year, and undertaking ad hoc projects as required. The Marketing and Communications Officer will also be involved in maintaining Admissions Database and Marketing software in Hubspot. The role extends across Leweston Nursery, Prep and Senior School. They will also communicate regularly with our digital advertising agency, providing them with copy and artwork whilst also discussing strategy for the year ahead.

**Hours:** All year round, Monday to Thursday including occasional evenings when attendance is required at specific events.

**Holiday:** 20 days per year plus Bank Holidays. Where a Bank Holiday falls within the school term, it is a normal working day for which a day in lieu is given.

## Key Duties and Responsibilities

### Strategy and Research

- Conduct market research and gather data at the request of the DBSO to support marketing strategies, including identifying target audiences and competitor activities.
- Compile and analyse data from various marketing channels, such as social media and website analytics, to report on campaign performance
- Research and keep up to date with new technologies, algorithms and features across digital marketing platforms and best practice in social media, SEO and web content.

### Website

- Monitor, develop and maintain the school website ensuring that it is an innovative and true reflection of the academic and co-curricular life of the School. Creating and adapting website and landing pages on a regular basis.

### Social Media

- Responsible for managing and maintaining the school's social media presence including scheduling posts, engaging with followers, and tracking metrics.

### Content Creation

- Assist in the development and creation of online content, including blog posts, social media updates, website copy, and email newsletters working to a termly content plan





## Key Duties and Responsibilities cont.

### Communications

- Support the DBSO in the maintenance of the school brand, producing a range of termly electronic newsletters and marketing emails for different audiences.
- Responsibility for the design, distribution and printing of the school's printed marketing materials.
- Maintain the school's bank of public documents, publications and videos.

### Advertising

- Manage the media schedule providing advertising and copy (when required) to the School's media agency on time and to specification.
- Produce and schedule Google ads and Facebook adverts for the school.

### Photography and Video

- Photograph and video events and day to day activity/life of the school. Responsible for implementing the use of film, video and photography across digital channels.
- Maintaining a bank of high-quality images and video for marketing purposes. Editing images as required using Photoshop/Canva/Filmora.
- Manage the administration of student photo consent.

### Press

- Draft and distribute press releases and photography to the local and national press as required. Work proactively to establish positive relationship with key outlets.

### Administration

- Maintain and update marketing databases, customer relationship management (Hubspot) systems, and mailing lists.
- Assist with general administration and the organisation of all aspects of marketing and recruitment events throughout the year. Taking personal ownership of specific events when necessary.
- Provide fact-checking, copy-editing, and formatting assistance to the Marketing and Admissions Department.

***This job description is not exhaustive and gives a good indication of the activities involved in the role within Leweston School. No job description can cover all aspects of a role and consequently responsibilities are likely to evolve and change overtime.***





## Person Specification

### Skills and Qualifications

- Ideally, Bachelor's degree in marketing, communications, or a related field
- Proficiency in Microsoft Office Suite, Google Analytics, social media management platforms, and CRM systems.
- Excellent written and verbal communication skills. Writing for online, print and social media.
- Excellent organisational and time management skills.
- Strong analytical and problem-solving skills.
- Able to maintain a high level of confidentiality.
- Able to think creatively and generate innovative marketing ideas.
- Able to work in a fast-paced environment and adapt to changing priorities.
- Able to follow instructions and work independently on projects.

### Experience

- 0-2 years of experience in digital marketing or a related field.
- Practical experience of the complete range of digital marketing techniques.
- Experience in and an understanding of social media.
- Practical experience of print, production and design, ideally proficient on Canva.
- Practical experience of Hubspot would be an advantage.





## Application Process

Interested candidates are invited to apply [via TES](#).

If you have any questions about applying, please contact 01963 211031.

The process is as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact Nicola Harrison by telephone.
- Shortlisted candidates will be invited to interviews at the School.

Leweston is an equal opportunities employer and welcomes applications from all sections of the community. Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities and experience). All applicants should read the schools' safeguarding policy and are required to declare any criminal convictions or cautions or disciplinary proceedings related to young people. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. N.B. Safer recruitment checks will be made at all stages of the recruitment process.







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