



BURGESS HILL

— GIRLS —

Tomorrow's Women



**DIGITAL MARKETING OFFICER**

**CANDIDATE PACK**





# WELCOME TO BURGESS HILL GIRLS

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Our motto at Burgess Hill Girls is 'I am, I can, I should, I will'. It encapsulates the journey students take with us. Discovering who they are, what they are capable of, the importance of supporting others and developing the will to achieve their dreams. When you join Burgess Hill Girls you become part of a unique empowering community where there are no limits.

We love learning at Burgess Hill Girls and this passion extends far beyond the curriculum into all aspects of life. We believe in a complete education and successfully combine an excellent academic provision with a strong pastoral programme and an immense variety of enrichment activities while always focussing on the needs of the individual.

Are you creative, forward thinking with a flair for all things digital? If so, then we have an exciting opportunity to join our School Marketing team to manage and update our School website, maintain and develop the School's presence on all forms of social media, co-ordinate press releases, photography, and lead on the design and production of event programmes and whole school promotional literature.

If this role excites you, and you believe that you have the necessary skills and experience, then we would be delighted to hear from you.



*Mcavanagh.*

HEATHER CAVANAGH | INTERIM HEAD



# OVERVIEW

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Burgess Hill Girls is an independent, day and boarding school for girls located in the centre of Burgess Hill, West Sussex.

The School was founded in 1906 by Beatrice Goode to provide a high-quality education for girls which was not widely available at the time. In 1928 the School moved from Church Road to its present location on Keymer Road in order to expand.

The School currently educates over 500 pupils, with boys and girls in the Nursery and girls only from Reception through to the Sixth Form.

The School's catchment area for day pupils extends across Sussex. It is well-connected by road (lying close to main roads such as the A23 to London and Brighton) and by train, just a few minutes' walk from the town's railway station with frequent direct services to Brighton, London and Gatwick Airport.

Living on-site there are approximately 50 boarders, typically full-term from across the globe.

Notable alumnae, called Bold Girls, include cricketer Caroline Atkins, actor Haydn Gwynne, presenter Holly Willoughby, neuroscientist Professor Francesca Happé and diversity champion, Funke Abimbola MBE.







# MISSION & AIMS

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## OUR MISSION

To develop Tomorrow's Women.

## OUR AIMS

Our mission is achieved by ten core aims. We will:

- Champion individual strengths and aspirations through our excellent academic provision, extensive co-curricular opportunities and forward-thinking initiatives such as our B-spoke and BOLD programmes.
- Endow pupils with confidence, self-belief and a determination to succeed.
- Embed a strong sense of moral responsibility through activities in the school and the local community.
- Develop meaningful and effective partnerships with local nurseries, and primary and secondary schools.
- Recruit and retain high-quality staff.
- Promote a positive balance between academic work, recreation and volunteering.
- Provide expert higher education and careers opportunities and advice.
- Deliver an outstanding Early Years education to ensure a solid foundation.
- Innovate in the development of our curriculum and facilities.
- Encourage a mutually supportive community that empowers girls to reach their full potential.

Pupils at Burgess Hill Girls will be equipped to lead a fulfilled and productive adult life in a rapidly changing world.



# CAMPUS

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Burgess Hill Girls is set within 14 acres of beautiful grounds within a conservation area close to Burgess Hill town centre in the heart of Mid Sussex.

The site comprises of open playing fields surrounded by natural woodland. The buildings date back to 1704 and are a mixture of Victorian and Edwardian villas complemented with sympathetic contemporary buildings.

The newest additions to the site are the Croft II Performance and Music Academy and Little Oaks, a modern building encompassing Nursery and Infant classrooms.

## OTHER BUILDINGS OF NOTE

- Webb House - Main teaching block for Senior School
- Pre-Prep and Prep School
- Music School
- Sixth Form Centre
- Art Department
- Science Centre
- Sport pitches and courts
- Fitness hub
- Dining hall
- Two boarding houses







# JOB DESCRIPTION

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You will be responsible for all aspects of design and communications to ensure the school's image and reputation is promoted and enhanced.

To be successful in this role, you will need to have good experience in software packages such as Adobe Photoshop, InDesign and Illustrator, you will have good website content management experience along with strong written and oral communication skills, excellent attention to detail and a flexible approach.

## WEBSITE & DIGITAL SIGNAGE

- Identifying, editing and publishing stories on the news section of the website.
- Manage the school website to ensure it is up to date through the CMS, liaising with the IT team where required.
- Responsible for setting up and managing digital displays on School digital screens.
- Updating external websites and publications with correct staff details and recent images and videos.

## SOCIAL MEDIA

- Managing presence on social media sites including but not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn and Google My Business.
- Identifying and collecting relevant content to publish via these channels.

## PHOTOGRAPHY

- Arrange, set up and take photographs of school events, edit and use them for press releases, the School website and social media.
- Arrange, set up and take specific photographs of pupils or school life for publication on website, advertisements and other channels as required.



# JOB DESCRIPTION

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## DESIGN AND PRINT

- Support the Drama, PE and Music teams with the design and production of event programmes.
- Design and production of promotional literature.
- Design and production of internal annual publications.
- Marketing merchandise

## Other duties and responsibilities in common with other members of the Admissions & Marketing Team:

Events – support the team with the preparation of and running of events, some of which take place in evenings or weekends.

Administration – support the team with any administrative tasks required for the smooth running of the department.

Carry out any reasonable request in connection with the work of the department in order to meet the department's objectives.

**The Marketing and Admissions team consists of a Director of Marketing and Communications, Head of Events and Offerterm, UK and International Admissions Officer, Admissions Assistant and Digital Marketing Officer.**







# SALARY & BENEFITS

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## START DATE

The preferred start date for the chosen candidate is January 2025.

## HOURS OF WORK

This is a part time (30 hours pw) position with an hour for lunch. Hours and days to be discussed at interview stage.

## SALARY

Salary range £28,000 pa FTE depending on prior relevant experience.

## HOLIDAY

Support staff are entitled to 28 days holiday per annum plus statutory holidays.

## ADDITIONAL BENEFITS INCLUDE:

- Contributory pension scheme
- Free lunch in our state-of-the-art dining hall
- Significant discount on school fees
- Corporate discount at The Triangle leisure centre
- Free car parking
- Unlimited use of school and fitness facilities
- Free staff wellbeing MOT provided by Sussex Wellbeing
- Employee Assistance programme

For more information on staff wellbeing, please view our booklet [here](#).



# APPLY

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Candidates are required to submit an application form with supporting letter and details of two referees. References will be taken up prior to interview.

**Applications will be managed on receipt with a final closing date of 9am on Friday 6th December.**

We reserve the right to interview and appoint at any stage of the recruitment process.

All appointments are made in accordance with our equal opportunities policy and applicants should let us know of any special needs they may have.

***The 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.***

