



Kimbolton School

CAMBRIDGESHIRE



APPLICATION PACK

Marketing and Communications Officer
To start as soon as possible

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Welcome from the Headmaster



I'm delighted that you're interested in this important new role at Kimbolton School, and I hope this candidate pack answers some of the many questions you will surely have about life here.

Whether you are at the Prep, at one end of the village and our parkland, or the Senior School, at the other, your experience at Kimbolton will be characterised by the same educational ethos: we value character just as much as academic achievement, and we value kindness most of all. To join our school is to enter a friendly and inclusive environment that provides the space and support for children to grow into themselves. Our site is beautiful and safe, with room enough for all our 1,100 pupils to roam, and we are lucky to call Kimbolton Castle and its stunning grounds home.

The most important part of the school is, of course, its people, and you will be welcomed as an old friend by our warm community of pupils and staff. You will find that staff here are well supported and rewarded for their commitment to our pupils, but that what they value most is the camaraderie of supportive colleagues who do not take themselves too seriously.

Kimboltonians are well rounded and have their feet on the ground. They understand the value of hard work, service, and taking failure in their stride. Yet they know how to have fun and they play just as hard as they work - on the sports pitches, on the stage, or just climbing a tree at break time. Their academic results are excellent, too. Our broad curriculum is guided by a desire to see young adults emerge with many strings to their bows and a clear sense of the difference they want to make in the world. Expert staff, who know the pupils as individuals and place their wellbeing first, nurture and challenge them to find their passions and do their personal best.

Kimbolton is, first and foremost, a happy place where every child is valued. I do hope that you will want to join our team.

A handwritten signature in black ink, appearing to read 'Will Chuter', with a long horizontal line extending to the right.

Will Chuter
Headmaster

Recruitment of Staff

Kimbolton School is committed to recruiting, developing and retaining high calibre teaching and non-teaching staff for our outstanding HMC school. All our staff, regardless of role, play an important part in the provision of our first-class education.

Teaching Staff

We employ teachers who are conscientious, imaginative and committed to educating the whole person. Our continuous professional development scheme provides all academic staff with an opportunity to reflect on their practice and continue to develop their teaching and pastoral skills to the benefit of all pupils. We expect teachers to be fully involved in the extra-curricular life of our school too, encouraging pupils in their wider development through music, sport, drama, art, CCF, clubs, societies and trips. Sometimes these are out-of-hours, at weekends or during school holidays.

Non-teaching Staff

Our non-teaching staff fill a wide variety of roles, both part- and full-time and some of them term-time only. They are very much part of our wider team and contribute to, and benefit from, the happy and positive feel of our school.

The School recognises that an important element in safeguarding our pupils is a robust recruitment process that incorporates measures to deter, reject, or identify people who might abuse children, or who are otherwise unsuited to work with them. In addition, recent government guidance, “Safeguarding Children – Keeping Children Safe in Education Sept 2023, specifically Part 3”, as well as specific guidance from the National Minimum Standards for Boarding Schools, help to form the basis of school policy. For further information about Kimbolton School's commitment to Safer Recruitment, please visit our [Policies page](http://www.kimbolton.cambs.sch.uk/policies) to read our Safe Recruitment Policy at www.kimbolton.cambs.sch.uk/policies



You will find in this Application Pack further details about this exciting opportunity to join our friendly and enthusiastic staff team. Please refer to the Method of Application for details on how to apply. We look forward to hearing from you.



Job Description

Marketing and Communications Officer

Full time, Permanent
To start as soon as possible

The School

Kimbolton School was founded in 1600 and is situated in 100 acres of grounds in the West Huntingdon town of Kimbolton. The School currently educates over 1000 children aged 4-18 in a coeducational, predominantly day environment, although there are up to 60 boarders. The Senior School is located around Kimbolton Castle while the Preparatory School is housed to the west of the village on the original Grammar School site. The School employs approximately 400 staff and also owns a subsidiary company, Kimbolton School Enterprises, which transacts all non-charitable trading activity.

Further information about the School can be found on the School website at www.kimbolton.cambs.sch.uk.

Commitment to Safeguarding

Kimbolton School is dedicated to safeguarding and promoting the welfare of its boarding and day pupils, regardless of age, ability, race, culture, religion, sexuality or class. Safeguarding is integrated into the School ethos. It is the duty of all members of staff including full-time, part-time and volunteers, both teaching and support, to play an active role in ensuring the safety and promoting the welfare of the children in the School's care. Safeguarding is everyone's responsibility.

The Department

The Marketing and Communications Team is part of the Headmaster's Department, which also includes the Director of Marketing and Communications, the Head of Admissions and an Admissions Officer. The Team is responsible for the strategic marketing and admissions for Kimbolton School and its subsidiaries, and is responsible for attracting and enrolling students while maintaining the school's brand identity and fostering a positive reputation within the community and beyond.

Duties and Responsibilities

Website Editor	Supporting the Director of Marketing with content research and generation. Creating landing pages for marketing campaigns. Training and supporting users, approving and uploading pages. Supporting the development of future generations of the website. We have recently embarked on a project to relaunch our website and you will be supporting the Director of Marketing and Communications with this project.
Social media	Content creation and monitoring for Kimbolton School's social media (Facebook, Instagram, X, and LinkedIn). General digital storytelling – bringing the essence of Kimbolton School, and all its activities, to life on digital platforms.
Media relations	Working with our PR Agency to monitor the school's presence and profile across all media. Researching, drafting, and promoting news stories, and liaising with our PR Agency and, where necessary, media.
Marketing & events	<p>Providing support and/or content, images and branding assistance to all staff as required, for example using Canva to design simple flyers, banners, and brochures. Or working with external designers to support design of larger projects – prospectuses etc.</p> <p>Coordinating outreach events such as Lower Prep Pre-School Science Workshops and Year 5 Prep Masterclasses.</p> <p>Supporting Admissions activities such as Open Mornings, international trips and taster days or fairs for feeder schools.</p>
Photography and filming	Day-to-day photography and film clips. Administering the School's photo and film library and archives, including processing images and video. Assist with planning of annual professional photoshoots and any large filming projects with external suppliers.
Communications	Support the Director of Marketing and Communications in carrying out an audit of all internal communications and working with her to rationalise and plan a strategic approach that supports the external activity and members of staff in delivering a cohesive and consistent schedule of comms.
Administration	<p>Assist with the programme of 'Masterclasses' for local primary and middle school pupils. Order merchandise for open mornings and other events.</p> <p>Carry out any other duties that are required by the department.</p>

Person Specification

Attributes	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Education to A level • GCSE Maths & English grade 4 or above 	<ul style="list-style-type: none"> • Marketing/CIM/IDM qualification • University degree
Knowledge	<ul style="list-style-type: none"> • In-depth working knowledge of marketing and sales 	<ul style="list-style-type: none"> • An understanding of the independent school sector
Specialist skills and experience	<ul style="list-style-type: none"> • Experience of working in a media or marketing environment • Strong communication, copywriting and proofreading skills • Highly IT literate • Familiar with website content management systems and databases • In-depth working knowledge of digital marketing and social media • Knowledge of using AI in a marketing setting 	<ul style="list-style-type: none"> • Knowledge of SEO and Google Analytics • Confident with Facebook, Instagram, X(Twitter), LinkedIn, Vimeo, YouTube • Knowledge of MS Office, Adobe Photoshop and/or Lightroom, Filmora, Canva, Flipsnack or similar • Creative flair, especially in terms of the design of promotional materials, would be an advantage • An ability to take eye-catching and creative photographs
Personal qualities	<ul style="list-style-type: none"> • A professional attitude and ability to work within a busy and supportive team • A self-starter with an outgoing personality and ability to relate to young people and their parents 	
Personal qualities	<ul style="list-style-type: none"> • Ability to manage own workload and meet deadlines • A commitment to Kimbolton School and the wider independent education sector 	

Terms and Conditions

Reporting to:	Director of Marketing & Communications
Accountable to:	Headmaster
Hours of Work:	<p>5 days (37.5 hours) per week, full time (52 weeks), with an unpaid lunch break</p> <p>Normal working hours (including the duration of the unpaid lunch break) will be on a flexible basis, between 8am and 5pm, to be agreed with the Director of Marketing & Communications.</p> <p>There is an expectation that the successful candidate will need to be flexible with hours of work and be available to cover significant marketing moments during the year, such as Masterclass presentation, Open Mornings etc.</p>
Remuneration:	Dependent upon qualifications, skills, and experience
Probationary Period:	6 months
Pension:	The School offers a contributory pension scheme
Lunches:	All employees are entitled to a free lunch in the school dining halls during term time. Time taken for lunch is not paid.
Additional benefits:	Free onsite car parking; free access to a fully equipped Gym and Swimming Pool; cycle to work scheme.
Referees:	The names, addresses and telephone numbers of two professional referees are required. Referees will not be contacted without the permission of the applicant.

Method of Application

Please email a letter of application, together with the completed Application Form to:

Human Resources, Kimbolton School, Kimbolton, Huntingdon, Cambridgeshire PE28 0EA at recruitment@kimbolton.cambs.sch.uk.

The closing date for applications is: 9.00am Monday 13th May 2024
Interviews will take place shortly after the closing date.

Kimbolton School is committed to the highest standards of safeguarding and implements a rigorous and robust recruitment process that gathers and evaluates child protection relevant evidence about candidates prior to interview. All appointments are subject to satisfactory completion of an enhanced DBS check and proof of right to work in the UK. All applicants are requested to read the [Safeguarding Policy document](#). Please note that Kimbolton School does not have a sponsored Licence to recruit non-UK workers and therefore all candidates are expected to be able to work in the UK.

Notes

The post holder is required to operate within school policies and procedures, including Health and Safety.

Kimbolton School is an equal opportunities employer.

Kimbolton School operates a No Smoking policy on the Estate.

Under the Guidelines Safeguarding Children: Safer Recruitment and Selection in Education Settings June 2005, Kimbolton School reserves the right to request age related information from the candidate.

Kimbolton 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. It is an offence for any organisation to offer employment that involves regular contact with young people under the age of 18 to anyone who has been convicted of certain specified offences, or included on lists of people considered unsuitable for such work held by the Department of Education. It is also an offence for people convicted of such offences to apply for work with young people. The successful candidate is subject to satisfactory completion of an Enhanced Disclosure from the Disclosure and Barring Service before the appointment is confirmed. This check will include details of cautions, reprimands or final warnings as well as convictions. Further information about the Disclosure scheme can be found at www.gov.uk/government/organisations/disclosure-and-barring-service. All employees will be expected to abide by the School's Safeguarding Code of Conduct and will attend Safeguarding training.

A copy of the School's Safeguarding Policy can be found on the website www.kimbolton.cambs.sch.uk/policies