

ST MARGARET'S PREP



ST MARY'S CALNE

MARKETING & GRAPHIC DESIGN OFFICER

FULL TIME, ALL YEAR - IMMEDIATE START



APPLICANT PACK

CLOSING DATE: 09.00 WEDNESDAY 11TH JUNE 2025



Head: Mrs Anne Wakefield

St Mary's is an exceptional boarding and day school for girls aged 11 to 18. It is a place where students feel appreciated, celebrated, and understood by friends and staff alike. We inspire girls to achieve academically, discover and nurture their unique talents, and create lifelong friendships.

St Mary's shares its site with St Margaret's Prep, also home to the Bluebirds Nursery, enabling us to welcome children from 2 to 11 years. St Margaret's is a vibrant co-educational day school offering inspirational learning to approximately 180 pupils.

As well as innovative teaching, learning and a wide co-curricular programme, both schools offer outstanding pastoral care and, joined by the St Mary's School Sports Club, offer a warm inclusive community.

Our site provides an exceptional working environment surrounded by landscaped and natural outdoor spaces in the heart of the Wiltshire countryside. Our staff are talented and motivated and show deep dedication to fulfilling the potential of each of our students, both in and out of the classroom.

We are committed to safeguarding and promoting the welfare of pupils. Due to the nature of the work involved, successful applicants are required to undertake an Enhanced DBS check and a number of initial online safeguarding courses.

[We look forward to receiving applications from skilled candidates with excellent communication skills, to play a key design and copy-writing role in our core marketing activities. Our marketing material encourages current and future families to fully engage with the activities of school life.](#)



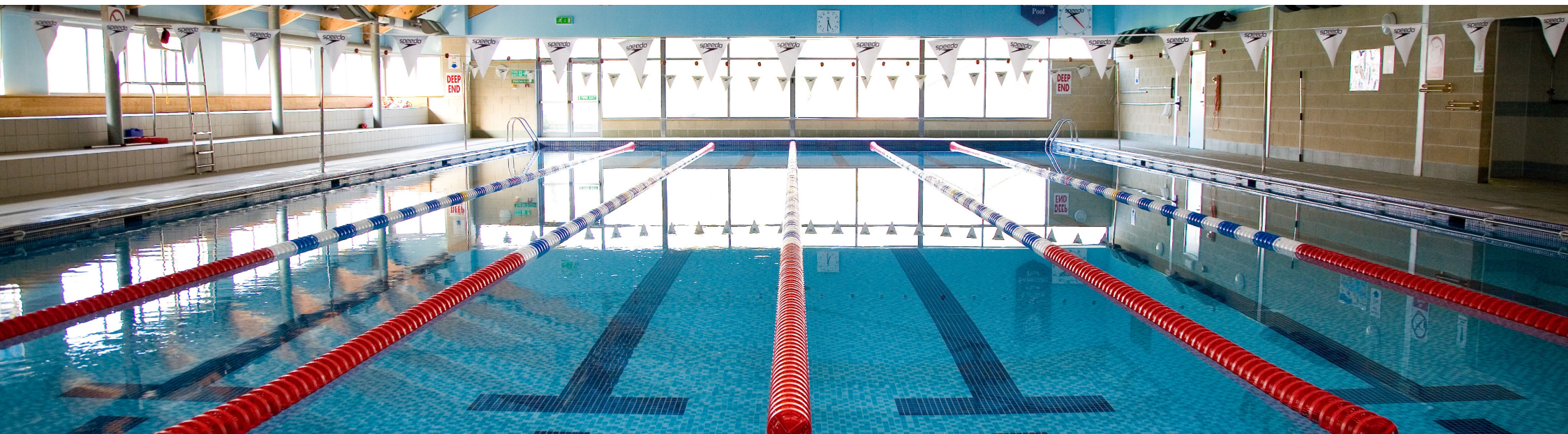
BENEFITS OF WORKING WITH US

Our schools are set in their own attractive 24 acre grounds and boast a homely atmosphere and friendly, supportive colleagues.

With a new structure introduced in September 2024, the Head, Anne Wakefield, leads both schools with support from Head of Prep, Alex Hopkins, and the Leadership Team across both sites, making this is an exciting time to join our team.

The benefits of working at St Mary's Calne include:

- An Employee Assistance Programme offering free services and access to experts to aid professional and personal life, such as legal and finance advice in addition to health, well-being and medical support
- A pension scheme with generous employer contributions (Scottish Widows)
- Employee Life Cover (death in service benefit)
- Discounted membership of the on-site St Mary's Calne Sports Club, offering a variety of fitness classes including yoga, pilates, zumba & spinning, plus use of the gym and swimming pool, all included in the membership
- Complimentary meals in the Dining Hall during term time
- Free on-site parking
- Use of the School Shop and Library



TERMS OF THE ROLE

- This new role is offered on a full time basis, 40 hours per week, all year round. Starting June 2025 (or as soon as possible afterwards).
- Salary starting at £27,768 (52 week per year contract).
- 36 days annual holiday (inclusive of 8 bank holidays and 3 days Christmas Shut-Down).
- Working as an integral part of the Marketing, Admissions and Development team working closely with other department members.
- Duties include the creation of marketing and newsletter material (digital and print), editing website content and supporting the organisation of school events for our two schools and sports club.
- Reporting directly to the Marketing Manager at St Mary's and, ultimately, the Director of External Relations.

JOB SUMMARY

We are looking for a creative, detail orientated Marketing and Graphic Design Officer to join our busy external relations team. The ideal candidate is a team player passionate about story telling and creative design. They will be responsible for designing engaging marketing materials while executing marketing strategies to promote our brand and increase visibility. This dual role requires a combination of graphic design skills, marketing knowledge, and a keen eye for detail. The post holder will be responsible for developing engaging and on-brand publications for a range of audiences, including websites, printed and digital media, event marketing, emails, and more.

Our marketing aims to engage effectively with prospective and current parents to support the schools' student recruitment and retention plans, while also offering regular updates to alumnae. The post holder will also support our on-site Sports Club and Foundation teams with event and media campaigns and design creation.



DUTIES & RESPONSIBILITIES

Marketing - Collaborate with the Marketing Manager to create visual content that aligns with the School's brand identity and marketing goals, maintain brand consistency in all designs and marketing materials, assist in the development and execution of marketing strategies and campaigns, collaborate all departments to ensure consistent brand messaging and promotion across all platforms, support digital marketing efforts, including email marketing, social media, and paid advertising campaigns, monitor the performance of marketing campaigns and suggest improvements, conduct market research and competitor analysis to identify trends and opportunities.

Design - Under the guidance of the Marketing & Communications Manager, design and create print ready artwork for a range of audiences. This will include publications (eg Admissions booklets), event programmes and posters, and smaller print items such as art postcards.

Social Media - Alongside a Digital Content Creator, contribute to our presence on digital platforms, contributing to the content calendar, creating engaging and timely posts, measuring and analysing the performance of social posts.

E-Newsletter - Co-ordinate the production of the weekly St Mary's parent newsletter (*The e-Lily*).

Photography - Take photos at regular school events, and appoint professional photographers for major school events. Maintain the school's photo library, create dynamic photo and video galleries and slideshows for the website, social media, plasma screens around school and for use at events.

Website - Draft, proof, edit and upload well-written copy for the school website.

School Magazine - Assist with the production of the school's annual magazine, *Oxygen*. This will include identifying stories; liaising with stakeholders; editing copy; selecting photos; proof reading; working with an external design agency.

Annual Arts Magazine - Assist with the production of the creative arts magazine *Literalily*. This will include working closely with the English and Art Departments, the external judge and the external design agency.

Graphics - Create and/or oversee any graphics required e.g. for schools' guides, profile pages, adverts, blogs, thumbnails etc.

Branding - Assist with the guardianship of the school's brand identity, ensure that the school is portrayed in a professional and consistent manner, that is in keeping with the school's overall marketing strategy.

Events - Support other members of the team in the organisation of marketing, development and admissions events, such as Open Day (one a term), Special Experience events, Partnership events, other Admissions events (such as Taster Days, Entrance Days).

Additional Duties - Edit, proof-read and upload blogs when necessary.

Oversee and assist with the creation of engaging, up-to-date and attractive displays around school.

Assist with School Office cover in the school holidays as required.

Assist with the preparation of material for presentations to the school, the Governors and external organisations.



Person Specification

Essential Attributes:

- Educated to degree level (or the equivalent) in a media or design related subject
- Proficient use of all Microsoft Office software
- Demonstrable experience of graphic design
- Good knowledge of Adobe Creative Suite (InDesign, Photoshop and Illustrator)
- Proficiency in PowerPoint
- Basic knowledge of web design and HTML/CSS is advantageous.
- Strong understanding of marketing principles and digital marketing platforms.
- Familiar working with and interpreting brand guidelines
- Excellent attention to detail with a creative mindset.
- Ability to work on multiple projects simultaneously and meet deadlines.
- Strong written and verbal communication skills.
- Experience with social media marketing and content management systems (CMS) is a plus.
- A proactive attitude bringing enthusiasm to your work
- Strong attention to detail
- An organised and structured approach to work
- Ability to work well within a team and manage workloads to meet deadlines
- Analytical skills
- Excellent communication skills both written and oral

Desirable Attributes:

- A qualification in graphic design (or similar field)
- A qualification in digital marketing (or similar field)
- Working knowledge of Canva
- Working knowledge of MailChimp
- Knowledge of website content management systems

All members of staff are expected to have proper regard for the school's safeguarding policy and procedures which includes undertaking necessary training. An enhanced DBS check is required for every member of school staff, this will be carried out by the school on appointment of a new staff member. For information, extracts from the school's Child Protection policy are appended on the final page of this document.



FURTHER DETAILS AND HOW TO APPLY

Research tells us that applicants (especially those from under-represented groups) can be put off from applying for a role if they do not meet all the criteria. If you think you would be a good match for this role and can demonstrate some transferable experience please apply, regardless of whether you tick every box.

Further information about the schools and sports club may be viewed on our websites:
www.stmaryscalne.org www.stmargaretsprep.org.uk www.smcsports.co.uk

In order to ensure that all applicants are assessed equally and fairly, and to ensure compliance with our safer recruitment procedures, applications will only be accepted on a school application form which can be downloaded from the Vacancies page of the school website or can be sent on request from:

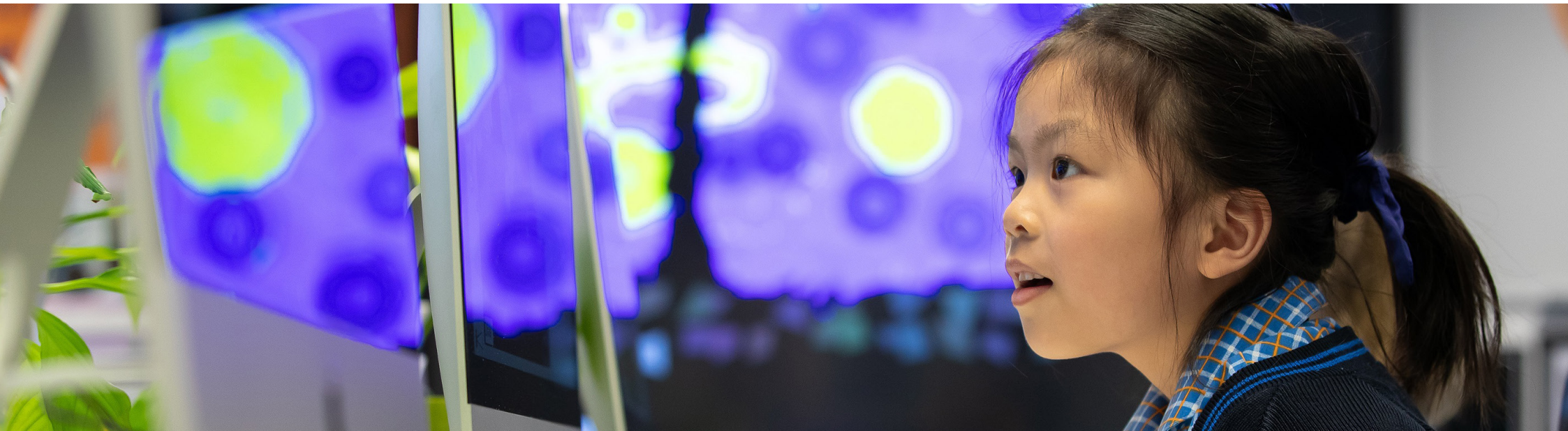
Clare Oatley, HR Administrator (Recruitment)

recruitment@stmaryscalne.org | St Mary's School, Calne, SN11 0DF | 01249 857 264

A fully completed application form, together with a covering letter explaining your suitability and/or vision for the role, should be sent to the above email address. Receipt of an application will be acknowledged as soon as possible.

Closing date for applications: 0900 Wednesday 11th June 2025

Proposed interview date: Friday 20th June 2025 (with potential online first round beforehand if necessary)



APPENDIX 1:

EXTRACT FROM OUR CHILD PROTECTION POLICY

St Mary's Calne fully recognises its responsibilities for Child Protection.

We are dedicated to safeguarding and promoting the welfare of our pupils, regardless of sex, race, disability, religion or belief, gender reassignment, pregnancy and maternity, or sexual orientation. We follow the child protection procedures set out by Wiltshire's "Safeguarding Vulnerable People Partnership". We understand the need to engage with the Safeguarding Vulnerable People Partnership and the statutory duty to cooperate if the school is named as a relevant agency. We have regard to statutory guidance issued by the Department for Education "Keeping Children Safe in Education 2024" and are aware of our obligations under the Human Rights Act 1998 and Equality Act 2010. Our policy takes full regard to "Working Together to Safeguard Children 2023" (WT), "What to do if you are Worried a Child is Being Abused (2015)" and the National Minimum Boarding Standards (2022).

At St Mary's we have a 'Nominated Governor' to take leadership responsibility for the school's safeguarding arrangements.

What is safeguarding?

Safeguarding can be defined as promoting the physical and mental health, safety and welfare of all pupils.

Safeguarding is the responsibility of all adults, especially those working or volunteering with children. The school aims to help protect the children in its care by working consistently and appropriately with all relevant agencies to reduce risk and promote the welfare of children.

Staff:

- » are advised to maintain an attitude of 'it could happen here' as far as safeguarding is concerned;
- » should always act in the best interest of the child.

What is child protection?

Child protection is a part of safeguarding and promoting welfare. This refers to the activity which is undertaken to protect specific children who are suffering, or at risk of suffering, significant harm.

