



# Marymount

INTERNATIONAL SCHOOL LONDON

## *Candidate Information Pack*

### *Communications and Marketing Officer*



Marymount International School London is an independent day and boarding school for girls, nurturing the limitless potential of curious, motivated students (ages 11 – 18) of diverse faiths and backgrounds. Inspired by the charm of the RSHM, we proudly stand as the first all-girls' school in the UK to adopt the International Baccalaureate curriculum, which promotes independent thought within and across a broad range of disciplines.

Marymount girls love to learn and learn to love in an inclusive environment that challenges and supports them as they develop into their best selves. They are empowered to build confidence, spirituality, leadership skills and a sense of self on a seven-acre idyllic garden campus conveniently located just twelve miles from London.

Who we are teaching is as important as what we are teaching. Whether innovating in our STEAM Hub, debating in class, dancing on the stage, or learning a new world language, students are encouraged to sharpen their critical thinking skills, collaborate with others, and celebrate our diverse community of over 40 nationalities.

The School's holistic approach to learning delivers a well-rounded education that promotes excellence in all areas of school life. Securing top university placements beyond Marymount, our graduates are global citizens prepared to make a difference in the world.



Marymount International School London is seeking to appoint a Communications and Marketing Officer at an exciting point in the school's history, as we launch a new five-year strategic plan.

The successful candidate will have the ability to thrive as a team player, be highly motivated and bring energy, drive, and initiative to achieve the school's marketing goals. They will have experience of marketing in a high value service environment and be able to demonstrate experience and appreciation of the principles and practices of marketing within an educational setting, preferably in independent schooling.

Marymount International School London is a friendly and happy school where staff are valued. Staff who join will enjoy a professional and supportive working environment. Staff development is a high priority and there are many opportunities for CPD.

### *Purpose*

The Communications and Marketing Officer will lead the implementation of effective marketing, communications, customer relationship and engagement strategies for Marymount International School London, across all of the school's online and offline communication channels, brand and print materials, event management and content creation.

**Reports to:** Director of Communications and Marketing

### *Main Duties and Responsibilities*

- Support the whole school marketing strategy including a multi-channel communications plan and parent engagement programmes to support the school's strategic plan.
- Support the roll out of a brand identity toolkit across all brand touchpoints including brand collateral, print media, website and online channels, signage, uniform and livery.

- Administer the execution of the school's social media activity across the yearly calendar, working in close collaboration with the Director Communications and Marketing.
- Ensure digital activities are constantly updated, are kept relevant and appropriate and are used effectively to maintain communication and drive engagement with stakeholders.
- Provide content, style management and design oversight for all school marketing materials.
- Update the school's website content regularly.
- Support the Events strategy for the school, maintain and update the calendar of events. Work closely with the Marketing, Admissions and Communications team to plan creative and engaging experiences for prospective families and stakeholders, including open days, scholarship events, taster events and assessment days.
- Administer internal communications within the school, including development of an internal communications strategy and management of key internal channels.



## *The Person*

### **Essential**

- Excellent organisational and time management skills
- Ability to work quickly and accurately with excellent attention to detail to meet deadlines
- Strong verbal and written communication skills, with an ability to communicate effectively with a variety of stakeholders
- Good literacy skills to prepare correspondence and maintain records to a high standard
- Absolute discretion and the ability to maintain confidentiality at all times
- Excellent interpersonal and relationship management skills at all levels
- Ability to work well in a fast-paced, multi-tasking environment
- Have a proactive approach to work; have integrity and the drive to do what is best for the students and the school

## *Ethos & Whole School Values*

### **Essential**

- Committed to Marymount as a school with high academic standing, providing a holistic education and outstanding pastoral care.
- Committed to the RSHM values
- An understanding and affinity with the School's Catholic ethos.
- Committed to operating as part of the School community

### **Desirable**

- A willingness to give generously of their time and support school events and activities

## *Qualifications and Training*

The successful candidate will have the following:

### **Essential**

- Bachelor's degree or equivalent qualification (candidates without a bachelor's degree but with equivalent professional experience are encouraged to apply)
- Related experience in a marketing role
- Good IT skills with knowledge of relevant software applications including MS Outlook, Excel, Power Point, and data base skills
- Evidence of a continual willingness to develop own professional skills

### **Desirable**

- Knowledge of design software such as Illustrator or Photoshop
- Experience of using word press or other web editing tools, CRM and Email marketing platforms
- Experience of working in an IB and international school

## *Safeguarding & Pastoral*

### **Essential**

- Committed to safeguarding and promoting the welfare of children and young people
- Always uphold Marymount International School London's Child Protection and Safeguarding Policy
- A satisfactory Enhanced Disclosure from the DBS



## *How to apply*

To apply, candidates should complete the School application form and e-mail it, together with a covering letter (both as PDF files please), to Mrs Rebecca Macefield at [hr@marymountlondon.com](mailto:hr@marymountlondon.com). Mrs Macefield can also be reached by calling the Business Office on 020 8949 0571.

Please address your letter to Mrs Margaret Giblin, Headmistress, Marymount London.

**Closing date for applications:** Friday 19th August by 9.30am

**Interviews at school:** Week commencing the 22<sup>nd</sup> August 2022

**Salary:** £24,000 to £32,000 depending on experience

**Start date:** September 2022 or as soon as practical

Marymount International School, London is committed to safeguarding and promoting the welfare of children and young people. The post is subject to an enhanced DBS check and satisfactory references.

Marymount International School, London is proud to be an Equal Opportunities employer and welcomes applications from all sections of the community. Our Marymount family is richly diverse with many different backgrounds and cultures represented. This diversity is valued and respected. All job applicants will be considered solely on their ability to do the job.



### *Pension*

Subject to meeting the qualifying conditions, all Support Staff are automatically enrolled in our workplace pension scheme, currently provided by AVIVA with employer contributions of 6% (auto-enrollment) or 8% of basic salary.

### *Holiday*

20 days annual leave, which will be taken during the school holidays and paid as salary. Please note holidays during term time are not permitted.

### *Employee Assistance Programme*

Health Assured provides an employee assistance programme, which includes access to free confidential counselling, financial and medical support 24 hours per day, seven days a week.

### *Fee Remission*

Staff are eligible for School Fee Remission for children attending Marymount London. The child(ren) of employees are subject to the same admissions assessments as other children and employment in no way guarantees that an offer of a place for your child will be made. Full details are available from the Business Office.

### *Personal Accident Insurance*

Insurance is in place in the event of an accident leading to permanent disability or injury, providing a lump sum payment.

### *Meals & Parking*

Staff are provided with lunch in the dining room, as part of the student supervisory procedure. Parking is provided free of charge on campus.

### *Cycle to Work Scheme*

Staff have the opportunity to take advantage of the cycle to work scheme  
[www.cyclescheme.co.uk](http://www.cyclescheme.co.uk)

### *Fitness Suite*

Use of the school fitness suit at designated times.