



HEATHFIELD KNOLL SCHOOL

ENRICH. CHALLENGE. PREPARE.

POSITION: Marketing Lead

RESPONSIBLE TO: Headteacher

WORKING PATTERN: Part-time, term-time with some school holiday commitment (up to 40 weeks in total), 20 hours per week. The hours can be worked flexibly across four or five days per week and with the option to occasionally work from home.

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Heathfield Knoll School reserve the right to short-list and subsequently appoint ahead of the published deadlines.

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WELCOME

Thank you for considering working at Heathfield Knoll School and Little Cedars Day Nursery.

The school was recently named as **“Worcestershire Independent School of the Year.”** This follows very positive reports from the Independent Schools Inspectorate and the Good Schools Guide. Heathfield Knoll is recognised as a leading inclusive school for children.

We are looking for colleagues who have a love of learning and the ambition and desire to benefit from a growing school with new opportunities.

The successful candidates will value relationships with all members of our small school community.

I very much look forward to reading your application and invite you to speak with me directly should you have any questions in advance.

Lawrence Collins,
Headteacher



THE SCHOOL

Nestled in the beautiful Wolverley countryside, Heathfield Knoll School is a leading independent school serving families across the Wyre Forest and wider region.

Our school has a rich heritage, bringing together Heathfield School and The Knoll School. Heathfield School was founded by William Sebright in 1620 and celebrated its 400th anniversary in 2020. While much has changed over four centuries, our core values of nurture, relationships and care remain at the heart of school life, underpinned by a personalised approach to education.

Our provision begins with Little Cedars Day Nursery, welcoming children from three months old, and continues through Preschool, Junior and Senior School. We provide a traditional, well-structured education within small, nurturing teaching groups, allowing us to understand each pupil as an individual and support them to thrive both academically and personally.

The school is centred around a beautiful country house and benefits from more than 30 acres of playing fields, woodland and grassland. Our extensive grounds form an important part of school life and are regularly used to enhance learning, sport and outdoor education.

At Heathfield Knoll, education is about more than academic achievement. We aim to develop confident, articulate and considerate young people who are well prepared for life beyond school.

Our mission is to enrich our pupils through a broad and inclusive education in a nurturing and supportive environment where wellbeing is paramount. We challenge pupils to find their own pathway by encouraging curiosity, critical thinking and inquisitive minds, and prepare them for their future by developing resilient learners, leaders and compassionate global citizens.

Our staff play a vital role in creating the warm, supportive and ambitious environment that defines Heathfield Knoll. We are committed to providing a positive, inclusive and rewarding workplace where colleagues feel valued and supported.

Staff benefits include:

- Free hot lunches
- Workplace pension scheme
- Occupational sick pay
- Access to private health and life insurance
- A strong focus on staff wellbeing, including optional termly counselling sessions

By investing in and supporting our team, we create an environment where staff, pupils and children can thrive together.

ALDATES GLOBAL EDUCATION



ALDATES
GLOBAL EDUCATION
Wellbeing | Sustainability | Inclusion

From January 2020 Heathfield Knoll has become part of Aldates Global Education.

Aldates Global Education's executive team is based in St. Aldate's, a few steps from the University of Oxford's Wellbeing Research Centre, with whom they are also proud to be the founding partner, allowing them to stay at the forefront of educational research and wellbeing initiatives. Aldates Global's collaboration with the Wellbeing Research Centre at Oxford University ensures that the mental and emotional health of students remains a top priority.

Aldates Global are proud of our links with academic leaders in their fields, and we use these links to inform and influence pedagogy, process, and policies to create a better learning environment for students and teachers.

To embed best practices in their schools, and to enable teachers to build on their current strengths, Aldates Global Education will:

- Offer an enhanced CPD programme.
- Facilitate a Professional Learning Network to support achievement and progression.
- Invest in organisations outside the schools that can enhance the educational experience of our students.
- Invest in technology and foster the technological skills of staff and students.

JOB DESCRIPTION

POSITION: Marketing Lead

RESPONSIBLE TO: Headteacher

WORK PATTERN: Part-time, term-time with some school holiday commitment (up to 40 weeks in total), 20 hours per week. The hours can be worked flexibly across four or five days per week and with the option to occasionally work from home.

Flexibility will be required to attend school on home-working days where marketing coverage is needed for key events such as Sports Day, Prize Giving, Christmas productions, Open Events and other significant school occasions. Occasional evening and weekend work may also be required.

Additional paid hours may be available during the school summer holidays to support marketing campaigns, preparation for the new academic year and the School's September Open Event.

There is potential for the hours and scope of the role to grow in the future in line with the needs of the School.

The postholder will take ownership of the day-to-day marketing and communications activity for Heathfield Knoll School, helping to position the School as an independent school of choice for families across Kidderminster and the wider area.

The postholder will manage and deliver the School's day-to-day marketing activity across digital, print and social channels, working within the strategic direction set in partnership with the Business Development Group.

Working closely with the Headteacher as line manager, the postholder will use admissions trends and enquiry data to identify recruitment priorities, areas of the School requiring additional focus and opportunities to increase awareness and pupil numbers.

The role will be responsible for planning, coordinating and delivering marketing campaigns, monitoring their effectiveness and adapting activity in response to the School's admissions priorities.

JOB DESCRIPTION

KEY RESPONSIBILITIES

- Take ownership of the day-to-day delivery of the School's marketing and communications activity.
- Develop and deliver the annual marketing plan in liaison with the Head of Admissions Lead, Headteacher and Business Development Group.
- Work closely with the Admissions Lead to understand admissions trends, recruitment priorities and areas of the School requiring additional marketing focus.
- Plan and deliver targeted marketing campaigns to support pupil recruitment across key entry points and areas of need.
- Manage and optimise PPC campaigns, including Google Ads and social media advertising.
- Monitor campaign performance and adapt activity to improve reach, engagement and conversions.
- Undertake continuous SEO work across the School website to improve organic search visibility.
- Carry out regular keyword and search-intent research relating to independent education, local school searches and the School's key recruitment areas.
- Monitor how prospective families are searching for independent schools through Google and emerging AI-powered search platforms, using this insight to inform website content, blogs and digital campaigns.
- Identify relevant search terms, questions and topics being used by prospective parents and ensure appropriate content is developed to improve the School's visibility in both traditional and AI-powered search.
- Keep up to date with developments in SEO, AI search and digital discovery, making recommendations on how the School can maintain and improve its online visibility.
- Research, write and publish regular SEO-focused website content and blogs informed by keyword and search-intent research.
- Maintain and update the School website, including news, events, landing pages and key marketing content.
- Produce regular reports and analytics covering website performance, SEO, PPC, social media and marketing campaigns.

JOB DESCRIPTION

KEY RESPONSIBILITIES

- Manage the School's social media channels, including Facebook, Instagram and LinkedIn, creating engaging and targeted content for different audiences.
- Plan and schedule regular social media activity.
- Create graphics, photography and video content for digital and print use.
- Capture and edit photography and video showcasing day-to-day school life, events and pupil achievements.
- Design marketing materials including adverts, flyers, booklets, banners, digital graphics and other publications.
- Lead the marketing and promotion of Open Events and other pupil recruitment activities.
- Coordinate external photography, videography, print and advertising suppliers where required.
- Manage press and PR activity, including drafting press releases and identifying opportunities for positive media coverage.
- Maintain consistency of the Heathfield Knoll School brand across all marketing and communications.
- Undertake market and competitor research as required.
- Identify appropriate advertising, partnership and sponsorship opportunities.
- Develop relationships and marketing opportunities with local nurseries, childcare settings, schools, businesses and community organisations.
- Manage marketing expenditure within agreed budgets and ensure activity delivers appropriate value.

JOB DESCRIPTION

SAFEGUARDING

- Be familiar with and adhere to the School's Safeguarding and Child Protection Policy and relevant reporting procedures.
- Ensure appropriate consent is in place before using photographs or video footage of pupils and maintain awareness of the School's current photography consent information.
- Ensure all marketing activity reflects the School's commitment to safeguarding and the appropriate use of pupil information and imagery.

OTHER PROFESSIONAL REQUIREMENTS

- Work effectively as part of the wider Administration and Office team, providing support where reasonably required.
- Attend INSET, training and relevant meetings as required.
- Play an active part in the life of the School, including attending key events where marketing coverage is required.
- Support the School's ethos, values and wider community.

PERSON SPECIFICATION

EXPERIENCE AND SKILLS

Essential

- Previous experience in marketing, digital marketing, communications or a similar role.
- Experience developing and delivering marketing campaigns.
- Experience creating and delivering engaging social media content.
- Strong copywriting and proofreading skills, with excellent written English.
- Experience creating digital and printed marketing materials.
- Good photography and video skills, including capturing and editing content.
- Strong IT skills, including Microsoft Office applications.
- Excellent organisational skills with the ability to manage multiple projects and deadlines.
- Strong attention to detail and accuracy.
- Creative flair and the ability to generate engaging marketing ideas.
- Ability to work independently and take ownership of the School's day-to-day marketing activity.
- Ability to analyse marketing performance and use data to inform future activity.
- An understanding of SEO, keyword research and how search behaviour can be used to inform digital content and campaigns.
- Practical experience of SEO, keyword research and website optimisation.

Desirable

- Experience using Adobe Creative Suite, particularly InDesign, Photoshop and Premiere Pro.
- Experience managing Facebook and Instagram advertising.
- Knowledge and practical experience of Google Ads/PPC.
- An understanding of emerging AI-powered search and how digital content can be optimised for evolving search behaviour.
- Experience using website content management systems.
- Experience using Google Analytics and other digital reporting tools.
- Experience of email marketing platforms.
- Previous experience within education, particularly the independent school sector.

PERSON SPECIFICATION

PERSONAL ATTRIBUTES

Essential

- Professional, approachable and confident.
- Friendly and able to build positive relationships with staff, pupils, parents and external contacts.
- Creative and enthusiastic, with a strong eye for visual presentation.
- Self-motivated and able to work independently.
- Proactive and willing to suggest new ideas and opportunities.
- Comfortable working in a busy school environment and interacting with pupils of different ages.
- Discreet and able to handle confidential information appropriately.

Desirable

- Able to take ownership and responsibility for projects from initial idea through to delivery and evaluation.
- Calm under pressure and able to work to deadlines.
- Flexible and willing to support occasional evening and weekend events.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task may not be identified.

This job description is current at the date shown. In addition to the duties outlined above, the postholder may be asked to undertake other duties which may reasonably be regarded as within the nature and responsibilities of the role. Any permanent changes to the role will be discussed with the postholder and incorporated into the job description as appropriate.