



Mill Hill

Instilling values, inspiring minds

# Social Media Lead Candidate Information Pack



# INTRODUCTION

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Work under the direction of the Head of Marketing to help deliver the Marketing Strategy. This role will involve working closely with multiple stakeholders in particular; Leadership Teams, Admissions Teams and Teaching staff across all schools.

To develop a distinct brand presence for the schools through all relevant marketing channels and lead on digital content creation. To ensure all content is inspiring, correct and up to date and that it is both an informative and promotes the school to its wider audience.

Closing date for applications: 9am on Friday 18 August 2023

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## Key facts about the role:

### Contract Type

PERMANENT, FULL TIME,  
FULL YEAR

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### Reporting To

HEAD OF MARKETING

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### Holidays:

25 DAYS ANNUAL LEAVE  
PLUS STATUTORY BANK  
HOLIDAYS

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### Salary

£34,125 (DEPENDENT ON  
EXPERIENCE)

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### Hours

40 HOURS PER WEEK,  
ALTHOUGH FLEXIBILITY IN  
WORKING ARRANGEMENTS  
WILL BE REQUIRED

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### Contract Type

CONTRIBUTORY  
STAKEHOLDER PENSION  
SCHEME

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# THE FOUNDATION

## **The Mill Hill School Foundation Ethos**

The Mill Hill School Foundation educates boys and girls from 3-18, seeking to equip them for life, both now and in the future.

Our stimulating academic environment and numerous activities outside the classroom encourage learning and personal growth. We are committed to the development of every pupil and believe that our friendly and supportive community helps this to happen. We seek as a Foundation to instil a love for learning which will last a life time whilst balancing this with a readiness to embrace change.





# JOB DESCRIPTION

## **Main Duties and Responsibilities**

To lead on digital content creation across schools within The Mill Hill School Foundation.

### **Social Media:**

- Work closely with multiple stakeholders to create exciting content for the relevant channels across The Mill Hill School Foundation
- Plan weekly content across different platforms, e.g. Facebook, Twitter, Instagram and LinkedIn for each school and support Easter/Summer Schools when required
- Monitor the existing platforms and make approved responses when required
- Follow educational specialists on social media to look for opportunities to contribute to discussions online and build relationships with them
- Ensure that content from the Development and Enterprise Departments are included
- Keep abreast of changes in digital channels
- Work closely with Marketing and Digital Design Executive to create visually appealing posts

### **Website:**

- Content creator (including proof-reading and editing articles)
- Maintaining and developing the website
- Daily, to monitor and update information displayed on the website liaising with teaching staff and other departments where necessary
- Drive traffic to the website through appropriate initiatives
- Encourage contributions of news from staff and pupils which will then be communicated via the parent/agent e-newsletter
- Assess the information structure and presentation of information on the website to ensure that it is as impressive as it can be
- Check the functionality of the website to ensure that it is navigable
- Maintain an overview of all Foundation Schools' websites, and of the pages which relate to the Development and Enterprise Departments and any other sub-sites which may evolve in time
- Create digital reports e.g. using Google Analytics

- Working closely with our digital agency, monitor the content of the information on the website with a view to maximizing Search Engine Optimisation (SEO)
- Update educational websites where information for our schools are held e.g. Good Schools' Guide
- Send news to key electronic commercial and educational websites as appropriate

### **Advertising:**

- Support the Head of Marketing to deliver relevant advertising campaigns for events such as Open Morning. Covering both offline and digital channels.

### **Press:**

- Build relationships with press and publications and identify content opportunities
- Write content for press releases and award submissions
- Drive contributions from key stakeholders across the schools
- Record and monitor press coverage

### **Design:**

- To work in conjunction with the Marketing and Design Executive and external agencies; assist in creating promotional and branded materials; including prospectus, digital advertising, offline advertising, flags, business cards, post cards etc. Plus, the creation of branded school materials; including school term calendars, Job Descriptions Mill Hill School Review etc.
- Create the Mill Hill International, Mill Hill School and Grimsdell School Magazine and work in conjunction with the Belmont School Magazine Editor to create their school magazine

### **Other:**

- When required, support the production of the weekly parent e-newsletter
- Deliver key events such as Open Morning
- Work closely with our Video Production Society to gather in house content
- Manage the content for internal digital screens working closely with the office teams
- Create surveys as and when required to gain insights

### General

- Regularly review other schools activity and changes in the schools market
- Ensure compliance of all school administrative processes and procedures
- Appreciate and support the role of other professionals, and establish constructive relationships and communicate with other organisations and individuals as required
- Participate in training and development activities and programmes,
- Attend, participate and take minutes in meetings as required
- Comply with, and assist with the development of policies and procedures, and report all concerns to an appropriate person, in respect of:
  - Child protection and Safeguarding
  - Health, safety and security
  - Confidentiality, and
  - Data Protection
- Perform any other duties as requested by the Head of Marketing as commensurate with the post

This job description is not necessarily a comprehensive definition of the post. It will be reviewed and may be subject to modification at any time after consultation with the post holder.





# PERSON SPECIFICATION

## Qualifications and Skills

### Desirable

- Educated to Honours degree or equivalent professional qualification
- Digital Marketing, PR or Communications qualification

## Experience and Knowledge

### Essential

- Excellent verbal and copy writing skills with the ability to write copy for a variety of marketing channels, press and other audiences. Ensuring the content is factually correct with a spark for creativity
- Excellent attention to detail and proof reading skills
- Strong stakeholder management, organisational and planning skills
- Ability to multi-task and prioritise work
- Experience of working in a fast-paced environment
- Proficiency in MS Office (MS Excel, MS Word and MS Outlook)
- Knowledge of existing and emerging web tools and social media platforms
- A proven interest in digital channels and copywriting

### Desirable

- A minimum of one years' experience within marketing, PR, digital, web or communications
- Experience of working in an educational environment
- Ideally managed social media accounts
- Good knowledge of CMS (Word Press), MailChimp and Indesign

## Abilities, Skills and Attributes

- Ability to build and form working relationships with pupils, parents and colleagues, to work across operational boundaries
- Be able to manage and lead as well as work as a member of a team
- Demonstrate attributes of discretion, tact and diplomacy
- Show initiative, drive and commitment to ongoing improvement
- Be articulate and presentable
- Be creative problem-solver with the ability to think ahead
- Have good negotiation skills
- Demonstrate a co-operative, reliable, customer responsive with a "can do" attitude with good communication skills both on the telephone and in person that allows effective communication at all levels of the school
- Demonstrate an aptitude and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges
- Be able to work under pressure and meet deadlines whilst producing high quality work



# HOW TO APPLY

1

If you would like to apply for this role, please complete an application using the Apply button below.

**APPLY**

2

Our Guidance Notes for Applicants can also be found on the portal. Please complete the application by **9.00am on Friday 18 August 2023**.

Please note that we are unable to accept applications unless they are made on our own application form. Due to the large number of applications the School receives, please be aware that only shortlisted candidates will be contacted to be invited for an interview.

The Foundation reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

The Mill Hill School Foundation is committed to safeguarding the welfare of children. As part of our Recruitment Checks, the appointed candidate will be subject to a Social Media and Enhanced DBS Check.

The Foundation apply for an Enhanced DBS from the Disclosure and Barring Service (DBS) for all positions at the schools which amount to regulated activity. The role you are applying for meets the legal definition of regulated activity with children.

If you are successful in your application you will be required to complete a DBS Disclosure Application Form. Employment with the schools is conditional upon the schools being satisfied with the result of the Enhanced DBS Disclosure. Any criminal records information that is disclosed to the schools will be handled in accordance with any guidance and/or code of practice published by the DBS. It is an offence for person barred from working with children to apply for this post.

The Mill Hill School Foundation is committed to Equal Opportunities and welcomes applications from all sections of the community.



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**millhill.org.uk**

**Walker House**  
Millers Close  
The Ridgeway  
Mill Hill  
London NW7 1AQ

020 8959 1221  
**millhill.org.uk**

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