



STONYHURST
CANDIDATE
Information Pack

Digital Marketing Officer

1,000

ACRES OF BEAUTIFUL
COUNTRYSIDE

35,000

ARTEFACTS WITHIN
OUR MUSEUM

2

INDOOR GRAND SLAM
TENNIS COURTS

5

LIBRARIES ACROSS
THE STONYHURST
CAMPUS

Founded
1593

OLIVER
CROMWELL
SLEPT IN THE TOP REF

1

ON-SITE
SHOOTING
RANGE

22

SPORTS
PITCHES

7

CHAPELS

2

THEATRES

9

HOLE GOLF
COURSE

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STONYHURST



Welcome to STONYHURST

Stonyhurst College is the UK's leading Catholic co-educational boarding and day school for pupils aged 3-18. Boarding is from the age of 7.

At the College, there are approximately 520 pupils aged 13-18, two thirds of whom are boarders. At Stonyhurst St Mary's Hall, the adjacent dedicated preparatory school, there are around 300 pupils aged 3-13. Stonyhurst is set in stunning countryside, near the Ribble and Hodder rivers and the beautiful Trough of Bowland. Manchester is only about an hour away by road or rail. The market town of Clitheroe is four miles away, and we are 12 miles from the city of Preston. The Lake District can be reached in about an hour, and the Yorkshire Dales are even closer.

Stonyhurst has a fascinating heritage, being the oldest continuously active Jesuit school in the world. It was founded in St Omer, Northern France (then the Spanish Netherlands), in 1593, and moved to its present site in Lancashire's beautiful Ribble Valley in 1794. Throughout the years of religious persecution in England, Stonyhurst educated the boys of the English Catholic aristocracy and gentry.

The College's Jesuit mission and identity, and its sense of family, set Stonyhurst apart from other schools. Pupils are urged to do as much as they can (*Quant Je Puis*) for other people following the example of Jesus Christ and following in the spirit and charism of the Jesuits. The College prepares young people to change the world for others.

Stonyhurst is a family where heritage and innovation are fused to inspire young people to be agents of change in the world.



STONYHURST



Letter from THE HEADMASTER

The focus of a Jesuit education is on human excellence and this provides us with our mission. As the oldest continuously existing Jesuit school in the world we have the privilege and responsibility to live this mission in the most authentic way possible. This is an exciting time in the history of Stonyhurst, with a new strategic plan committed to the highest quality of Jesuit formation and the continuous development of our historic Estate over the coming years.

Working at Stonyhurst College and St Mary's Hall offers an outstanding opportunity to help young people change the world for others. We offer a warm and nurturing environment, balancing the best of our history with ambitious aims for the future. Academic excellence, faith that does justice, perspectives and horizons and sustainability and accessibility form the themes of our work. Each school year brings new challenges and opportunities.

Our pupils are stretched and challenged by inspirational teaching and we take great pride in ensuring our staff and pupils are "men and women for others". Central to the safeguarding and well-being of our pupils is our talented and committed

staff body, both inside and outside the classroom.

Our teachers share a passion for education and young people whilst our support staff engage children at all levels, combining to create a diverse learning culture and home for our pupils. We offer an unrivalled range of co-curricular options and colleagues from all areas are encouraged to be involved in the many wonderful trips, expeditions, fixtures, societies, concerts and plays.

Stonyhurst employs around 300 salaried staff, of whom nearly 40% are academic. In 1999 we opened our doors and admitted girls of all ages on the same term as boys, becoming a fully co-educational school. Reflecting the constitution of our co-educational pupil body, over half of our academic staff are female.

As Headmaster, my commitment to our staff and pupils is that they are given every opportunity to thrive and flourish during their time as part of our school community.

Thank you for your interest in Stonyhurst. I hope that this information pack will encourage you to go ahead with an application that may lead to your career development in this vibrant and supportive community.



John Browne Headmaster



STONYHURST

WHY YOU SHOULD JOIN A TEACHING TRADITION *that stretches back nearly 500 years*

If you come to work at one of the eleven Jesuit schools in Britain you will become part of a wonderfully rich educational tradition that is five centuries old and spans the globe. The Society of Jesus, founded by St Ignatius Loyola, opened its first school in 1548 in Messina, Sicily, and today there are over 2,000 Jesuit and associated schools, large and small, in almost every country in the world, working with over one million young people. As a global organisation with a worldwide mission, whichever Jesuit school you work in, in whatever part of the world, you will have shared goals and be supported in your common mission. These goals can be summarised in the following way.

In Jesuit schools we are committed to developing excellence in our young people, but always understood as human excellence. Whilst we want every young person to achieve their academic potential, there is more to being human than passing exams. We encourage our students to develop deep-

rooted qualities of both heart and mind, and to be compassionate and committed to working for a just world. A Jesuit school is judged not simply by its academic results but also by how its school leavers grow to be competent, caring and committed adults.

Concern for social justice is high on our list of priorities and in school we provide opportunities for our students to reflect on injustice, to develop their conscience and to make informed choices. When and where possible these choices should lead to action in school, in local communities, and in wider society. A particular concern for all Jesuit schools is care for creation and ecological concerns.

We live in a plural society and world, and this diversity and difference is welcomed and understood in our school communities as gifts to be celebrated in order to create a more inclusive society.

Like all good schools we seek to build strong and caring communities, but in Jesuit schools we have a particular

commitment to caring for the individual. We recognise that people are different and we want to accompany our young people as individuals, recognising their particular gifts, talents, strengths and weaknesses, and giving them hope for the future.

Jesuit schools are Catholic, and like Catholic schools throughout the world we share a commitment to helping parents bring up their children, encouraging reflection, prayer, religious commitment, and service to others. In this we are inspired by and faithful to the Gospel of Jesus Christ. We welcome those who are Catholic, from other Christian Churches, and those who belong to other faith or religious traditions or are of no religious tradition. Anyone who wishes to teach or learn at one of our schools must come with an open mind ready to appreciate and learn from the Christian message and that of other traditions.

John Stoer



STONYHURST

Jesuit PUPIL PROFILE

The Jesuit Pupil Profile has been developed by the schools of the British Jesuit Province as a successor to the Jesuit School Leaver Profile published in 1995. The new Jesuit Pupil Profile was launched in the schools in the autumn term of 2013. The JPP proposes eight pairs of virtues that sum up what a pupil in a Jesuit school is growing to be.

Pupils in a Jesuit school are growing to be...

Grateful for their own gifts, for the gift of other people, and for the blessings of each day; and **generous** with their gifts, becoming men and women for others.

Attentive to their experience and to their vocation; and **discerning** about the choices they make and the effects of those choices.

Compassionate towards others, near and far, especially the less fortunate; and loving by their just actions and forgiving words.

Faith-filled in their beliefs and **hopeful** for the future.

Eloquent and **truthful** in what they say of themselves, the relations between people, and the world.

Learned, finding God in all things; and **wise** in the ways they use their learning for the common good.

Curious about everything; and **active** in their engagement with the world, changing what they can for the better.

Intentional in the way they live and use the resources of the earth, guided by conscience; and **prophetic** in the example they set to others.



STONYHURST





Mission

Stonyhurst is a **Jesuit Catholic School** with a **tradition of excellence** that seeks to **develop the full human potential** of its pupils to **live lives of faith and justice as citizens of the world.**



STONYHURST



Vision

Through our mission, values and identity we thrive.

Our pupils and our people, **all that they can be.**

‘Quant Je Puis’



STONYHURST



Values

TRUST

We are open, honest
and transparent.
We are accountable.
We are empowered
& free to act.

TEAM

We are aligned.
We help one another.
We are one Stonyhurst
Community

ACTION

We are decisive.
We set goals and achieve them.
Everything we do is in
service to the needs of our
young people.



STONYHURST

Our Commitment

TO STAFF DEVELOPMENT

Our objective is to care for our people, whose role is to enable our children to become all they can be. It is recognised that the success of Stonyhurst depends on our employees, and every role plays an important part in the vision we have for our pupils.

We are committed to providing each member of staff a path of personal and professional development, designed to help you work towards reaching your potential.

We encourage our employees to pursue further training and professional development in order to continuously improve, and aim to provide learning opportunities in order to assist staff where possible.

We believe that attracting and retaining high-calibre staff is fundamental to the effectiveness and efficiency of both the individual and Stonyhurst.



STONYHURST



THE *Department*

The Marketing Department is a vibrant hub where campaigns begin and ideas flourish. The team are a friendly bunch with creative minds who think outside the box (usually encouraged by cake).

This is a truly exciting time to join the growing department. The Marketing Team is an integral part of Stonyhurst, servicing the full school, internally, as well as supporting the recruitment of prospective pupils. Pupils are at the highest number on record and commercial activity at the school is taking off, allowing an abundance of opportunities for the existing team and successful candidates to work on exciting projects which aim to propel the School forward, whilst maintaining our traditions and values.

The Marketing Team work on forward thinking projects, most recently developing an 'Open Day Every Day' platform, the first to be used by an independent boarding school.

The current team is lead by Helen Eastham, the Director of Admissions and Marketing, who holds an impressive history of working in the education sector and is skilled in Marketing Strategy and Media, who along with her skilled team helps communicate Stonyhurst's ethos with enthusiasm and conviction. The talented Marketing Team comprises of two Marketing and Communications Officers, a Graphic Designer and a Marketing and Family Liaison Assistant, who all work closely with the Admissions Team in a friendly, imaginative and energetic environment.

We'd love to welcome you to become part of our family.



STONYHURST



THE Role

The role will form an integral part of the Marketing Team, which sits within the Admissions and Marketing Department. The appointee will report to the Director of Admissions and Marketing and will work alongside the current Marketing Team.

We are looking for an experienced and strategic marketing professional to join our exceptional Marketing Team as a Digital Marketing Officer. The Digital Marketing Officer will assist the Director of Admissions and Marketing with the planning and delivery of the annual marketing plan and will be responsible for managing the day-to-day activities to support the key strategic aims.

The successful candidate will play a vital role in promoting Stonyhurst College and Stonyhurst St Mary's Hall to prospective parents and pupils; alongside supporting internal departments. Using your proven experience, you will work closely with the team to contribute towards the department's strategic aims, and will provide support in the development and deployment of digital marketing campaigns in support of school admissions activity & events, such as open days and scholarships.

A versatile role, the Digital Marketing Officer will provide creative input, deliver PPC campaigns in line with current campaigns and times of year, drive SEO traffic to the website, and promote the school through the creation and management of social media campaigns utilising Facebook Ads and Facebook Business Manager to drive registrations. The successful candidate will create an SEO strategy with consideration to back linking, technical and on page SEO. You will regularly review efforts in order to continuously improve performance and optimise blogs for SEO.



STONYHURST



THE Role

Key Tasks

- Regularly optimise all website content considering SEO
- Produce emails for various campaigns and newsletters, using email automation techniques through Active Campaign
- Track digital performance using a number of platforms against an agreed set of KPIs
- Website maintenance, across all school websites, including instigating a process to ensure that content is current and regularly refreshed and liaising cross-departmentally to facilitate it
- Responsible for everything from keyword research and generating content ideas to creating optimised copy
- Identify opportunities for Stonyhurst messages to be communicated to appropriate audiences on an ongoing basis
- Utilise Google Analytics to manage search and display campaign performance
- Contribute to social media planning, scheduling and idea generation including through the platform Stonyhurst Link
- Have basic skills in the Adobe Creative Suite (Illustrator, InDesign, Premier Pro, Photoshop) and Canva
- Support in the management of iSAMS/ internal portals
- Support in digital projects when required
- Brand guardianship to ensure consistency of house style and understand branding principles
- Brief digital marketing collateral to the in-house Graphic Designer and manage the design process
- Remain current with emerging web technologies, media trends and developments, advise the team and wider school community as necessary
- Research competitor activity and best practice from both within and outside the sector
- Support in budget management
- Work flexibly as is necessary within a small department
- Comply with and promote the School's Health and Safety Policies and Procedures and maintain a safe environment for pupils, staff and visitors ensuring that reasonable care is always taken for the health, safety and welfare of yourself and others.
- To be familiar with relevant policies and procedures and to take responsibility for promoting and safeguarding the welfare of the children and young people in School.
- Carry out any other reasonable duties as may be required from time to time within the context of the post.



CANDIDATE *Profile*

The ideal candidate will have at least three years of experience in a Digital Marketing role. Educated to degree level or equivalent, the Digital Marketing Officer will use their strong marketing skills to work with the marketing team towards achieving the goals of the department and the college.

You will use your proven experience of delivering effective PPC campaigns in order to manage multiple campaigns to support each stage of the conversion funnel, using Google Ads (Search & Display). The Digital Marketing Officer will be proficient in using video editing software and a practical working knowledge of design software, including but not limited to Adobe Photoshop and Illustrator.

Personal Skills and Attributes

- Strong, proven Marketing skills
- A high level of written and verbal communication
- Self motivated with the ability to manage own priorities, work on concurrent projects and deliver high quality results to meet pre-agreed deadlines
- Excellent interpersonal skills and proven ability to establish and maintain good working relationships with a diverse range of people
- The ability to work and deliver under pressure, problem solving with confidence and excellent decision-making skills
- The ability to engage and motivate others
- Willingness to work flexibly when required



STONYHURST



PERSON *Specification*

Qualifications, Skills and Experience	Essential	Desired
Proven experience of driving traffic through SEO	✓	
Proven experience of delivering effective PPC campaigns	✓	
Proven experience of delivering effective Facebook Ads campaigns	✓	
Budget management experience i.e Google Ad spend	✓	
Experience of using a content management system	✓	
Experience of project and / or campaign management	✓	
Competent in using multiple social media platforms in a professional context and using social media scheduling software	✓	
Website content creation and management	✓	
Knowledge of web accessibility and usability standards	✓	
Experience in using video editing software		✓
Experience in photography and videography		✓



STAFF Benefits



Fee remission is available to each eligible child who is offered a place



The College has a wide range of sporting facilities, including a swimming pool and gym which are provided free of charge to staff



The School operates a money purchase pension scheme to which the employer contributes up to a maximum of 6% (matched to employee contributions)



Meals and refreshments whilst on duty are provided free of charge



Our Electric car scheme offers savings on a salary sacrifice basis



We operate a Ride-to-Work scheme which enables you to purchase a bike free of payroll deductions such as tax and NI.



Employees are entitled to PERKS, a reward scheme which offers deals and discounts to a variety of brands



'mywellness' provides access to tools to help manage your wellbeing along with services such as GP, counselling and a wellbeing app



Our Health Cash Plan allows employees to claim money back on everyday health and wellbeing treatments



A commitment to personal and professional development with training and support for each staff member



STONYHURST

KEY Information



This role attracts a salary of £28,000 - £30,000 dependant on experience



To arrange a confidential discussion about the role, please contact Helen Eastham,
Director of Admissions and Marketing: email h.eastham@stonyhurst.ac.uk



The closing date is **Monday 30th January 2023 at 12 noon**. Interviews will take place as soon as
is practicable after the closing date



Any queries regarding the recruitment and application process may be directed to
recruitment@stonyhurst.ac.uk



STONYHURST

APPLICATION *Process*



Apply

Candidates should complete our Application Form which includes details of key achievements and experience. Completed forms should be returned to recruitment@stonyhurst.ac.uk by 30th January 2023 at 12 noon.



Short-listing

The hiring team will short-list candidates based on the information given in the comprehensive application form. Applicants will be assessed against the criteria for the role and candidate profile. Those who best fulfil the criteria will be invited to attend an interview.



Interview

The successful applicants will be invited to attend an interview. The interview process will consist of a panel interview and a presentation to showcase your design skills and experience.



Offer

The successful candidate will be made an offer as soon as is practicable after the interview date. Offers will be conditional, subject satisfactory pre-employment checks.



Our Commitment TO SAFEGUARDING

Stonyhurst is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment.

Any offer made to a successful candidate will be conditional upon relevant pre-employment checks, including:

- Two **satisfactory references**, one of which must be from your most **recent employer**;
- Proof of **identity, address** and **right to work** in the UK;
- Verification of relevant **qualifications**;
- Candidates who have worked or been resident **overseas** for three months or more within the last five years will be subject to **criminal record checks** from the relevant **jurisdiction(s)**;
- Verification of **medical fitness** for the role;
- Confirmation that the applicant is not named on the **Children's Barred List**, administered by the DBS;
- Satisfactory completion of the **probationary period**;
- A satisfactory **enhanced disclosure** from the DBS. The applicant will be required to **complete the application form** for an Enhanced DBS Check and start dates will be **delayed** if a result is not received;
- Candidates in **managerial roles** will be subject to a **Prohibition from Management check**.



STONYHURST



A DAY *in pictures*



STONYHURST

Boarding



All
that you
can be.



STONYHURST

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