



Mayfield



Candidate Brief

Marketing & Digital Content Executive

Dear Candidate,

I am delighted that you are considering applying for the Marketing and Digital Content Executive role at our happy, vibrant, caring and ambitious School. This is a new role for the School and one which demonstrates our unwavering commitment to building on the legacy of our founder's vision for girls' education and developing this to meet the modern age.



I have now been at Mayfield School for three years and I have found it to be a community like no other. The spirit of joy is palpable, and it is a privilege to lead such a happy and supportive team of staff. Our students are wonderful, kind, enthusiastic, outward-thinking and inspiring to be around. We enjoy great parental and alumnae support which I know will be instrumental in helping us achieve our bold plans for the future. With the appointment of a new Director of Marketing and Admissions, it feels like the right time to look to strengthen the team and recruit an experienced digital and creative content creator, who is ready for the next step in their career.

Under the strategic leadership of the new Director of Marketing and Admissions, the team that you will join supports all of Mayfield's external relations activity and philanthropic aims, while ensuring that focus upon maximising pupil recruitment within the current challenging market context is maintained. This role will report to the Head of Marketing and will work closely with the wider Marketing and Admissions Team focusing on winning the hearts and minds of prospective parents and students in order to drive recruitment.

The successful candidate will be an eloquent storyteller who can bring the spirit of Mayfield alive both in our digital content and our more traditional media. You will have the opportunity to grow your career in our School which supports the personal development of every member of staff and where the staff team live our values every day.

We have seen rapid progress in the last few months with the School being named as the top performing school in the East Sussex Department of Education table and being rated as one of the top girls boarding schools in the country by Education Advisers. We have also received a glowing report from the Good School's Guide which recognised our ability to educate girls to the highest academic standards whilst nurturing compassion and empathy.

Mayfield is a wonderful blend of historic, architectural treasures alongside modern purpose-built buildings and we intend to further enhance our beautiful surroundings to allow our students to achieve their full potential whether that be academically, in sporting endeavours or the creative arts. In addition to enhancing our site we are in the process of developing a sustainable bursary and scholarship

programme which will allow us to offer a Mayfield Education that might otherwise have been out of reach.

This is a special place to work. Staff of all faiths and none comment on the joyful and inclusive nature of our Catholic Community, and our values of respect, compassion, courage and integrity shine through in all we do. A place where your wellbeing will be genuinely considered, your professional journey and ambitions supported and invested in, and where you will encounter a staff body who all work with determination to provide the very best experience possible for every young person who joins our school.

It is an exciting time to join Mayfield as we continue our journey with strength and determination in the country and I hope that you will consider being part of that future.

Deborah Bligh

Deborah Bligh
Headmistress
Mayfield School



About Mayfield

Mayfield is a vibrant, happy and successful independent day and boarding school for girls aged 11 to 18. Founded in 1872 by the Venerable Cornelia Connelly and the Society of the Holy Child Jesus (SHCJ), the School is set within 75 acres of beautiful Sussex countryside, conveniently located just outside Royal Tunbridge Wells, within an hour of central London by train and with easy access to Gatwick and Heathrow airports. There is also easy access to the picturesque South Downs and Sussex coastline.

Inspired by its founding principles, which remain at its core today, one of the School's greatest strengths is its proven ability to unlock and develop the unique potential and talent of each girl in an inspiring learning environment. A Mayfield education combines academic excellence, breadth of opportunity and exceptional pastoral care. There are currently ca. 360 pupils in the School of whom 47% are boarders.

Boarding has always been an integral part of Mayfield life and over recent years has become an increasingly important part of the life of the School. We have four boarding houses: Leeds for our Junior girls in Years 7 and 8; St Gabriel's and St Michael's for our Middle School girls in Years 9 to 11 and St Dunstan's the Sixth Form house.

Mayfield is a warm and welcoming school community. We have an international community with 30% of our girls from overseas, representing almost 20 different nationalities and girls on a variety of bursaries and scholarships. We welcome staff from an equally diverse range of backgrounds. Small class sizes with girls who are keen to learn enables a level of trust and partnership between students and staff to emerge. Currently we have 200 teaching and support staff, of whom approximately 40 live on site with their families.

The School enjoys excellent facilities, including an award-winning Sixth Form Centre; a specialist Science Centre; internationally renowned creative arts teaching and learning facilities; an indoor swimming pool; a Technology Suite and a first-class Equestrian Centre on campus. We also have a brand new state of the art Wellbeing Centre pictured below.



Mayfield Ethos

The vision of Mayfield's founder, Cornelia Connelly, to educate young women to respond to the needs of the age remains central to the School's education philosophy today. Our Catholic ethos remains fundamental to the life of the School and provides a moral and joyful spiritual framework for daily life; encouraging integrity, generosity, compassion and courage within an inclusive community, which welcomes all. The School's motto 'Actions Not Words' is embodied in our voluntary service programme, which promotes a spirit of personal and social responsibility.



We want to encourage students to put their faith into action and our 'Actions not Words' programme encourages them to reach out into the wider community, at home and abroad, to share their talents and make a positive difference. Girls regularly go on pilgrimages to Lourdes and in recent years senior girls have been to Thailand and Cambodia in the Actions Not Words overseas programme. Charity fundraising is obviously a key element of school life and our annual Live Crib, run over 4 days by the Prefect team, not only regularly raises significant amounts, but more importantly provides a high point for the village and a timely reflection of the true meaning of Christmas.



Mayfield's Aims and Objectives

We believe education is an adventure for the mind, heart and soul. As such we create an environment where girls discover their authentic selves and develop the courage to embrace life's possibilities.

Mayfield girls:

- Are part of a strong community, committed to girls' education, rooted in the Catholic Faith, where everyone is welcomed and nurtured.
- Learn from a creative, innovation and academically enriching curriculum which enables them to grow emotionally, intellectually and spiritually.
- Discover their passions and develop their talents in an environment free from stereotypes and judgement.
- Enjoy a breadth and depth of opportunity both within and beyond the classroom.
- Will be confident, kind, resilient and articulate women who are equipped to make a positive difference to society.

At Mayfield, every girl is accepted for who she is and we instil in her the confidence to find her strengths and build on them. Whilst Maths and Science are amongst our most popular and successful subjects at A Level, we have a first-class reputation for creativity and excel in the creative and performing arts. Girls are encouraged to continue to combine Arts, Science and Humanities up to and including in their A Level studies.



Academic study is complemented with a rich and diverse variety of activities beyond the classroom. With everything from dance or debating, to philosophy, drama and music with a full programme of sporting opportunities including cricket, fencing and top-class equestrian facilities on campus, girls are challenged and supported to realise their full potential, thereby endowing them with a lifelong love of learning and the opportunity to grow as individuals.

Mayfield girls progress to prestigious universities including Oxford and Cambridge, and increasingly to the US and Europe, to study a wide range of subjects. Just as important as academic success, girls leave Mayfield with enduring friendships, open minds, strength of character and the lifelong support of a global community. The values, skills, aspiration and resilience we nurture in the girls prepares

them to respond to the opportunities and challenges of the 21st century and to make a positive difference in the world.

Our Cornelian Values are:

Joy – we find joy in all we do

Compassion – We cultivate empathy

Integrity – We develop strong moral values

Generosity – We nurture a spirit of charitable giving and kindness for all

Gratitude – We are thankful

Respect – Through our actions we show that we value all

Courage – We have the confidence and resilience to make the right choices



The Role

Reporting to the Director of Marketing, the Digital and Marketing Content Executive will assist the Marketing Department in the creation and implementation of the School's creative and digital presence. The Marketing and Digital Content Creator will support the delivery of the School's marketing strategy and will be pivotal to its success. This role will be instrumental in creating content that appeals to both prospective parents and others, delivered through appropriate channels for each audience.

The ideal candidate will have a strong background in digital marketing, exceptional storytelling abilities, and an eye for detail. This role is crucial in conveying the uniqueness of Mayfield School and winning the hearts and minds of prospective parents in order to drive enquiries and admissions.

Digital Marketing and Content Creation

- Manage the day to day running of school's social media platforms tailoring content for different audiences and channels.
- Create high quality digital content across a range of formats, including photography, videography, reels, shorts, graphics, podcasts and written copy.
- To lead the creation of short form videos (reels, GIFS, vox pops, trailers) that drive engagement, reflect our brand and are platform focused.
- Plan and deliver a strategic programme of digital content to support student admissions, engagement and brand awareness objectives.
- Act as an –on-the-ground storyteller, capturing authentic content that reflects daily school life.
- Attend School events, productions, trips, fixtures and activities to capture and share live and scheduled content.
- Support the delivery of digital recruitment campaigns to drive engagement and admissions enquiries.
- Create twice termly emails aimed at keeping prospective families and agents up to date with latest school successes.
- Work collaboratively across departments to ensure a consistent and coordinated digital presence.
- Monitor social media performance and produce termly analytics reports evaluating engagement, reach and campaign effectiveness.
- Identify opportunities to improve engagement and reach.

Website Content

- Produce engaging website news stories, blogs and feature articles that celebrate School life and student achievement.
- Maintain and update the School's website, ensuring content is current, engaging and optimised for prospective families.
- Optimise the site for SEO, ensuring title tags, alt text, keywords, and links, are used effectively.

Marketing Communications

- Design and develop promotional material and other visual assets using Canva, Adobe Creative and other tools.
- Oversee the production of the annual Cornelian magazine.
- Support departments with the creation of marketing materials and booking forms for events (using TryBooking).
- To work closely with the Development Department to create materials, share news and celebrate success.
- Update School publications and prospectus materials, working with external design agencies where appropriate.
- Identify and develop PR opportunities through news stories, media coverage and digital campaigns.
- Manage the marketing store, including stock control and ordering promotional materials and merchandise.
- Proofread marketing materials and communications to ensure accuracy and consistency.
- Attend and assist with the set-up, planning and delivery of Open Mornings, admissions activities when necessary.
- Support integrated marketing campaigns in liaison with the Director of Marketing & Admissions
- Manage the School's photography library and consent compliance.
- Ensure information about the school is up to date on third party sites such as Talk Education, Muddy and international agent sites.
- Assist with award submissions, advertising campaigns, weekly newsletter and other external promotional opportunities.

This list is not exhaustive, and you may be asked to carry out other relevant tasks (by members of management) when necessary.

All duties should be undertaken in accordance with the School's policies and procedures, especially those relating to child protection, code of conduct, and health and safety.

Requirement	Essential	Desirable
Education, Training and Qualifications	Educated to Bachelor Level or equivalent	Marketing, Communications or Digital Media degree.
Experience	A minimum of two years' experience of working in Marketing, Communications or Digital Marketing Strong portfolio demonstrating creative content production skills,	Experience of working in a school environment. Track record of managing successful digital campaigns and

	including graphic design, photography & video production Experience of actively managing corporate LinkedIn presence Experience of digital content planning and creation. Experience of website content management systems. Experience with digital analytics tools such as Google Analytics Experience in social media marketing and digital content creation Experience creating engaging content for social media platforms and websites	effectively utilising social media channels.
Skills and Knowledge	Proficient in the use of Canva, Adobe Creative Suite and AI. Good working knowledge of website content management systems & Google Analytics. Confident user of Facebook, Instagram, LinkedIn, YouTube and TikTok. Excellent written and oral communication skills, with ability to craft compelling narratives that resonate with audiences. Good understanding of digital marketing and audience engagement. Good understanding of digital trends and best practice Strong photography, videography and content creation skills Basic understanding of Data Protection	Understanding of UK independent education sector

	Knowledge of principles of marketing and how these can be put into practice. Excellent IT skills	
Personal attributes & abilities	The ability to think outside the box and contribute fresh ideas A proactive approach to solving challenges Ability to work collaboratively within a team towards shared goals. Ability to thrive in a fast-paced environment and adapt to changing priorities Strong project management skills with ability to manage multiple tasks and meet deadlines. Ability to maintain strong relationships with internal and external stakeholders. Attention to detail and commitment to producing high-quality work Personal resilience and the capacity to work effectively and stay calm under pressure. Understanding of the need for confidentiality and discretion Flexibility and able to work outside of office hours and at weekends.	

Terms of Appointment

The successful candidate will receive a highly competitive salary reflecting the seniority and significance of the role. The salary offered will depend on skills and experience; however, it is anticipated to be within the range £30,000–£35,000 per annum. This is a full-time position, working 52 weeks of the year, and some flexibility around working hours will be required in light of the role and responsibilities it entails.

Annual Leave Entitlement – 30 days plus statutory bank holidays.

Pension – The post-holder will receive 5% employer contributions into the School's Pension Scheme.

Fee Remission – There is a generous fee remission for staff children, subject to spaces and entry examinations.

Mayfield School offers a wide range of additional benefits to employees, including:

- Life Assurance Cover
- Salary Exchange Scheme
- Free lunch and refreshments during term-time
- Access to the School's Smart Health Scheme which provides staff access to a GP service 24 hours a day, 365 days a year
- Access to the School's swimming pool and fitness room
- A wide range of wellbeing activities including reflexology, relaxation sessions, annual staff retreat day, yoga
- Contributions to eye tests and glasses/contact lenses
- Free on-site parking
- A beautiful working environment set within 75 acres of Sussex countryside.

Mayfield School is an equal opportunities employer and is committed to equality of opportunity for all staff. Applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religions or belief and marriage / civil partnerships.

Mayfield School is committed to safeguarding and promotion the welfare of children and young people and expects all members of staff to share this commitment. Applicants must be willing to undergo safer recruitment screening appropriate to their role. This appointment will be subject to satisfactory pre-employment checks in accordance with the relevant statutory guidance, including an enhanced Disclosure and Barring Check, satisfactory references, proof of identity and eligibility to work in the UK, a review of their social presence, a satisfactory medical report and proof of qualifications (where appropriate).

Application Process

Interested candidates are invited to contact Kelly Brennan, Head of HR (kbrennan@mayfieldgirls.org) for an informal discussion prior to application.

The closing date for applications is 09:00 on Monday 10 August 2026

Applications should be made electronically to HR@mayfieldgirls.org.

You should submit the following (both in PDF format):

- A completed application form (available to download from mayfieldgirls.org)
- A covering letter addressed to the Head, Mrs Deborah Bligh. The letter should be a maximum of two pages and should explain your reasons for applying and outline your suitability for the role.

The process is as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact HR by telephone.
- Longlist interviews will take place at Mayfield on via Teams in week 17 August 2026.
- Shortlist interviews will take place in week commencing 24 August 2026.

N.B. Safer recruitment checks will be made at all stages of the recruitment process.

