



SHREWSBURY
HOUSE
SCHOOL
FOUNDED 1865

Candidate Information Pack

Marketing Assistant (full-time)



St Paul's School
GROUP

shrewsburyhouse.net

Welcome from the Executive Head

Thank you for your interest in Shrewsbury House School. Appointing the right staff is arguably the most important role of a school. The staff here are committed to getting to know applicants well during the application process and giving them the opportunity to get to know us too.

I am incredibly proud of my colleagues here at Shrewsbury House – not only their expertise and professionalism but also their warmth and pupil-centred approach. I hope to welcome you to the School.

Mrs Joanna Hubbard
Executive Head

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Time has not stood still at Shrewsbury House: the best traditions have been maintained but this is very much a school looking forward, not back. The boys have a genuine sense of pride and are articulate, polite and confident.

The Good Schools Guide





Shrewsbury House School

Established in 1865, Shrewsbury House School is one of England's oldest boys' preparatory schools, now educating boys from the ages of 4 to 13.

From the very start of their journey in Reception through to Year 8, boys are known as individuals and encouraged to develop into intellectually curious, confident young people who are ready to thrive at senior school and beyond. At 13, they move on as well-rounded young men, having been given every opportunity to discover their strengths and fulfil their potential.

Inclusivity sits at the heart of the school's ethos. Every boy is encouraged to take on

new challenges and extend himself beyond what he thought possible. Opportunities are both broad and meaningful: every boy performs in an annual concert and play, represents the school in core sports such as football, rugby and cricket, and takes part in a wide range of inter-prep and national academic, sporting and cultural events.

The years a boy spends at Shrewsbury House are very formative. During this time, he develops strong independent learning habits, resilience and a genuine enthusiasm for learning. These foundations are carefully nurtured from the earliest years, ensuring a seamless and ambitious progression throughout the school.

While boys go on to leading senior schools, often securing scholarships and awards, what defines them just as strongly is their character. They leave as kind, grounded and self-assured individuals, with the confidence to embrace new challenges, the courage to take risks in their learning, and a work ethic that will serve them well for life.

Shrewsbury House's motto '**Alta Peto**' means 'aim high'; we are extremely fortunate that our boys – past and present – have contributed so much to the rich fabric of Shrewsbury House School and continue to aspire to our School motto.

Aims and Values

We aim to develop independent, curious and passionate learners to succeed in a changing world.

Respect

Perseverance

Integrity

Compassion

Aspiration

We actively promote democracy, the rule of law, individual liberty and mutual respect and tolerance of those with different faiths and beliefs. These are the Fundamental British Values which underpin all that we offer.

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Shrewsbury House values – respect, perseverance, integrity, compassion and aspiration – permeate everything and the school's motto, Alta Peto, is also in evidence, reminding pupils to 'aim high'. Prep schools in this neck of the wood can have something of a reputation as hot houses but this does not feel like one of them, although the curriculum is challenging and rigorous.

The Good Schools Guide

Working at SHS

Shrewsbury House is an academically rigorous school. The boys, from 4-13, are highly able and benefit from being stretched intellectually and nurtured pastorally.

Teaching at Shrewsbury House affords the opportunity to prepare boys for some of the most competitive world-class senior schools. The following schools are regular destinations for our boys: Charterhouse, Cranleigh School, Eton College, Epsom College, Hampton School, Harrow School, King's College School (Wimbledon), Radley College, Reed's School, St John's School, St Paul's School, The Royal Grammar School (Guildford), Tonbridge School, Wellington College, Winchester College and Westminster School. We recruit subject specialists who have experience in a variety

of different spheres. Opportunities for extensive CPD abound and staff members are encouraged to attend courses regularly. Mentoring is a feature of working within the Trust, and many staff members, both teaching and support staff, take advantage of this supportive structure. Furthermore, there are opportunities for all staff members to engage socially, fostering a collaborative and inclusive workplace culture.

Teaching at Shrewsbury House is not for the faint-hearted and it will only suit those who are committed to delivering a world-class education and genuinely love what they do. Teaching at Shrewsbury House is about empowering boys and creating an environment in which everybody is somebody and where boys are prepared for life, not just for a future school.

We cater for the academically gifted as well as all-rounder candidates.

Shrewsbury House School is committed to providing the very highest standard of teaching and pastoral care possible. Our staff are dedicated and incredibly generous with time, going to great lengths to ensure that each child settles in, is well looked after and happy at school.

Recognising that our staff are our greatest asset, we ensure that our recruitment, induction, training, and growth opportunities are designed to recruit and retain staff who are experts in their field. This commitment extends to both teaching and support staff, emphasising the importance of every role within our vibrant educational community.

Shrewsbury House School Trust

Shrewsbury House School Trust is a charitable Trust and operates two independent fee-paying day schools that seek to provide the best possible educational experiences for children.

The Rowans based in Wimbledon is a co-educational school for children aged between 3 and 7, providing a nurturing and welcoming start to school life, especially during those early years when key social skills and attitudes are acquired and developed for life.

The Rowans have a long-standing reputation for academic and all-round excellence and every teacher takes great pride in the achievements of each child.



THE ROWANS SCHOOL
Founded 1936

Shrewsbury House School Trust is proud to be part of the St Paul's School Group, a partnership of leading schools committed to educational excellence. This affiliation offers opportunities for collaboration, professional development and engagement with research, including the work of the St Paul's School Research Centre for the Education of Boys, ensuring teaching remains innovative, informed and forward-looking.



St Paul's School
GROUP



Job Description

Role/Job Title	Marketing Assistant (Permanent, Full-Time)
Reporting Line Manager	Registrar

Job Purpose

This role will champion and grow the Shrewsbury House School brand in new and exciting ways, supporting the creation and roll-out of impactful and engaging marketing campaigns including social media posts, advertising, PR and digital marketing.

Key tasks and responsibilities

- Developing the Shrewsbury House School brand in new and exciting ways. Supporting with the creation and roll-out of impactful and engaging marketing campaigns including advertising, PR and digital marketing.
- To support with editing of the School website and the parent portal.
- Create and post organic content on our social media channels, managing the content calendar to ensure a balanced stream of content that reflects our strategic pillars.
- Create, post and manage paid social campaigns, provide post-campaign reports highlighting key performance metrics.
- Design and create advertising material

for social media and print campaigns for general marketing requirements and also Admissions events.

- Co-ordination of filming for events and messaging to parents. This is to include editing and uploading films. To liaise with the office team to ensure this communication is delivered to the relevant audiences at specific times.
- Photograph / film main events, from school events to fixtures and classroom activities, that can be showcased on social media. To liaise with teaching staff to coordinate photography and filing on a weekly basis.
- Helping with updating online profiles and advertising.
- Support of research activities as required, including relevant sector and competitor analysis and information.
- Managing the marketing database to communicate with key groups.
- Occasional evening and weekend work will be required to support all events such as Open Mornings, Sports Festivals, New Parents' Dinner, Future Schools events and other marketing events both on-site and away.

Whole School Trust:

- Support the aims and core values of the Trust and adhere to all policies and procedures;
- To attend regularly and contribute to all necessary assemblies, staff meetings, etc. and to attend admissions evening events and major school events when required;
- To develop and maintain professional, productive relationships with all staff members;
- To be aware of equal opportunities and to demonstrate these principles in all aspects of work;
- To undertake any training assigned to you for the better performance of your duties;
- To understand the Trust's health and safety policy and to work within its guidelines;
- To be aware of your responsibility for promoting and safeguarding the welfare of young persons whom you have contact with during the course of your duties.

Whilst every effort has been made to explain the main duties and responsibilities of the post, employees will be expected to comply with any reasonable request from the EH to undertake work of a similar level that is not specified in this job description.

Person Specification

Essential:

- Strong written and verbal communication skills, with excellent attention to detail and ability to proof-read efficiently and accurately
- Proven ability to create good social media content
- An interest in social-first content design and creation and experience in editing websites
- Have outstanding interpersonal skills with adults and children
- Good planning and time management skills
- Good digital literacy with ability to work using Microsoft Word, Excel and database programmes
- Numeracy skills that are sufficient to the requirements of the role, e.g. ability to understand digital performance metrics
- Be organised and efficient, with an ability to prioritise, multitask and work under pressure
- Enthusiastic, self-motivated, driven and able to act on own initiative, but also happy working within a close team environment
- Have high levels of integrity, energy and discretion
- Conscientious and flexible approach
- Ability to think creatively, work independently when required and be proactive
- Confident, positive personality with

an ability to engage with a variety of audiences

- Uphold and live the aims and values of Shrewsbury House School
- Willing to keep up to date with developments in the independent education sector, undertaking training as required
- Be fully committed to safeguarding and promoting the welfare and safety of children

Desirable:

- Experience of working within the education sector, preferably in independent education
- An understanding of the principles of sales and marketing

Qualifications

- Educated to A level (desirable) or degree level (desirable), as well as any other relevant qualifications.

Professional background

- Experience of working in a marketing role
- Experience of working in a School is desirable but not essential
- Track record of successfully promoting a brand through social media



Working at Shrewsbury House – Benefits

- Competitive salary for all roles
- Pensions: access to a competitive all staff pension scheme
- Death in Service Insurance
- Training and development opportunities
- Laptops issued to academic and support staff
- Wellbeing time where staff are able to experience wellbeing activities such as yoga, art classes and sport
- Lunches are provided to staff at no cost during term time
- Complimentary hot drinks are available throughout the day
- Employee assistance programme (EAP) – a confidential, counselling service available to all staff

- Membership Personal Health Plan
- Cycle to work scheme
- Mentoring programme

Regular staff meetings, termly whole school meetings, a generous INSET budget, annual social events and a friendly staff room, those who join Shrewsbury House School Trust are welcomed with a warm, respectful and supportive environment to work in.

Recruitment and Selection Policy Statement

Shrewsbury House School is fully committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. Any offer of employment will be subject to the receipt of an enhanced DBS (Disclosure and Barring Service) disclosure, satisfactory references, medical clearance and proof of legal right to work in the UK.

Equal Opportunities Statement

Shrewsbury House School is an equal opportunities employer and its policies, including the need to guard against false assumptions based on an applicant's gender, race, colour, nationality, ethnic or national origins, disability, religion, age, marital status, working pattern, are followed at all stages of the selection procedure.

Staff Member Privacy Notice

Shrewsbury House School Trust Human Resources Department ensures that the recruitment process and the related processing of applications adheres to the requirements of the General Data Protection Regulation, May 2018. Please click below to read the Staff Member Privacy Notice, which includes details relating to the processing of applications.

If you do have any queries relating to this Privacy Notice, or require any further information relating to the processing of any of your personal data, please feel free to raise them with Emma Reeve, Compliance Officer: ereeve@shstrust.net

The above statements are available to download under the vacancies section on our website.

How to Apply

Applications should be emailed to Human Resources at recruitment@shstrust.net by the closing date.

Please also provide a link to some of your social media work which will be reviewed as part of the shortlisting process. Applications will be considered as they are received and interviews will be held as and when suitable candidates apply. The School reserves the right to appoint at any point during the application process.



The quality of the pupils' academic and other achievements is excellent.

ISI Inspection Report



**SHREWSBURY
HOUSE
SCHOOL**
FOUNDED 1865

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