



STREATHAM & CLAPHAM HIGH SCHOOL

GDST
GIRLS' DAY SCHOOL TRUST

Job Application Information

Marketing & Design Officer
Part time, 3 days per week
Term time plus 10 days
From September 2026

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EXECUTIVE SUMMARY

Streatham & Clapham High School (SCHS) seeks to appoint an outstanding Marketing & Design Officer to join our Marketing team.



The Design Officer is responsible for creating high-quality visual and audio-visual content that supports the school's marketing, communications and admissions activities. Working within GDST brand guidelines, the postholder will produce engaging and professional creative materials across digital and physical platforms, helping to enhance the school's profile, promote key messages and ensure a consistent and compelling brand presence that reflects both the school's identity and the GDST's values and mission.

With a strong focus on creativity, brand consistency and audience engagement, they will support a wide range of activity including print design, digital assets, video content, event materials, presentations, displays and online content. They will contribute to a strong and distinctive school presence by helping to celebrate school life and student achievement, strengthen engagement with current families and support the attraction of prospective families and wider stakeholders.

As part of a collaborative team, this role will work closely with school admissions and marketing colleagues, the Director of Marketing and other staff across the school and GDST network to deliver effective creative solutions, support shared priorities and contribute to a cohesive and high-quality visual identity.

This is an exciting opportunity to play a key role in promoting the school through creative, impactful communications that reflect its values and ambitions. The appointment is expected to commence in September 2026.



ABOUT US

Streatham and Clapham High School is part of one of London's leading independent schools, educating pupils from Nursery through to Sixth Form. Our girls prosper in a vibrant setting that provides challenge and breadth of opportunity. They thrive as part of the SCHS family and draw strength from the School's rich social and cultural mix.

Streatham & Clapham High School is an independent, academically selective school for girls aged 3–18 with over 870 pupils across the Prep and Senior Schools.

The Prep School is located in spacious buildings with outstanding facilities in Streatham Hill. The Senior School inhabits a four-acre site focused on an impressive 1930s building in a delightfully tranquil and leafy oasis of south London. Founded as Brixton High School in 1887 by the Girls' Public Day School Trust, it is one of the Trust's earliest member schools, and we are proud of our heritage and founding principles of breadth, fearlessness, inclusivity, and a focus on developing every individual to achieve their potential, and this is articulated in our motto: Towards Wisdom Unafraid.

SCHS holds true to its founders' mission, and we are proud of our exciting and challenging curriculum, with a commitment to innovative teaching and excellent relationships across the community.

School life embraces a broad range of sporting, artistic, social and cultural opportunities in an environment specifically created to inculcate the values of independent learning, responsibility for others and the enjoyment of challenge.

The School has first-class facilities, providing an environment that enables pupils to develop their interests and strengths both inside and outside the classroom.

We are committed to achieving the best outcomes and experiences for the girls. Our warm, supportive and positive culture builds pupils' confidence, self-fulfilment, resilience and happiness. A richly diverse culture underpins this with kindness, generosity, opportunity and social responsibility, combining a global outlook with a sense of local belonging.

The School is part of the GDST, the leading network of independent girls' schools in the UK, founded in 1872. The Head is a member of HMC and GSA. The Head of the Prep School is a member of IAPS. The GDST is a founding member of the International Coalition of Girls' Schools. For more information, please visit the school website www.schs.gdst.net

AIMS & ETHOS

Our vision is to nurture excellence in every pupil to develop agile and creative thinkers who outperform their expectations. Our commitment is to the self-actualisation of every pupil in their learning, relationships, sense of community and connection, and as leaders, team-players, innovators, trailblazers, disruptors and creators.



Our family ethos means that we know and value every girl as an individual – we are a family not a factory, and we proudly celebrate our community's diversity as a local school, drawing strength from our rich social and cultural mix and working in partnership with local maintained and independent schools to broaden our pupils' experiences.

In the spirit of our motto "Towards wisdom unafraid" we aim to inspire pupils to feel excited about learning, enriched by our wide-ranging and sometimes quirky co-curricular opportunities, grounded in a culture of excellent pastoral care where every pupil feels they belong and is valued as themselves.

We are a school of kindness, respect, integrity and compassion, where our pupils are energised by ambition and an excitement for learning, inspired by our talented and committed staff. Our expert pastoral care is intrinsic to this, so that every pupil is known and their voice is heard. As a school we take time to listen, and are supportive, clear and fair in all that we do. Our girls take pride in volunteering within their community, fundraising for national and international causes and developing their kindness, compassion and respect for the wider world. Our partnership with parents is crucial to our holistic approach so that together we enable every pupil to flourish.

We are experts in, and champions of, all girls' education, drawing strength from being a member of the GDST family of schools, which are powerful influencers in girls' education. As a through school from 3 to 18, our pupils make friendships for life and they value their connections with pupils of all ages throughout their lives, through our joyful alumna network.

Our pupils learn to face the future with curiosity and optimism and to achieve ambitiously, beyond their expectations. They mature into confident, resilient and accomplished young people, positively engaged in the world around them, richly equipped in character and mind for the challenges of their future lives, their learning and careers beyond school.



PASTORAL CARE

“Pupils have a profound appreciation of diversity and a strong sense of belonging.” ISI Report, 2024



At Streatham & Clapham High School, we are dedicated to providing a supportive and nurturing environment where every pupil can flourish academically, socially and emotionally. Our pastoral care framework is designed to ensure that each pupil feels valued, supported and empowered to reach their full potential. We take a holistic approach to all aspects of school life, knowing that happy pupils are the most engaged and successful learners.

Our pastoral team consists of Tutors, Heads of Year, a Special Educational Needs Coordinator, an Attendance Officer, a Head of Transition, the School Nurse, and the School Counsellor, all of whom work together to provide the best possible care and outcomes for our pupils.

Form tutors play a key role in building strong relationships with their tutees, ensuring their well-being and academic success. Whenever possible, Senior school tutors remain with the same group from Year 7 to Year 11, allowing them to deeply understand and support each pupil's unique character, strengths and needs. They are responsible for day-to-day pastoral care, encouraging good attendance, punctuality, conduct and appearance while monitoring academic progress alongside well-being. Tutors also act as the primary point of contact with parents, fostering a collaborative relationship to ensure the best outcomes for each pupil.

At the Senior school, Heads of Year provide additional oversight and support, guiding a specific year group from Year 7 to Year 11. They work closely with both pupils and their families to address the specific pastoral, developmental, and academic needs of their year group, ensuring that each pupil receives the care and attention they need to thrive.

Together, our pastoral team ensures that every child at SCHS feels supported, valued, and encouraged to achieve their best in all aspects of school life.

ACADEMIC LIFE

Leaders plan a cohesive curriculum and ensure that it is taught effectively. The curriculum supports the development of pupils' knowledge, skills and understanding and provides a wide range of learning opportunities.

ISI Report, March 2024



Streatham & Clapham High School's academic ethos is rooted in fostering a love for learning, intellectual curiosity, and the pursuit of excellence. The school emphasises a balanced approach where academic rigour is complemented by personal growth and well-being.

SCHS believes in educating the whole person, nurturing both the intellectual and emotional development of its students. The school's curriculum is designed to encourage creativity, critical thinking, and independent learning. This holistic approach ensures that students are not only prepared for academic success but also for the complexities of the modern world.

Every student at SCHS is recognised as an individual with unique talents and potential. The school provides a supportive environment where students feel known as themselves, enabling them to flourish academically and personally. Small class sizes allow teachers to tailor their instruction, ensuring that every girl is both challenged and supported in her learning journey.

The academic programme at SCHS blends traditional subjects with innovative approaches and boasts a range of subjects including Chinese, Engineering and DT. The school encourages cross-curricular learning, where students make connections between different disciplines, fostering a deeper understanding. This approach helps students develop a broad range of skills, from analytical thinking to creative problem-solving.



LIFE BEYOND THE CLASSROOM

“Being part of the GDST gives us a competitive opportunity to play with schools from across the country, my most memorable tournament would be winning the GDST hockey rally in Bath.”

Fran – Sports Scholar



At Streatham & Clapham High School, we are deeply committed to the holistic development of every student. We believe that education extends far beyond academic success, which is why we place a strong emphasis on providing enriching experiences outside the classroom. Our extensive co-curricular programme is designed to nurture well-rounded individuals, offering a diverse range of activities that inspire curiosity, creativity and personal growth. From sports to the arts, music to debating, there is something for every pupil to discover and thrive in.

The GDST has made substantial investments in our facilities, creating a modern and inspiring environment for both students and staff. Highlights include a state-of-the-art Sixth Form Centre and spacious dining facilities, plus newly renovated drama and performance spaces with advanced lighting and studio equipment.

In recent years, we have completed updates to the Senior School library, built a new sports pavilion, and redesigned the Prep School library. Our newly completed IT suite features a Podcast room and sustainable materials throughout, and our updated “spa” style toilets offer comfort and eco-friendly features. These thoughtful upgrades reflect our commitment to innovation, sustainability, and a welcoming community in which girls flourish.

PUPIL OUTCOMES

“Pupils, including those who have special educational needs and/or disabilities (SEND), make progress due to a cohesive and effectively taught curriculum.”

ISI Report, March 2024



The academic starting points of our pupils are significantly above the national average, with a proportion of pupils being far above the national average.

Pupils do themselves proud in their examination outcomes: in 2025 at GCSE, 76% of all GCSE grades achieved were within the 9 to 7 range (A* - A), marking the best-ever GCSE examination results (excluding the COVID years). Particularly noteworthy is the success in specific subjects: 85% of grades in Biology, 82% in Chemistry, 85% in Physics, 78% in Mathematics and 94% in Computer Science were grades 9 - 7, underscoring the diverse talents and interests of our students. At A Level we are thrilled that 33% of all grades awarded were at A* - A compared with 28% nationally, while 69% were at A* - B. These successes have led to outstanding university outcomes, with 92% of students securing a place at their first or second-choice institution. Of these, 85% will attend Russell Group universities, and four pupils have received unconditional offers.

THE DEPARTMENT



The Department

The Marketing and Admissions team plays a central role in shaping how Streatham & Clapham High School is experienced by prospective families, current parents, alumnae and the wider community. Working collaboratively across both the Prep and Senior Schools, the team is responsible for communicating the school's vision, values and distinctive educational offering, while supporting pupil recruitment, retention and engagement.

The department combines strategic marketing, communications and admissions expertise to deliver high-quality campaigns, compelling storytelling and exceptional customer service. From managing the school website, social media, publications and media relations to coordinating events and admissions communications, the team ensures that every interaction with the school reflects the warmth, ambition and excellence of the SCHS community.

Working closely with academic and support staff colleagues, the department celebrates pupil achievement, promotes the benefits of an all-girls education and strengthens the school's reputation locally, nationally and internationally. Data and insight underpin the team's work, enabling marketing activity and the admissions journey to be continually refined to meet the needs of prospective and current families.

The department comprises the Director of Marketing & Communications, the Head of Admissions & Marketing, Admissions & Marketing Officer, Marketing & Design Officer, two Admissions Officers and an Events Coordinator. Together, the team delivers an integrated approach to marketing, communications and admissions, creating meaningful experiences that build lasting relationships with families from their first enquiry through to becoming valued members of the SCHS community.

ROLE DESCRIPTION

Key Responsibilities:

Overview

- Support the delivery of high-quality design and creative content that strengthens the school's marketing, communications and admissions activity.
- Produce engaging visual and audio-visual materials across digital and physical platforms, ensuring outputs are on brand, audience-appropriate and professionally presented.
- Contribute to a strong and distinctive school presence by helping to communicate the school's story, celebrate achievement and support engagement with current and prospective families.

Creative Design & Content Production

- Use GDST brand guidelines to deliver high standards in the design and production of visual communications across a range of formats and for a range of activities such as open day materials, digital assets, publications, marketing campaigns and corridor displays.
- Collaborate with colleagues to create relevant visual content that reflects school values and achievements, helps attract prospective families and deepens engagement with current families.
- Design and manage materials that celebrate student success and school events, ensuring clarity, creativity, and alignment with GDST brand standards.
- Liaise with external suppliers and agencies to ensure timely, cost-effective, and high-quality production of printed and digital materials.

Digital Content Creation & Editing

- Use established GDST platforms to assist in the design of digital assets for websites, social media and digital advertising in support of school priorities.
- Capture and edit high quality video content for use on digital platforms, including motion content creation, visualization of static assets e.g. blogs transformed into dynamic video content for social platforms.
- Ensure all designs adhere to GDST brand guidelines and are tailored to the school's audience.
- Support the creation of photographic and video content such as virtual tours, interviews and event highlights.



ROLE DESCRIPTION

- Maintain a shared digital asset library accessible to all.
- Adapt content for different platforms and audiences, ensuring accessibility and relevance.
- Assist in the production of digital and published materials celebrating the achievements of the school and the wider GDST community.
- Deliver training on creative design platforms and video to build capacity and capability within school teams.

Marketing & Admissions Support

- Work closely with the Heads of Admissions and Marketing to understand local priorities and deliver tailored visual content that supports their marketing and communications strategies and stands out from competitors in the local market.
- Work with the Director of Marketing to provide targeted marketing and design support to ensure best practice and alignment with the GDST brand.
- Support the creation of digital assets for marketing campaigns, working collaboratively with school teams to ensure consistency, creativity, and impact.
- Within the GDST brand guidelines prepare distinctive, visually engaging physical assets such as brochures, banners, PowerPoint presentations and audio/visual materials for high-profile events ensuring messaging is clear, impactful, and reflects the benefits of the GDST.
- Curate and adapt centrally prepared digital and physical assets to communicate the GDST Difference as part of local campaigns and events.
- Support the visual presentation of open days, events, display boards, and other promotional activities to enhance the visitor experience and reinforce school identity.
- Assist with the creation of annual staffing and event documentation as required.

ROLE DESCRIPTION

Other Responsibilities

- Offer flexibility to support school events, including occasional evening and weekend working and occasional travel to different school locations.
- Support Trust-wide digital campaigns with creative assets and performance tracking where required.
- Generate analytics reports and review audience feedback to help inform content strategy and improve effectiveness.
- Identify opportunities for efficiencies and economies of scale in the delivery of high-quality content.
- Keep up to date with developments in digital design and marketing to support continuous improvement.
- Work with the Trust Office and colleagues across schools to support consistent creative practice and share effective ways of working where required.

All GDST Staff are expected to

- Put the safety and wellbeing of pupils at the heart of everything they do.
- Work in line with GDST and school policies and procedures at all times, including those relating to safeguarding, staff conduct, health and safety, equality, diversity and inclusion, confidentiality, data protection and information security.
- Demonstrate professionalism in conduct, attendance and relationships with colleagues and external contacts.
- Take responsibility for their own professional development, including engagement with training, learning and performance review.
- Contribute to a positive, inclusive and solutions-focused working environment.
- Engage with the wider school community in a way that supports inclusion, collaboration and shared purpose.

This job description is intended to provide an overview of the main responsibilities of the role. It is not exhaustive, and the postholder may be required to undertake other reasonable duties commensurate with the level and nature of the post, as directed by their line manager.

This post is subject to an enhanced DBS check.

PERSON SPECIFICATION

Qualifications

- Good level of education or equivalent relevant professional experience.
- Relevant training or professional development in graphic design, digital design, content creation, marketing or a related field would be advantageous.

Professional Experience

- Previous work in a design, creative content or marketing support role.
- Practical use of design platforms such as InDesign, Photoshop, Canva and video editing software.
- Experience producing digital assets for websites, social media and marketing campaigns.
- Experience capturing and editing photographic or video content for promotional use.
- A track record of managing multiple design projects and delivering work to deadline.

Skills, Knowledge and Understanding

- Strong creative flair, with a good eye for layout, typography and visual storytelling.
- Good understanding of digital content creation and how creative assets can support marketing, communications and admissions activity.
- Confidence in using digital design tools, CMS platforms and website templates.
- Ability to manage workload effectively, prioritise tasks and respond to changing needs.
- Understanding of how to apply brand guidelines consistently across a wide range of materials.
- Ability to translate briefs into clear, engaging and audience-appropriate visual content.
- Understanding of the importance of data protection, safeguarding and professional boundaries in a school environment.

Behaviours & Personal Qualities

- Collaborative and approachable, with the ability to build strong working relationships across the school and GDST network.
- Creative and solutions-focused, with the ability to combine originality with practical delivery.
- Detail-oriented, with high standards of accuracy and quality in all outputs.
- Flexible and adaptable, responding positively to changing priorities and school needs.
- Committed to the values of the GDST and to supporting girls' education.
- Alert to safeguarding and welfare concerns, with an understanding of when and how to take appropriate action.

Other

- Right to work in the UK.
- Willingness to complete an enhanced DBS check.

HOW TO APPLY

Any candidate wishing to seek additional information about the post or to discuss any related matter should contact the HR & Recruitment Manager, Mrs Angela Bolton via email a.bolton@schs.gdst.net

Applications should be received no later than 8:00am on the 14 September 2026. All candidates should use the following link to apply and include a covering letter addressed to the Head, Ms Cathy Elliott.

<https://schs-gdst.schoolrecruiter.com/>



Interviews will take place shortly thereafter, though the school reserves the right to appoint an exceptional candidate at any stage of the application process.

All candidates invited to interview must bring original documents confirming any educational and professional qualifications that are necessary or relevant for the post (e.g. the original certificates). If original certificates are not available for the successful candidate, written confirmation of the relevant qualifications must be obtained from the awarding body. All candidates invited to interview must also bring with them:

- An original passport and/or other appropriate document proving your eligibility to work in the UK
- One other form of identification, such as a driving licence or birth certificate
- Two other documents, such as utilities bills, TV licence, bank, building society (stamped and signed by the bank) or credit-card statements
- Documents confirming your educational and professional qualifications Please note that candidates must bring originals of the above documents. Photocopies or certified copies are not acceptable.

TERMS OF APPOINTMENT

The role will attract a competitive salary in line with qualifications and experience, and the successful candidate will enjoy a range of employee benefits as part of the GDST.



Any offer to a successful candidate will be conditional upon:

- receipt of at least two references, satisfactory to the school (if not already received), prior to appointment
- verification of identity and qualifications
- a satisfactory DBS Disclosure at the enhanced level
- satisfactory completion of any pre-employment checks as relevant such as an online search and those to check whether you are registered for or prohibited or restricted from practicing certain professions or roles
- where the successful candidate has worked or been resident overseas in the previous five years, such checks and confirmations as the school may require in accordance with statutory guidance
- satisfactory completion of the probationary period

Senior School

42 Abbotswood Road, London SW16 1AW

Tel: 020 8677 8400

Email: seniors@schs.gdst.net



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& CLAPHAM**
HIGH SCHOOL

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