



THE GRANGE
SCHOOL

Recruitment Pack
Digital Marketing Officer



Welcome

The Grange School is one of the great success stories of independent education, shaped by over forty years of sustained growth, ambition and achievement. Founded in 1933 as a Kindergarten and Preparatory School, the School took a bold and transformative step in 1977 with the introduction of secondary education. Since then, The Grange has grown steadily, developing an outstanding academic reputation alongside a strong and supportive school community.

Today, The Grange educates 1,180 students aged 3–18, with approximately 400 students in the Junior School and 780 in the Senior School, including a vibrant Sixth Form. The School is consistently amongst the highest-performing independent schools in the North West and is widely regarded as one of the leading co-educational day schools in the country.

Academic standards are high, and outcomes place The Grange towards the top of national independent school league tables, with strong GCSE and A-level results and the majority of students progressing to their first-choice universities.

Just as importantly, The Grange is a very happy place to work and learn. Relationships between staff and students are warm, respectful and purposeful. Expectations are high, and the School is busy and dynamic, but it is also collegiate, supportive and professionally rewarding. Staff are encouraged to be ambitious, reflective and creative, within a culture that values collaboration and mutual respect.

Above all, our purpose is to help young people truly flourish. We believe in educating the whole person, supporting each student to discover and develop their individual strengths, talents and passions. Through challenge, encouragement and opportunity, we prepare our students not only for academic success, but for fulfilled and purposeful lives beyond school.

If you would like to discuss this vacancy please contact Mrs Lynn Geary, HR and Governance Officer by email to: recruitment@grange.org.uk, or call 01606 539039.

Dr Lorraine Earps
Head



Hartford, Cheshire

The Grange School is situated in Hartford, a thriving village that combines a strong sense of community with excellent regional connectivity. Closely linked to the nearby market town of Northwich, Hartford sits within the historic Vale Royal of Cheshire and is ideally positioned between Manchester and Liverpool, with Chester just 15 miles away.

The area offers an outstanding quality of life. Beautiful countryside is always close at hand, while hills, coastline and mountain landscapes are all easily accessible. At the same time, nearby cities provide rich cultural, sporting and commercial opportunities, complementing the more peaceful pace of village and rural life.

A wide range of housing is available locally, catering for different lifestyles, stages of life and budgets. Both staff and students travel to The Grange from a broad geographical area, drawn from a mix of urban, suburban and rural communities.

Overall, the location combines accessibility, natural beauty and a high standard of living, making Hartford and the surrounding area an excellent place to work, live and belong.





Digital Marketing Officer

The Opportunity

Salary: £30,000 per annum

Reporting to: Executive Strategic Assistant

Working hours: 37.5 hours per week

Monday - Friday 8:30am - 4:30pm with 30 minute unpaid break, working full year.

Holidays: 25 days leave per year plus Bank Holidays and Christmas Shutdown; also there is the opportunity to purchase up to 2 weeks annual leave.

Are you an enthusiastic and creative digital marketer looking to develop your career in a dynamic and forward-thinking school?

The Grange School is seeking to appoint a Digital Marketing Officer to support the promotion of our Junior and Senior Schools. This is an exciting opportunity to play a key role in shaping how the School communicates with prospective families and the wider community.

Working closely with the Events Manager and Admissions Registrar, you will be responsible for delivering engaging digital campaigns, managing online content, and supporting recruitment and event activity across the School.

We are particularly keen to appoint someone with at least 2 years' experience in a marketing or digital role, who is motivated to further develop their expertise. The School will support the successful candidate to undertake a Level 6 Degree Apprenticeship in Digital Marketing, providing a clear pathway for professional growth.

Digital Marketing Officer

The Opportunity

Key benefits include:

- Opportunity to work across both Junior and Senior Schools
- Strong professional development support, including apprenticeship funding
- A collaborative and supportive working environment
- Free on-site parking and staff benefits
- Full benefits to be added

If you are creative, organised, and passionate about digital marketing, we would love to hear from you.

Purpose of the Role

To support the delivery of the School's marketing and admissions strategy through high-quality digital content, campaigns, and communications that promote the School, enhance engagement, and support pupil recruitment.





Digital Marketing Officer Responsibilities

Digital Marketing & Content

- Create, manage and update website content across School platforms
- Plan and deliver engaging content across social media channels
- Support the development of digital marketing campaigns to promote the School
- Produce written and visual content (blogs, articles, photography, video where appropriate)
- Ensure brand consistency across all digital platforms

Admissions & Recruitment Support

- Work closely with the Admissions Registrar to support pupil recruitment campaigns
- Develop targeted digital campaigns to drive enquiries and applications
- Monitor and analyse campaign effectiveness and report on performance
- Maintain accurate and timely online information for prospective families

Events & Engagement

- Support the Events Manager in promoting school events (Open Days, visits, performances, etc.)
- Produce digital promotional materials and communications for events
- Capture and share content from events to enhance engagement and visibility

Data & Analytics

- Use analytics tools to monitor website traffic and campaign performance
- Provide regular reports and insights to inform future marketing activity
- Support continuous improvement through data-led decision-making

General

- Work collaboratively across departments to gather content and promote activities
- Ensure compliance with data protection and safeguarding requirements in all communications
- Undertake professional development, including participation in a Level 6 apprenticeship (where applicable)

Digital Marketing Officer

The Person

Qualifications & Training

Essential

- Educated to A-Level (or equivalent)
- GCSE English and Maths (Grade 4/C or above or equivalent)

Desirable

- Degree or relevant qualification in marketing, communications, or related field
- Or willingness to undertake (or currently undertaking) a Level 6 Digital Marketing Degree Apprenticeship

Experience

Essential

- Minimum 2 years' experience in a marketing, communications or digital role
- Experience of managing social media platforms in a professional context
- Experience of updating website content (CMS systems)
- Experience of creating engaging written content

Desirable

- Experience in an education or not-for-profit setting
- Experience supporting events or campaigns
- Experience in digital advertising (e.g., Google Ads, paid social)
- Basic design or multimedia skills (e.g., Canva, Adobe tools)

Skills & Knowledge

Essential

- Strong written communication skills with attention to detail
- Good understanding of digital marketing channels and trends
- Ability to manage multiple tasks and meet deadlines
- Strong organisational and planning skills
- Ability to analyse data and draw insights

Desirable

- Knowledge of SEO and content optimisation
- Familiarity with analytics tools (e.g., Google Analytics)
- Basic photography or video editing skills





Digital Marketing Officer

The Person

Personal Attributes

- Creative and proactive approach
- Strong interpersonal skills and ability to work collaboratively
- Enthusiastic and adaptable
- Professional and reliable
- Commitment to safeguarding and promoting the welfare of children

Additional Information

- The role is full year due to the importance of continuous marketing activity and event preparation
- The School will support apprenticeship study time (off-the-job learning) in line with national requirements (as referenced in apprenticeship guidance)
- The role offers a clear progression pathway within the marketing function

Employee Benefits

Here at The Grange School we offer a competitive package of employee benefits, including:

Employee Assistance Programme: with Health Assured

Healthcare: We have partnered with Benenden Health to look after your health and wellbeing. Healthcare membership gives employees access to healthcare services such as Medical Diagnostics, Medical Treatment and Surgery, Physiotherapy, 24/7 GP and Mental Health helplines. You can also take advantage of exclusive offers on other products including discounted health assessments, health, cash plans, travel and home insurance and discounts on self-funded treatments.

Pension: Aviva Pension Scheme

Fee discount: Up to 50% discount on Student Fees

Use of on-site facilities: Staff have free membership to the school's onsite gym, outside of school hours and use of the sports hall. All staff can also take advantage of discounted ticket prices to shows at The Grange Theatre.

Social events: All new staff are invited to join us for a welcome meal and we also host an annual summer BBQ and Christmas party. A variety of wellbeing activities are also planned around school INSET days.

Staff discounts: The Grange has partnered with 'Benefit Hub' who offer discounts and money- saving deals on shopping, holidays, insurance etc. We have also partnered with local businesses who offer discounts on car maintenance and local gym memberships.

Subsidised lunch: in dining hall

Electric vehicle salary sacrifice scheme: with Octopus

Cycle to work scheme: Cycle scheme is an employee benefit that saves you 26-40% on a bike and accessories. You pay nothing upfront and the payments are taken tax efficiently from your salary.





How to apply

To apply for this position please complete and return an application form and write a covering letter for the attention of the Head, Dr Lorraine Earps and send to: recruitment@grange.org.uk.

Applications can also be returned to us by post, to: The Grange School, Bradburns Lane, Hartford, Cheshire CW8 1LU.

The closing date for applications is Friday 17th July at 12 noon.

The Grange School is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. The successful candidate will be subject to a DBS check.

This post is exempt from the Rehabilitation of Offenders Act 1974.



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