

W I T H I N G T O N G I R L S ' S C H O O L



RECRUITMENT PACK: **MARKETING & COMMUNICATIONS MANAGER**

ABOUT WITHINGTON GIRLS' SCHOOL

Withington is a leading independent day school for girls aged 7 to 19, achieving some of the best academic results in the country with dedication, compassion and joy.

We prioritise knowing each pupil as an individual, providing tailored care and support in a nurturing environment. Our pupils develop a love of learning, make exceptional academic progress, and grow into happy, confident and independent young women who feel genuinely valued throughout their journey with us. Withington is the North

West's top performing independent school but, above all, Withington is a place where enthusiastic learners flourish, supported by staff who are deeply committed to pastoral care and personal development.

The most recent ISI report recognised our commitment to cultural understanding and respect as ***"a significant strength of the school"***, highlighting the opportunities we provide for discussion and reflection across all faiths. **Read more here.**



FINANCES

With an annual turnover of over £10M, Withington is in a healthy financial position and can look to the future with confidence. The Governors are keen to explore potential increases to commercial income, currently derived from facility lettings and holiday activities.

SCHOOL GOVERNORS & WGS TRUST

Withington Girls' School is a company limited by guarantee and registered charity. The WGS Trust is a separate registered charity supporting the School's educational advancement, with Trustees appointed by the Governors. The Trust aims to support the provision of outstanding educational opportunities for talented girls, irrespective of financial background. Our supportive governing body play a crucial role in the framework of school, ensuring the school's strategy, vision and ethos align with educational standards and the needs of our whole community.

BURSARY PROGRAMME

We don't want financial circumstances to be a barrier preventing girls who have demonstrated their potential to take up a place at our school. Our ambitious bursary programme is central to the ethos and values of the school and around 1 in 6 senior school pupils receive means tested financial support.



"A broad and enriching curriculum enables pupils to develop self-esteem, moral values, spiritual knowledge and an understanding and respect for one another."

ISI Report 2025



ABOUT WITHINGTON GIRLS' SCHOOL

True to our founding principles, we believe that the pleasure of learning brings its own reward, sustaining and enriching individuals throughout their lives. We aim to open as many doors as possible for our pupils in terms of learning. Respect for ourselves and others

EQUALITY, DIVERSITY & INCLUSION

We're an inclusive school and our proactive approach to equality, diversity and inclusion reflects this culture. It enables everyone, whatever their background, to feel safe, respected and valued here, drawing on diverse voices and experiences that make us proud to be the best possible reflection of Greater Manchester's diversity. We never take these principles for granted, which is why we continue developing our strategy so that every girl feels welcome applying here.

alongside personal responsibility underpin our school community. We celebrate diversity, value teamwork, and encourage everyone to play their part, with older pupils and alumnae providing inspirational role models.

PROUDLY ALL GIRLS

Throughout the school journey, a single-sex education empowers every girl to fulfil her full potential.

Without the subtle pressures of gender dynamics, our pupils feel genuinely free to explore every aspect of themselves - speaking up fearlessly, taking creative risks, and pursuing leadership without hesitation. Please don't just take our word for it, though: According to the latest data from the Department for Education, girls in girls' schools consistently outperform their peers in other schools academically. When they leave, our young women carry an unshakeable confidence that they belong anywhere, pursuing any ambition. We understand the challenges of modern life for young women today; our aim is to ensure that, academically and personally, our students are equipped and ready to take their place in the world with confidence.

Being proudly all girls means creating an environment where young women don't just succeed - they soar.



"It's a school where it's cool to be good; they are challenged by each other. Instead of feeling threatened, they congratulate each other."

The Good Schools Guide

ETHOS, AIMS & VALUES

OUR WITHINGTON ETHOS

WELLBEING and INCLUSION
All pupils are nurtured, supported and encouraged to reach their full potential, academically, socially and personally within our caring community

RESPECT and RESPONSIBILITY
The golden rule of respect for self, respect for others and personal responsibility underpins our school community and extends beyond the classroom into the wider world

BEYOND the CLASSROOM
Pupils develop talents, skills, interests and character through the wealth of extra-curricular opportunities on offer

LOVE of LEARNING
The pleasure of learning is its own reward; valuing and understanding how to learn sustains and enriches us throughout our lives

COMMUNITY and DIVERSITY
We are a community where diversity is celebrated, teamwork valued and every pupil is encouraged to play their part; older pupils and alumnae provide inspirational role models

WHERE GIRLS SHINE

withington
GIRLS' SCHOOL EST. 1890

WHERE GIRLS SHINE

OUR WITHINGTON AIMS

- 1**

TO INSPIRE PUPILS WITH AN OUTSTANDING EDUCATION...
...through a strong, regularly reviewed curriculum, evidence-based teaching strategies, and transformative technology, ensuring relevance, inclusivity, engagement, and enhanced pupil outcomes
- 2**

TO CULTIVATE PERSONAL DEVELOPMENT, WELLBEING AND A SENSE OF SAFETY...
...by fostering an inclusive school environment, holistic pastoral care and enshrining strong values that shape the school's culture and community relationships
- 3**

TO CHAMPION OUR COMMUNITY...
...by ensuring the quality, motivation, and wellbeing of its staff, fostering meaningful relationships with parents, alumnae, and local stakeholders, and strengthening the school's influence through robust community engagement
- 4**

TO EMPOWER FUTURE GENERATIONS...
...by further securing long-term financial health, maintaining a strong and stable pupil body, developing additional income streams for the school, and implementing a well-defined marketing strategy to remain competitive and attractive to all

withington
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WHERE GIRLS SHINE

OUR WITHINGTON VALUES

RESPECT
FOR SELF

RESPECT
FOR OTHERS

PERSONAL
RESPONSIBILITY

LOVE OF
LEARNING

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WHERE GIRLS SHINE

SCHOOL STRUCTURE

Withington offers pupils a continuous and supportive journey from Junior School through to the Sixth Form. At every stage, the school combines academic challenge with dedicated pastoral care and opportunities to develop confidence, curiosity and a strong sense of community.

JUNIOR SCHOOL

Pupils begin their Withington journey in a welcoming environment that encourages confidence, curiosity and independence. Teachers get to know each pupil well personally and academically, whilst specialist teaching in subjects such as IT, Music and Languages, and well-used outdoor spaces, enrich learning. The House system, varied activities and wraparound care help build a strong sense of belonging and community, with Form Tutors providing consistent support and guidance. Outdoor play and learning form an important part of daily life.

SENIOR SCHOOL

As pupils move into the Senior School, they enjoy a broad curriculum whilst having opportunities in sport, music, drama and a wide range of clubs. The House system, dedicated form time and assemblies create strong friendships and allow for personal growth, whilst trips, visiting speakers and enrichment activities broaden horizons. Academic challenge is balanced with strong pastoral support from Heads of Year and Form Tutors, and pupils are encouraged to discover and develop their talents both in and beyond the classroom within a caring environment that celebrates individual achievement.

SIXTH FORM

In the Sixth Form, pupils join a close-knit community where they are encouraged to excel whilst taking on new challenges. Small classes, a wide choice of A Levels, the Extended Project Qualification and a varied enrichment programme prepare pupils for life beyond school. Sixth Formers take on leadership roles, support younger pupils and contribute to the wider life of the school, with many progressing to Russell Group universities and other competitive courses.



"Withington's motto is 'Ad lucem' (towards the light), a most fitting way of encapsulating the standard of education at this remarkable school. It's an inspiring place where very able girls who thrive on being fully engaged in a broad and stimulating curriculum will shine brightly."

The Good Schools Guide

ACADEMIC SUCCESS

A genuinely outstanding school isn't judged solely on its results and league tables.

That's why a Withington education is about so much more than academic performance. However, we can't help but feel a deep pride in the remarkable results achieved by our students. They're a credit to our dedicated staff - and, most importantly, the results are a testament to our wonderful girls.

But please don't just take our word for it. We've been named **Independent School of the Year for Academic Performance in the North West** in the prestigious Sunday Times Parent Power Schools Guide 2026. It's our seventh consecutive year of receiving awards from The Sunday Times, including being named as **North West Independent Secondary School of the Decade in 2021**.

AMBITIOUS ATTITUDE

When our girls leave us to continue their educational journey, we're delighted to see that 80% of leavers gain places on their preferred degree courses at their chosen universities. We're proud of each and every student. The breadth of subjects our students progress to study reflects the wide range of opportunities they experience here at Withington.

IN THE LAST FIVE YEARS:

OXBRIDGE

12.6%

RUSSELL GROUP

74.2%

OTHER
(INC GAP YEAR)

13.2%

IN 2025:

82% OF GCSE GRADES
ACHIEVED AT 8/9

91% OF A LEVEL
GRADES A*-B



"We were bowled over by the girls. Every single one was confident, but not arrogant. In discussion with us they were respectful of their peers and made some extremely mature and insightful comments, often well beyond their years."

The Good Schools Guide

CURRICULUM

Withington Girls' School offers an exceptional, carefully structured curriculum that supports pupils at every stage, from Junior School through to Sixth Form, combining academic rigour with creativity, curiosity and personal development.

JUNIOR SCHOOL

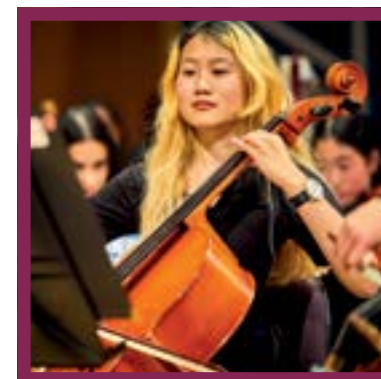
The Junior School Curriculum is based on the National Curriculum but extends beyond it to provide a broad, enriched educational experience that fosters curiosity and a love of learning. Pupils study a wide range of subjects alongside enhanced opportunities in physical education, music, languages, and creative thinking, with five PE lessons and two music lessons each week and a different language introduced in each year group. The curriculum places strong emphasis on personal development through PSHCE, encourages exploration of big ideas through dedicated thinking lessons, and is enriched by trips, outdoor learning, and close links with the Senior School, allowing access to specialist facilities and teaching.

SENIOR SCHOOL

The Senior School Curriculum provides a balanced and inspiring academic programme designed to help pupils discover their strengths and interests while building on elements of the National Curriculum that best support their learning. Pupils in Years 7-9 study a wide range of subjects including English, maths, sciences, languages, humanities, arts, design and technology, and physical education, with some lessons taught in smaller groups to enhance learning. At GCSE, core subjects such as English Language, English Literature, mathematics and science are complemented by optional courses including modern languages, arts, computer science and more, and all pupils also have timetabled PSHCE and PE. Technology is integrated purposely across the curriculum, with students using their own devices for learning and homework. As pupils progress, the curriculum becomes more specialised, preparing them for future study and careers through a combination of academic rigour and broader personal development.

SIXTH FORM

The Sixth Form Curriculum allows students aged 16-19 to specialise in subjects they are most passionate about by choosing to study three or four A Levels from a broad list that includes sciences, languages, humanities, arts, maths and more. Students are encouraged to take the Extended Project Qualification (EPQ) alongside their A Levels to pursue independent research in an area of personal interest, and there are extension sessions for those applying to highly competitive university courses or wanting to go beyond standard A Level content. Learning is enriched by trips, conferences and extra-curricular opportunities.



CO-CURRICULAR

Our broad curricular and co-curricular programmes support pupils in developing confidence, creativity, and a lifelong love of active engagement, whether through sport, music, drama, or a wide range of other opportunities, while fostering an understanding that a balanced, healthy lifestyle underpins wellbeing in all its forms.

We believe that co-curricular activities are key to a full and rounded education, contribute to physical and mental wellbeing and help our pupils to develop confidence and skills in creativity, communication, time management, leadership, critical thinking and resilience.

An extraordinary array of clubs and societies means there is something for everyone, from coding to garage band, photography to sign language and much more in between.

Enquiring minds can dig deeper into a subject that ignites their interest and engages them beyond the curriculum through our clubs. And of course, there is the opportunity to take the lead by joining a committee, running activities for younger pupils or by starting a new club or society.

Clubs meet at lunch time or after school and many of the school buses provide a late service to make taking part easy.



COMMUNITY & PARTNERSHIPS

As a forward-thinking, outward-looking school, our ethos of respect for self, respect for others and personal responsibility underpins our connections beyond the school gates.

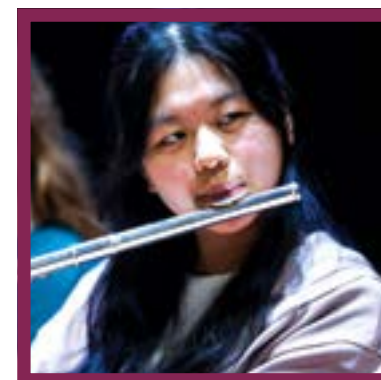
We have a strong track record of delivering sustained, mutually beneficial partnerships with state schools and community organisations that benefit local, national and international communities. Hundreds of pupils each year benefit from enterprising, fun and engaging activities that develop their skills and knowledge while forging new experiences and friendships.

Locally, our partnerships create meaningful impact across Manchester and beyond. One of our longest running programmes, SHiNE Together, provides Saturday morning classes for boys and girls in Years 5 and 6 in an exciting range of subjects. Our musical partnership, Manchester Sings, brings together hundreds of children from our region to celebrate music and recognise the power of community. Meanwhile, our Science Communicators - Sixth Form scientists who deliver exciting

science shows and activities to primary and secondary school partners - inspire younger audiences while developing valuable communication and personal skills alongside their subject knowledge.

Looking ahead, Future Focus represents our commitment to empowering the next generation of young women. This series of conferences aims to inspire confidence, develop self-esteem and improve mental health - equipping participants with essential skills to succeed and flourish in their future lives and careers.

Our reach extends far beyond the UK through our transformative Gambia programme, which has developed over the last 20 years to advance educational opportunities in remote rural locations. We have established a strong partnership with the Mama Tamba Nursery School in Illiasa, a small village in inland Gambia, where we are guided by local contacts who work with village elders to assess needs and advise how we can best support the community.



"Leaders provide a warm, caring and supportive environment. The school has a clear sense of community."

ISI Report 2025

PASTORAL SUPPORT & WELLBEING

At Withington Girls' School, we believe that exceptional education flourishes when both students and staff feel genuinely supported and valued.

PUPIL WELLBEING

By knowing and understanding each pupil as an individual, we can nurture her potential within our exceptionally warm, friendly and caring environment. Withington girls achieve outstanding academic success alongside vital personal and social development.

We work closely with families throughout each girl's time at Withington, helping us identify anything that might impact her personal development so we can offer relevant support at every stage. Through our proactive Personal, Social, Health & Citizenship Education (PSHCE) programme, pupils learn about themselves and the wider world. Our specialist team, including Form Tutors, Heads of Year and health professionals, works together to ensure their wellbeing.

STAFF WELLBEING

We recognise that outstanding teaching comes from staff who feel valued and well-cared for. Our comprehensive wellbeing package includes highly attractive remuneration and pension schemes, healthcare through Simply Health, death in service benefit, and complimentary school lunches. Staff benefit from our fitness suite and classes, on-site parking, EV car charging, library access, and additional PPA time for teaching staff.

This approach to staff wellbeing contributes to our notably stable and happy staff community - colleagues who are genuinely invested in the school's mission and enjoy long, fulfilling careers here. It's this stability that helps create the supportive environment in which our pupils flourish.

NATIONAL WELLBEING AWARD

Withington Girls' School has received the national **Wellbeing Award for Schools**, recognising its strong commitment to pupil and staff wellbeing. The accreditation followed a thorough assessment of the school's pastoral care, inclusive culture and embedded wellbeing practices, with pupils and parents highlighting accessible support and a positive community that underpins both personal development and academic success.



"Pupils reported that if they have any concerns, they are able to access the pastoral team easily, and staff consistently make time to speak with them when needed. They described staff as welcoming and approachable, stating that they never feel unable to speak to someone. They expressed that they never feel "lost in the crowd" and that their individual needs are recognised."

Wellbeing Award for Schools Report

OUR LOCATION

Withington Girls' School is ideally situated in Greater Manchester, one of the UK's most dynamic and culturally rich regions. The school benefits from excellent transport connectivity, with Manchester's direct rail links to London, Birmingham, Bristol, Leeds, and York. Manchester Airport is conveniently nearby, and the school's proximity to the M6 and M62 motorways allows for good road connections.

The school sits within reach of some of Greater Manchester's most sought-after residential areas, including Didsbury, Cheadle, and Altrincham - leafy suburbs that offer the best of both worlds: metropolitan amenities alongside green spaces and a strong community feel.

Manchester's cultural landscape is particularly compelling, with the city attracting world-renowned artists and hosting internationally acclaimed festivals such as the Manchester International Festival. The region is home to leading universities, including The University of Manchester, recognised as a centre of teaching excellence and world-class research.

For those who appreciate the outdoors, the location offers excellent access to the Peak District and Lake District, both within easy reach.

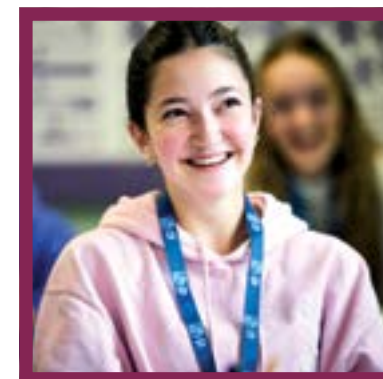
As the birthplace of the industrial revolution, Manchester has always been a place where things happen. Today, that energy translates into a forward-thinking region that provides an exciting backdrop for anyone working and living in the area.



JOB DESCRIPTION

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

JOB TITLE:	Marketing and Communications Manager
HOURS:	Full time
REPORTING TO:	Director of Admissions and Marketing
KEY RELATIONSHIPS:	Head, Senior Leadership Team, Admissions Team, Development Team, and senior academic and operational colleagues across the School.
DEPARTMENT OVERVIEW:	Admissions and Marketing is a busy and strategically important department, central to the continuing success of the School. The department plays a key role in pupil recruitment and retention, strengthening Withington's market presence, developing and protecting the School's brand, and enhancing its regional, national and international profile. The team works across a wide range of marketing, communications, admissions and engagement activity, using creative, innovative and evidence-informed approaches across digital, print, media and other platforms. Admissions and Marketing works closely with colleagues throughout the School and shares office space with the Development team. The Marketing and Communications Manager will work collaboratively with Development and other teams to ensure that external and internal messaging is coordinated, consistent and aligned with the School's strategic priorities.
CHILD PROTECTION & SAFEGUARDING:	Withington Girls' 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 must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. The School will carry out online searches on shortlisted applicants and all applicants will be required to provide details of their online profile, including social media accounts, as part of their application. It is the post holder's responsibility to promote and safeguard the welfare of children. You will comply with the Withington Girls' School Child Protection and Safeguarding Policy, and the requirement to report to the Designated Safeguarding Lead any concerns relating to the safety or welfare of children.



JOB DESCRIPTION

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

ROLE OVERVIEW:

The Marketing and Communications Manager is a senior professional role responsible for leading the School's day-to-day marketing and communications function.

Working within the School's strategic priorities and in close collaboration with the Director of Admissions and Marketing, the postholder will lead the development and delivery of a comprehensive Marketing and Communications Strategy which:

- promotes Withington Girls' School effectively to prospective families and key stakeholders;
- strengthens and protects the School's reputation locally, regionally and nationally;
- supports pupil recruitment, conversion and retention;
- strengthens communication and engagement with current families, prospective families, alumnae and the wider School community;
- celebrates the achievements of pupils, staff and alumnae;
- positions the School as a distinctive and influential voice within the independent education sector; and
- supports the promotion of commercial, partnership and other appropriate income-generating activity.

The postholder will take ownership of the Marketing and Communications function, exercising professional judgement and appropriate delegated authority across campaigns, content, communications, digital activity, media relations, brand management and reputation.

They will be expected to take a proactive and innovative approach, identifying opportunities, bringing forward recommendations and initiating activity rather than simply responding to requests.

Working closely with Admissions, the Marketing and Communications Manager will translate recruitment priorities and audience insight into effective, creative and evidence-informed campaigns. They will use data, research and analytics to evaluate activity, inform decision-making and identify opportunities to strengthen engagement and impact.

The postholder will act as a key professional adviser on marketing, communications and reputation matters and will have regular direct contact with the Head and other members of the Senior Leadership Team where appropriate.

As the School develops commercial, partnership and other income-generating opportunities, the postholder will lead or support associated communications, stakeholder engagement and promotional activity, ensuring that all such work is aligned with the School's values, reputation and strategic objectives.

The role requires excellent relationship-building skills and the ability to work confidently and collaboratively with colleagues across the School, external partners, agencies and other stakeholders.

This is a full-time, all-year-round role of 37.5 hours per week, the exact working pattern is to be agreed with your line manager. The salary for this role is £41,901 per annum, which is point 31 on the Withington Support Staff Pay Scale. The successful candidate will be expected to work flexibly on occasion, including outside normal working hours, to support significant School events, admissions activity or other communications requirements.



JOB DESCRIPTION

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

MAIN DUTIES & RESPONSIBILITIES:

Strategic Marketing and Communications

- Lead the development, implementation and review of the School's annual Marketing and Communications Strategy, aligned with the School's strategic priorities and admissions objectives.
- Take day-to-day responsibility for the planning and prioritisation of marketing and communications activity, exercising professional judgement and appropriate delegated authority within agreed parameters.
- Work closely with the Director of Admissions and Marketing and the Admissions team to translate recruitment priorities and audience insight into creative, targeted and measurable campaigns supporting enquiry generation, conversion and retention.
- Undertake market, competitor and audience research, using data and analytics to evaluate performance, identify opportunities and inform future strategy.
- Manage the delegated Marketing and Communications budget and relevant external agencies and suppliers, ensuring effective use of resources and demonstrable value.

Brand, Reputation and Public Relations

- Act as guardian of the School's brand, ensuring clear, distinctive and consistent messaging across all marketing and communications activity.
- Lead publicity and media relations, proactively identifying opportunities to strengthen the School's profile, reputation and position within the independent education sector.
- Develop strong relationships with relevant local, regional, national and education media, and produce high-quality media releases, features, statements and other editorial content.
- Provide professional communications and reputation advice to the Head, Senior Leadership Team and other senior colleagues, including during sensitive or high-profile situations.
- Develop and maintain appropriate crisis communications procedures, messaging frameworks and media monitoring arrangements.

Digital Marketing and Communications

- Lead the School's digital marketing activity across website, search, social media, email, paid advertising and other appropriate channels.
- Take strategic ownership of the School's website, ensuring that content, user journeys and functionality support admissions, engagement and wider School objectives.
- Oversee the School's social media presence, ensuring activity is creative, timely, audience-focused and aligned with the School's brand and reputation.
- Use analytics and audience insight to monitor performance, improve engagement and identify new digital opportunities.



JOB DESCRIPTION

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

MAIN DUTIES & RESPONSIBILITIES:

Content, Publications and Editorial

- Lead the School's approach to content, ensuring a consistent supply of compelling, accurate and engaging material across all channels.
- Write, edit and commission high-quality copy for websites, publications, campaigns, media, speeches and stakeholder communications.
- Take responsibility for ensuring the School has a high-quality and up-to-date bank of photography and video content, undertaking photography directly where appropriate and commissioning external photographers or videographers when required.
- Lead the production of major print and digital publications, including prospectuses, School magazines, admissions materials, alumnae communications and promotional literature.
- Maintain high editorial, proofreading and production standards and oversee an annual content calendar.

Stakeholder and Parent Communications

- Lead the development and delivery of the School's parent communications strategy, ensuring communications are timely, clear, engaging and consistent in tone.
- Hold overarching responsibility for the effective management and development of the parent app and other key communication channels.
- Work collaboratively with colleagues across the School and with the Development team to coordinate messaging for current families, prospective families, alumnae and the wider School community.
- Support significant operational and crisis communications to stakeholders when required.

Events and Commercial Activity

- Lead the marketing, communications and promotional elements of key School, admissions and community events, ensuring they reflect the School's brand and provide a high-quality experience.
- Support the promotion of commercial, partnership and other appropriate income-generating initiatives through effective campaigns, communications and stakeholder engagement.
- Work collaboratively with colleagues across Admissions and Marketing, Development, Finance and Operations to ensure external-facing activity is accurate, coordinated and aligned with the School's values and strategic objectives.



JOB DESCRIPTION

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

MAIN DUTIES & RESPONSIBILITIES:

Leadership and Management

- Line manage and support the Content Creator, setting objectives, managing performance and supporting professional development.
- Lead the effective planning, organisation and prioritisation of the Marketing and Communications function, fostering a creative, collaborative and high-performing culture.
- Develop appropriate KPIs and reporting to demonstrate the impact of marketing and communications activity.
- Proactively identify and bring forward opportunities for innovation, improvement and new approaches across the School's marketing and communications activity.

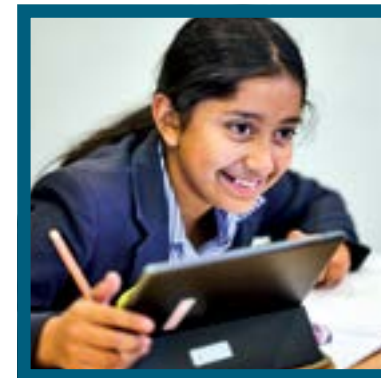
As a member of staff at Withington, you are expected:

- To become familiar with, and follow, all school policies
- To ensure awareness of what is happening in and around the school; checking and responding to emails accordingly
- To develop self through CPD and improve IT skills, attending IT training courses in order to maximise effective use of all school systems
- To undertake any other duties that might be reasonably requested by the Head and any member of the Senior Leadership Team

BENEFITS:

In addition to providing a warm and inclusive working environment, Withington Girls' School also offers a comprehensive package to its staff. This package includes:

- A competitive salary based on the Withington Girls' School Pay Scale
- Workplace pension with 3 x death in service benefit and a 10.6% employer contribution
- Free School Lunches
- Fully Funded Healthcare Plan through Simply Health
- Following induction, free use of the fitness suite



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
QUALIFICATIONS	Degree-level qualification or equivalent professional experience	- Relevant professional qualification in marketing, communications, journalism or public relations. - AMCIS Marketing Diploma	Production of the Applicant's original certificates
EXPERIENCE	- Significant experience in a marketing, communications or public relations role. - Proven experience of developing and delivering successful, integrated marketing campaigns. - Experience of developing compelling content across digital and print channels. - Experience of managing websites and digital communications. - Experience of developing and implementing effective social media activity. - Experience of public relations, media engagement and reputation management. - Experience of producing high-quality publications or major communications from concept through to delivery. - Experience of working with a high degree of professional autonomy, managing competing priorities and taking ownership of projects. - Experience of advising, influencing and building effective relationships with senior colleagues and a wide range of stakeholders. - Experience of line management or the supervision of others.	- Experience within the independent or maintained education sector. - Experience of crisis communications. - Experience of paid digital and social media advertising. - Experience of marketing commercial ventures, partnerships or lettings. - Experience of event planning and delivery. - Experience of commissioning and managing external agencies, designers or other suppliers.	- Contents of application form - Evidence of results achieved - Interview - Professional references



PERSON SPECIFICATION

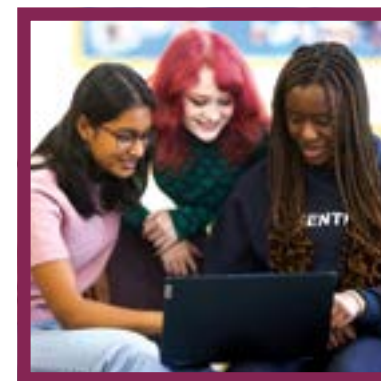
SKILLS & KNOWLEDGE

- Exceptional writing, editing and proofreading skills, with the ability to adapt tone and style for different audiences.
 - Strong understanding of marketing, communications, public relations and brand management.
 - Excellent digital marketing knowledge, including social media, website content and analytics.
 - Strong project management, organisational and prioritisation skills.
 - Ability to use data and insight to evaluate activity and inform decision-making.
 - Sound professional judgement, creativity and the confidence to identify opportunities and make recommendations.
 - Strong interpersonal and influencing skills, with the ability to work collaboratively and challenge constructively when appropriate.
 - Confidence in photography and visual content creation, with the ability to capture high-quality images for digital and print use.
 - Experience of using content management systems and appropriate digital marketing tools.
 - AI literacy sufficient to support and inform effective marketing and communications activity.
- Photography editing, videography and video-editing skills.
 - Experience of Adobe Creative Cloud, Canva or similar design and content-creation software.
 - Knowledge of SEO, PPC and emerging approaches to online search and discoverability.
 - Strong presentation skills.
- Contents of application form
 - Interview
 - Practical exercise
 - Professional References



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
PERSONAL COMPETENCIES & QUALITIES	• Professional, credible and able to inspire confidence in colleagues and stakeholders. • Proactive, creative and willing to take ownership. • Curious and open to innovation and new approaches. • Able to exercise tact, diplomacy and sound judgement. • Resilient, adaptable and able to work effectively under pressure. • Highly organised, with excellent attention to detail and time management. • Collaborative and relationship-focused, while confident in offering professional challenge. • Trustworthy and discreet when handling sensitive or confidential information. • Committed to ongoing professional development. • Committed to equality, diversity and inclusion. • An outstanding ambassador for Withington Girls' School, its ethos and values. • Committed to safeguarding and to maintaining appropriate professional relationships and boundaries with children and young people.		• Contents of application form • Interview • Professional references



THE SUNDAY TIMES SCHOOLS GUIDE

In December 2025, Withington was named Northwest Independent School of the Year for Academic Excellence. This marked the seventh consecutive year the school has received an award from The Sunday Times, including being named as North West Independent Secondary School of the Decade in the 2021 edition of the Schools Guide.

GOOD SCHOOLS GUIDE REVIEWS

Junior School - Last word

"Withington Girls' Junior School ticks an awful lot of boxes. Pupils have to be bright and able to work at a fast pace, but if this is your daughter then the teaching, environment, extracurricular opportunities and sheer exuberance and chutzpah of this place will open doors and opportunities. What's not to like?"

Senior School - Last word

"Withington's motto is 'Ad lucem' (towards the light), a most fitting way of encapsulating the standard of education at this remarkable school. It's an inspiring place where very able girls who thrive on being fully engaged in a broad and stimulating curriculum will shine brightly."

TATLER SCHOOLS GUIDE 2026

"Withington is an undeniably academic establishment: its most recent results saw more than 40 per cent of A-levels graded A, and 55 per cent of GCSEs scoring coveted nines. But if the school encourages students to succeed, it isn't afraid of letting them fail so long as they've had a go.*

And have a go they do: netball and lacrosse are strong and competitive; there are opportunities to practise yoga and dance; and the thriving and eclectic array of clubs, which includes Model United Nations, basketball and an electric harp ensemble, is much-loved by the children, with one saying: 'The number of extracurriculars is massive. I'm constantly wondering what else I can do - although with everything available, I'm never stumped.'"

WELLBEING AWARD FOR SCHOOLS

Withington has earned the Wellbeing Award for Schools (WAS), a national accreditation that recognises our school's commitment to supporting the wellbeing of pupils and staff. The report indicates that Withington demonstrates a mature, embedded and evolving wellbeing culture.

Pupils reported that if they have any concerns, they are able to access the pastoral team easily, and staff consistently make time to speak with them when needed. They described staff as welcoming and approachable, stating that they never feel unable to speak to someone.

Parents shared that they continue to be positively surprised by the breadth and quality of support offered. Although the school is widely recognised for its academic success, they highlighted that it also actively celebrates culture and fosters a strong sense of community.

Staff reported that wellbeing is embedded throughout the entire employee lifecycle. New staff receive a thorough induction that covers all relevant aspects of school life, and additional lunchtime sessions are available during their first term to support transition and integration.

