

Highfield  Brookham

DIGITAL MARKETING MANAGER (FIXED TERM)

NURSERY ♦ PRE-PREP ♦ PREP

LIPHOOK, HAMPSHIRE



Our School

Highfield and Brookham is a highly successful co-educational Nursery, Pre-prep and Prep School in Liphook on the borders of Surrey, Hampshire and West Sussex. We offer a delightful working environment set in 175 acres of beautiful grounds in the South Downs National Park.

We are surrounded by stunning countryside yet we are only an hour from London. We are proud to have around 500 pupils at the school ranging from 2 years to 13 years old. Our aim is to provide a coherent academic journey from Nursery through to Year 8, delivering a dynamic, seamless and rich education.

We are broadly speaking a non-selective school. We celebrate our diverse community and welcome children of all abilities, nationalities and religions. It is this varied community that brings Highfield and Brookham its vibrancy. We regularly feed around 30 senior schools and enjoy an outstanding record of scholarship and Common Entrance success. In recent years we have been averaging 15 major awards annually, including regular academic scholarships to Winchester, Wellington, Marlborough, Canford and Bryanston as well as Sports, All-Rounder, Art, Music and Design Technology Scholarships.

Our teaching looks beyond the core curriculum to skills learnt through a diverse range of co-curricular activities. We have a broad spectrum of sport, drama, music, art and DT lessons on offer for our children.

Our approach to sport recognises that it is more than simply competing. Children learn about the positive effects of physical activity on the body and its benefits to their own health and wellbeing. We offer a wide range of sporting options including rugby, football, netball, hockey, cricket, swimming, cross country and athletics.

Our drama provision is enviable. We stage a production for every year group, right from Nursery every single year, and all children from Year 3 onwards are taught by a subject specialist drama teacher in their weekly drama lesson. We focus on developing performance skills which in turn builds confidence and self-esteem.

Music is very much at the heart of our school and children have the opportunity to perform on many occasions. We inspire everyone to find their musical passion with numerous choirs, ensembles, a rock club and concerts.

Art is treasured and our fantastically well-equipped art studio is an encouraging and inspirational environment, led by our equally inspirational specialist teachers. The DT workshop similarly is a hive of creativity as the children get to use our amazing tools such as the 3D printer, laser cutter and an abundance of wood and metalworking equipment.

Our extensive and beautiful grounds are made up of multiple sports pitches, acres of woodlands and forest school as well as four netball and tennis courts, full-sized astro and a 9-hole golf course. Our indoor facilities are just as enviable with three modern science labs, a fully equipped DT workshop, an airy art studio, a spacious dance drama studio, two packed libraries, state-of-the-art music school and traditional Chapel. These amazing facilities provide our children with the most inspirational learning environment.

We are extremely proud of our most recent addition to our facilities – The Beehive. The Beehive is a safe and welcoming wellbeing hub at the heart of the school site. Children are able to self-refer and the hub is a place where children can relax, reset and regulate their emotions when they need to. It is a friendly and positive space which will also be home to some of our popular wellbeing activities.

Boarding at Highfield and Brookham is extremely popular but also optional. Our boarding provision has always been an integral part of the prep school and perhaps the continued popularity reflects how well we do it. Over 100 pupils choose to board each term and the overwhelming majority of pupils in Years 7 and 8 opt to board. This is in sharp contrast to the decline in boarding numbers experienced in many similar schools. We offer a bespoke boarding option for children in Year 3 to Year 5. Our Junior Boarding House is home to up to 18 children who live together between four dorms on the first floor of the house. Our Senior Boarding House is home to up to 130 children in Year 6 to Year 8 at is found on the top two floors of the main school building.



Job Description

We are seeking to appoint a Digital Marketing Manager from January 2025 until December 2025.

Joining a small team of four, the post holder will have responsibility for driving forwards our digital and social media strategy. The successful candidate will have a passion for digital marketing and a keen interest in the independent school sector. Recent graduates, as well as experienced marketers, are actively encouraged to apply.

Job Purpose

The major responsibility of the post holder is to support the Head of Marketing (Interim) to generate admissions and raise further the profile of Highfield and Brookham School both nationally and internationally.

Key Responsibilities and Tasks

These include, but are not limited to:

- Responsible for digital activity to achieve the aims of our overall marketing and admissions strategy including SEO, online partnerships and paid advertising.
- Manage website development on an ongoing basis including regular web copy updates to optimise keyword search, on-page optimisation, link building and user experience.
- Develop digital paid advert strategy including Google Ads, Facebook and Instagram adverts.
- Use Google Analytics to analyse and report identified marketing metrics and provide insight as required on website traffic and campaign activity
- Devise and manage digital marketing campaigns to drive awareness, consideration and lead generation to support admissions.
- Analyse campaign results and trends to improve future performance.
- Create a content calendar for Facebook, Instagram, X and LinkedIn and assist the team to generate a constant supply of relevant information so that the marketing message resonates with and is heard and seen by the target audiences.
- Develop and implement social media strategies to increase engagement with each target audience and promote advocacy among current or former parents and pupils.
- Monitor, listen and respond to social media channels, cultivating leads, enhancing reputation and keeping up to date with emerging trends.
- Provide insight into the behaviour and perceptions of our target audiences based on their usage/visits to various elements of the website and other digital touchpoints.
- Monitor competitor social activity and websites; conduct research and competitor analysis to ensure our activities are clearly differentiated.
- Contribute to the production and design of the school annual magazine.
- Assist with staffing key marketing events throughout the year.
- Work to protect the school's brand and visual identity through design, photography and videography.
- Support Head of External Activities to increase registrations to holiday clubs and swim school.
- Work closely with Admissions Registrar to understand prospective parents' needs and use this information to inform the digital marketing strategy.
- Demonstrate proficiency in using AI-powered tools for tasks such as design, copywriting and analysis.



Applications

PERSON SPECIFICATION

Essential

- Degree in marketing or 2 years' experience in digital marketing.
- Proven expertise in all aspects of digital marketing.
- Strong writing and editorial skills, including creative, SEO, media and business writing.
- Attention to detail, a concern for accuracy and a proficient proofreader.
- Good knowledge of Google Analytics and ability to analyse results and draw meaningful conclusions.
- Ability to juggle multiple projects and work simultaneously with different messages and different target markets.
- Excellent communication and interpersonal skills.
- A good team player with excellent diplomacy and good humour.
- Results and deadline driven and able to work under pressure.
- A belief in the independent education sector.

Desirable

- Design know-how and knowledge of InDesign or Photoshop.
- Video editing skills.
- Aptitude for photography.
- Willingness and flexibility to work the odd evening or weekend.
- Experience of Wordpress CMS.

Method of Application

An application form can be downloaded from the school website www.highfieldandbrookham.co.uk/jobs

A letter of application and completed application form including the names and addresses of two referees should be sent to: HR Manager, Highfield and Brookham School, Highfield Lane, Liphook, Hampshire GU30 7LQ. Email applications should be sent to recruitment@highfieldandbrookham.co.uk

Closing Date for Applications

Sunday 20th October 2024 with interviews on Friday 25th October 2024

Safer Recruitment: We are an I.A.P.S. co-educational Boarding and Day Nursery, Pre-Prep and Prep School for 500 pupils aged 2 to 13. We are committed to safeguarding and promoting the welfare of children and applicants are expected to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service and the Employer Online Service regarding prohibition orders issued by the Secretary of State. Highfield and Brookham School is an Equal Opportunities Employer.





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