



# Notting Hill & Ealing High School

GDST  
GIRLS' DAY SCHOOL TRUST

## Appointment of **Marketing & Communications Assistant**

For as soon as possible



## About the School

Notting Hill & Ealing High School is one of London's leading independent girls' day schools. Founded in 1873 it is the oldest of the 25 schools which make up the Girls' Day School Trust (GDST) having begun life in Notting Hill and moved to Ealing in 1930. We are an all through school (ages 4-18). Around 300 girls in the Junior School and 600 in the Senior School, including 150 in the Sixth Form, make up a friendly and welcoming community. The Junior and Senior Schools occupy their own parts of the site and in day-to-day terms operate independently. We occupy a site in suburban, leafy, west Ealing with excellent transport links. (We are an easy walk or bus ride from Ealing Broadway or West Ealing stations: District and Central underground lines, mainline trains and Crossrail from 2018.) The school is oversubscribed and a very popular choice at all ages with girls joining us from most parts of West London as well as areas further afield.

NHEHS is an academically selective school. Our girls are ambitious, bright, enthusiastic and eager to learn. In our latest ISI inspection we achieved the highest possible grades across the board and the inspectors noted that 'the quality of the pupils' achievements and learning is exceptional.' Public examination results are consistently outstanding and girls go on to study a wide range of subjects at prestigious universities including Oxbridge. (Latest results and the university destinations of Leavers can be found on our web site.) The school is highly regarded for the way it achieves its outstanding outcomes within a particularly warm and supportive environment, and pastoral care and achieving the best for every girl is at the heart of everything we do.

## About the GDST

GDST schools share an ethos and heritage of girls-only education and are members of a unique network which adds value to each school, student and member of staff. Networking opportunities with other teachers across the Trust enable staff to share best practice and develop initiatives that benefit all our schools and students. In addition to supporting the work of individual schools in supplying excellent induction and development opportunities for staff, the GDST network provides access to an extensive training programme. This includes development opportunities (including a Middle Leaders Development Programme and Aspiring Leaders Programme) and to grants for individual courses of study.



***"We are delighted that you are considering NHEHS and hope that you will want to apply for this post once you have found out more about us. Our website, [www.nhehs.gdst.net](http://www.nhehs.gdst.net) will tell you more about the school and give you a taste of the atmosphere here."***

***Matthew Shoults, Headmaster***

## **Job Description:** Communications and Marketing Assistant

Department: Marketing

Line Manager: Director of Marketing

### **Role**

To assist the Director of Marketing in all aspects of their job, supporting the delivery of the strategic marketing plan and proactively contributing to it. Working with other departments across the school in the sharing and updating of relevant information and in the promotion of all aspects of the school internally and externally.

### **Key tasks**

- Contribute to the management, updating and development of the School's website
- Lead on the gathering, creation and editing of content for publication on the School website, social media and printed materials
- Develop and implement the School's social media strategy including planning and monitoring of schedules of postings on various platforms
- Manage the coordination of content and setting of digital newsletters
- Manage the planning and placement of open day and other advertisements
- Manage and maintain the School's photo library
- Liaise with staff and departments throughout the school to ensure consistency of quality and branding of external communications
- Contribute to preparations for key marketing events including Open Days
- Assist with planning and direction of photography and video filming for key publications and events
- Assist with the production of printed marketing materials including prospectuses

### **Personal Profile**

- Educated to degree level or similar
- Marketing experience
- Excellent verbal and written communication skills and strong IT skills
- Proven experience of working with social media and digital channels
- Knowledge of Photoshop and InDesign
- Ability to build strong working relationships at all levels
- An ability to work both independently and as part of a team
- Good time management with the ability to work under pressure and prioritise as necessary
- Experience or an understanding of working in schools, preferably in the independent sector is desirable

### **Hours of Work**

The post is available full-time or part time (minimum 22 hours per week) in either case the post is term-time only plus 2 weeks during the school holidays. Some flexibility will be required in hours (including occasional evenings)

### **Starting Date**

As soon as possible

## Terms and Conditions of the Post

The GDST offers attractive salaries and pay progression, when compared with the education sector generally, and has its own pay and grading structure, and system of career progression. The salary reflects London weighting.

### Benefits include:

- Membership of Defined Contribution Pension Scheme
- Access to the GDST central training and development programme
- Up to 50% discount on fees for children at GDST schools
- Training grants for obtaining further qualifications
- Season Ticket Loans: Interest free loans for travel are available to staff to enable them to buy annual season tickets
- Computer Loans: Interest free loans are available to staff to enable them to buy a computer for personal use at home
- Cycle Scheme: The School is part of the scheme which enables staff to purchase bicycles and equipment at a tax advantageous rate and pay for the equipment over 12 months
- Lunches: free lunches are provided to all staff during term time

## Application and Interview Process

Applications should be submitted by **midday, on Friday 6<sup>th</sup> July** at the latest; however, applications may be considered in advance of the deadline. Candidates should complete the application form provided and also include a covering letter and full curriculum vitae with details of qualifications and experience and the names, addresses, telephone numbers and email addresses of two professional referees, one of whom should be the Head of their present or most recent school.

Completed applications should be sent to:

Mr Matthew Shoults  
Headmaster  
Notting Hill & Ealing High School  
2 Cleveland Road, London W13 8AX  
or may be emailed to: [recruitment@nhehs.gdst.net](mailto:recruitment@nhehs.gdst.net)

Shortlisted candidates will be invited for interview on **Wednesday 11<sup>th</sup> July**. All applications will be acknowledged and candidates who have not heard from us further within two weeks of the closing date should assume that the post has been filled.

All adults employed at the school are cleared for working with children and young people through the Disclosure & Barring Service. Please see attached full information regarding the Girls' Day School Trust guidelines on the Safeguarding of Children.

Further information about the school can be found on our website at: [www.nhehs.gdst.net](http://www.nhehs.gdst.net)  
[Application Form](#)