



King Edward's

WITLEY



Barrow Hills

SCHOOL

Appointment of a

# Marketing Officer (Fixed-Term)





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# Executive summary

This is an exceptional opportunity for a new Marketing Officer to join the Schools of Bridewell Royal Hospital (King Edward's and Barrow Hills) in Witley, Surrey.

As Marketing Officer, you'll play a key role within our Marketing team which supports our Schools. With a can-do attitude, you'll support our Schools' successes in amplifying the activities and achievements of our diverse pupil and staff Communities, and contribute towards explaining the many strengths of the Schools to prospective and current parents, and to those assisting parents in choosing Schools for their children.

Content creation and the development of compelling marketing materials are central to the role, in which you'll contribute to our overall Marketing and Admissions strategies, working with colleagues across our Schools. With warmth and kindness, you'll tell the stories of our Communities and ensure they reach as wider audience as possible.



# King Edward's – yesterday, today, tomorrow

As one of the longest-standing co-educational schools in the country and one of only two remaining Royal Hospitals from Tudor times, King Edward's Witley has a rich history of providing an education which is holistic, inclusive and progressive.

## YESTERDAY

Nicholas Ridley, Bishop of London, convinced the boy King Edward VI to grant his palace at Bridewell on the banks of the Thames to the Lord Mayor of London, so creating the parent foundation – Bridewell Royal Hospital – as a place for the training and education of poor children in 1553. In 1860, the new charity scheme for Bridewell Royal Hospital was created and the House of Occupations was renamed King Edward's School admitting boys and girls from aged 10.

The pupils from King Edward's Boys' School moved to its current site in Witley in 1867 and the School now occupies around 100 acres of stunning Surrey countryside. The School became co-educational again in 1952 and 2017 marked the 150th anniversary of the Witley school on its current site.

## TODAY AND TOMORROW

We are steadfastly proud of our heritage and longstanding engagement with the City of London through Bridewell. King Edward's Witley, Barrow Hills School and Longacre School are the operational arms of Bridewell Royal Hospital, a charitable Foundation from which both schools inherit a culture with diversity, generosity, opportunity and social responsibility at its heart, combining a global outlook with

a sense of local belonging. More concretely, a significant endowment from Bridewell allows us to provide boarding places to pupils with a clear boarding need – our Foundioners.

King Edward's holds true to its Founders' mission to offer a foundation for life to young people from a range of backgrounds. At King Edward's this means an exciting and challenging curriculum, a broad range of sporting, artistic, social and cultural opportunities and an environment which is specifically created to inculcate the values of independent learning, responsibility for others and the enjoyment of challenge.

Pupil experience is at the heart of what we do. The School has over 475 pupils, many of whom are day pupils from primary and Prep Schools. Boarding is a core pillar of the King Edward's community, with over 140 boarders accommodated in Houses including an Upper Sixth pre-university House.

All pupils, day and boarder belong to a House and are cared for by their Housemaster/ Housemistress and their team.





## King Edward's – yesterday, today, tomorrow *continued*

Around 30% of pupils live abroad, in over 30 different countries and there is a growing cohort of local day pupils. The Sixth Form generally numbers more than 100 pupils, most of whom go on to study at Russell Group, Oxford and Cambridge (in small numbers), and leading European or US-based universities.

Tradition continues to be highly valued and close links with the City of London remain through the Court of Bridewell (Board of Governors). The Lord Mayor attends Admissions Day and the School's annual Foundation Day Service at St. Bride's Church. Pupils participate in a range of events and activities associated with the City of London, perpetuating the School's links with its historic roots.

The School has a long tradition of philanthropy and addressing disadvantage and vulnerability. King Edward's offers welfare

bursaries through Bridewell Royal Hospital, livery companies and other charities, for young people who are less advantaged and who have a particular need for a boarding education. Over 50 pupils are supported by Bridewell Royal Hospital and other charities with financial contributions equal to annual boarding fees to attend the School. King Edward's is proud of its ongoing work transforming the lives of disadvantaged young people through providing a safe, fulfilling and purposeful educational environment.

The Head is a member of HMC.

Further details of the School are to be found in the Independent Schools' Yearbook, or on our website [www.kesw.org](http://www.kesw.org).







# Academic life and life beyond the classroom

## ACADEMIC LIFE

King Edward's offers a broad, balanced curriculum, where excellent teaching is provided in a supportive and stimulating environment, enabling pupils to equip themselves with the skills and characteristics needed to succeed in today's ever-changing and dynamically global society.

The School follows the National Curriculum but learning goes well beyond this, enabling pupils to think critically, study broadly but also in depth, and pursue interests in the creative and active sides of life, devoting attention to the wider community. Therefore, the School has two exam pathways at Sixth Form: A-Levels and BTECs to allow pupils to pursue different routes through the post-16 curriculum.

The School is building its academic profile and sees this as its highest priority. Whichever pathway they take, all pupils are encouraged to be independent thinkers, develop a love of learning and be open-minded and principled.

## LIFE BEYOND THE CLASSROOM

The 100-acre site at King Edward's and excellent facilities ensure that the School can provide co-curricular and enrichment opportunities that are extensive and wide-ranging.

There is significant ongoing investment into the School's facilities, notably the Academic Hub and Reception area containing a Learning Resource Centre, and a fully refurbished day and boarding House for the Upper Sixth girls and boys.





# Pastoral care and boarding

“Pupils of all ages demonstrate outstanding levels of respect for diversity and other cultures. ... [they] contribute enthusiastically to boarding and the community. ... [and] have a highly developed sense of moral understanding.” ISI 2022

King Edward's has a uniquely diverse pupil body – culturally, socially and economically – and this forms a key part of its identity and ethos. Pupils benefit hugely from the outstanding care and support that the School provides which is inclusive and outward-looking.

Unique paired Houses share common rooms, kitchens, television and music rooms allowing girls and boys to mix naturally. This is particularly valued by parents and characterises the School's belief in engendering equality in the community.

Housemasters/ Housemistresses lead each House, ensuring pupils are treated as individuals and encouraged to pursue their passions.

The School also offers weekly boarding and flexi boarding which is particularly popular with parents from London who wish their children to benefit from the countryside and a boarding environment but retain some flexibility.





# Leadership, management and governance

The School's Governing Body is known as The Court of Bridewell, reflecting the historic foundation of the School as Bridewell Royal Hospital in 1553. The Chairman of Governors is known as the Treasurer. The Court comprises up to 30 members, all of whom are unpaid volunteers, and includes Aldermen and members of the Common Council of the City of London, and several Governors co-opted for their expertise in education, finance and other relevant areas.

The Strategic Management Team is responsible for overseeing the school's strategic direction and comprises:

- Mrs J Wright, Head (Chair of SMT)
- Mr D Corran, Deputy Head
- Mr M Harrison, Deputy Head Co-Curriculum
- Mr A Kirk-Burgess, Deputy Head Academic
- Dr A N Lennard, Director of Studies and ICT
- Mr D Rogers, Director of Finance and Operations
- Mr Z Siva, Director of Safeguarding & DSL

The Senior Leadership Team, also chaired by the Head, oversees important operational matters and includes all members of SMT, plus:

- Mr J Andrade, Head of Lower School
- Mr T Campbell, Head of Middle School
- Mr J Downs, Head of Digital Innovation
- Mr N Emsley, Senior Housemaster
- Mr S Fitch, Head of Marketing, Admissions & Communications

Barrow Hills School

- Mr J Towers, Head





# Barrow Hills – yesterday, today, tomorrow

Our School's position within Bridewell Royal Hospital allows families the possibility of continued education from nursery to university, and on a practical basis, allows children at Barrow Hills to access facilities beyond the reach of most stand-alone Preparatory Schools.

## YESTERDAY

The history of Barrow Hills School stretches back 75 years, covering two sites and three sets of trustees. Initially an all-boys' boarding school, Barrow Hills was founded by the Josephites to be the preparatory school for their senior school, St George's Weybridge, and was located in a tiny hamlet near Weybridge. In May 1952 the boarders moved to their new site in the Surrey Hills countryside at Great Roke in Witley, near Godalming, where the School has remained ever since.

In the 1990s, as an independent charity run by Trustees, it became a co-educational day school. In 2015, the Governing Bodies of Barrow Hills School and King Edward's Witley announced a merger of the two Witley Schools' foundations and as a result Barrow Hills is now part of the Bridewell Royal Hospital.

## TODAY AND TOMORROW

Barrow Hills is a lively, warm and aspirational school. Our idyllic woodland setting and a broad range of academic, co-curricular and social opportunities affords every child space to play, explore, feel connected and grow. Barrow Hills encourages its children to be curious; scholarly; compassionate; generous; brave; responsible; joyful and truthful. We prepare our pupils for greater things.

Children flourish here – academically, socially and emotionally. We balance the rigour of broad and deep academic outcomes with a really supportive system of pastoral care. Every child is known and understood as an individual. The Barrow Hills culture embodies curiosity, compassion, and confidence. We embrace critical thinking and challenge. We ensure our children enjoy the opportunity to become young leaders and to develop civic values. Our outcomes speak for themselves; "pupils are very successful within the formal curriculum and beyond " and "social development is of the highest quality." (ISI Inspection Report 2022).

The School's nurturing, progressive environment encourages children to thrive through a broad curriculum in which academic work plays a major role alongside music, art and drama. An outstanding range of sports aims to encourage every level and ability. Boys and girls leave Barrow Hills, usually at 13, to join the finest independent schools, including King Edward's Witley.

In 2024, the School once again celebrated a 100% pass rate in Common Entrance exams; over fifty percent of the children gained scholarships to senior schools. The School includes a caring Nursery and Pre-Preparatory School providing children with the same special, caring and nurturing environment that is unique to Barrow Hills. This ensures a consistent, stable and secure learning environment as the child progresses through the School, and the House to which they belong at Barrow Hills.





# Role description

## MAIN DUTIES AND RESPONSIBILITIES

- Create and develop content which aligns with the overarching Marketing and Admissions Strategy and which contribute to the Bridewell Royal Hospital's Schools' vision, aims, objectives and strategic planning across both Schools
- Use market research provided by the Marketing Manager to inform content development
- Create imaginative, high-quality, visually appealing content, including website copy, social media posts, targeted email campaigns and online advertising
- Develop engaging and persuasive marketing materials, including, but not limited to, brochures, event collateral, newsletters and ad-hoc promotional items using relevant design software e.g. Canva, Adobe Illustrator, Photoshop
- Craft messaging that effectively communicates the Schools' USPs, academic offers, extracurricular activities, facilities, and achievements, including the writing of articles as required
- Maintain brand consistency across all marketing content, ensuring adherence to brand guidelines, messaging and tone of voice
- Ensure content is optimised for SEO to improve visibility and ranking in search results
- Work closely with the Registrars, school administrators, teaching staff, pupils, wider stakeholders and external partners to gather information, stories, testimonials and updates
- Take photos and videos for use on the Schools' websites, social media platforms and in wider collateral. This will include attendance at School events.\*
- Assist with colleagues in the running of the Schools' day-to-day social media channels
- Assist in the management of the Schools' photography libraries
- Support wider marketing and departmental activities when required
- Liaise with external suppliers as appropriate e.g. printers, graphic designers, web developers etc.
- Contribute to comprehensive marketing plans which are aligned with the overarching Marketing and Admissions Strategy and which contribute to the Schools' vision, aims, objectives and strategic planning across both Schools
- conduct market research as required to gather audience insight, regularly monitor trends, analyse competitor activity and identify the optimum marketing channels to use for growth
- assist in the optimising the digital presence of the Schools, including, but not limited to, website management, social media activity, targeted email campaigns, and online advertising
- develop effective marketing campaigns that maximise reach and encourage audience engagement whilst ensuring consistent messaging and branding
- plan and execute promotional Open events that showcase the Schools' USPs to attract prospective families and increase awareness of the Schools
- oversee the production of marketing materials and content to support pupil recruitment that follow brand guidelines and convey clear messaging, consistent with the overarching Marketing and Admissions Strategy





## Role description *continued*

- implement the communications strategy, ensuring consistency and integrity of the school's brand across all communication channels and materials, that are shared with both internal and external stakeholders
- produce reports for the Head of Marketing, Admissions and Communications, and other key staff to demonstrate the impact of marketing activities (online and offline) and to use relevant analytics to inform data-driven decisions about future marketing activities

### ATTRIBUTES

- passion for education and a commitment to promoting Bridewell Royal Hospital and the Schools' mission and values
- a creative eye for design
- imaginative 'blue sky' thinker
- a flair for photography, videography, writing and the production of high quality media across a range of channels
- resilience
- a penchant for storytelling
- personal charisma: warmth, integrity, self-awareness, empathy and kindness; a highly visible, approachable leadership style and presence
- mental agility demonstrated through a sense of initiative, innovation and flexibility with good attention to detail
- high level of personal integrity





# Person specification

## SKILLS AND KNOWLEDGE

- educated to degree level or equivalent or relevant equivalent experience
- experience of using film-editing software (iMovie or equivalent) and design software including Canva, Adobe Creative Suite and desktop publishing software
- excellent IT and social media capabilities
- proven experience of digital and non-digital content creation, preferably in the education sector
- proficiency in web and social analytics tools and techniques
- strong understanding of digital and non-digital marketing channels and techniques and social media platforms
- excellent written and verbal communication skills
- Strong organisational skills and the ability to work in a team whilst also taking responsibility when working independently
- Ability to prioritise deadlines and effectively manage workload
- Confidence and desire to work with key stakeholders across the Schools





# Terms of appointment and how to apply

The role of Marketing Officer will attract a competitive salary in line with experience.

Candidates should submit a fully completed Application Form and a covering letter which addresses the competencies outlined as key responsibilities and in the person specification. Candidates may submit a CV in addition.

King Edward's Witley, Barrow Hills and Longacre Schools are committed to safeguarding and promoting the welfare of children and young people and the Court expects all staff and volunteers to share this commitment. The successful candidate must be willing to undergo child protection screening appropriate to the post.

Please refer to our websites or ask HR for our child protection and rehabilitation of offenders' policy. We particularly welcome applications from under-represented groups.







## Bridewell Royal Hospital

King Edward's Witley, Barrow Hills School and Longacre School are partner schools of the Bridewell Royal Hospital.



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