



ST EDMUND'S COLLEGE
& PREP SCHOOL

A CAREER AT ST EDMUND'S COLLEGE

Social Media Marketing Executive



Closing date for when applications are to be received: 4th December 2025.
For interviews to take place as soon as possible after the closing date.

Suitable candidates may be interviewed when applications are received and we reserve the right to withdraw the position if an early appointment is made.

St Edmund's College, Old Hall Green, Ware, Hertfordshire, SG11 1DS
Telephone: 01920824335 Email: hr@stedmundscollege.org
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Education for the whole person: Intellectual, physical, emotional and spiritual





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Dear Colleague,

Thank you for expressing an interest in a position at St Edmund's College.

I hope that this brochure will give you a sense of what we are looking for, as well as a flavour of this wonderful school.

Half an hour from London, yet nestled in 450 acres of breathtakingly beautiful Hertfordshire countryside, St Edmund's is a lovely place to live and work. Founded in 1568, as a seminary, then a boys' school, it is the oldest continuously operating and oldest post-Reformation Catholic school in the country, yet we are a modern, forward-thinking, imaginative and lively school. We are proud of our academic standing, but grades are not our sole focus. At St Edmund's the spiritual, academic, pastoral and co-curricular are of equal value. These four elements combine to create an education that is second to none.

The true measure of our success is found in the qualities of the young people we send out in the world: excellent but never arrogant; ambitious but never selfish; robust but never uncaring and faith-filled but never intolerant.

We are a close-knit community which looks after its staff. People enjoy working here, and your dedication and loyalty will be matched by a competitive salary and generous benefits, commensurate with your experience and the seniority of the post.

If you would like to discuss the post informally at any stage, please feel free to get in touch. In the meantime, we very much look forward to receiving your application.

With all best wishes,
Yours faithfully,



Matthew Mostyn,
Headmaster



Our Community



The College has an incredible sense of community among its staff which can be felt immediately. The fascination of our setting is lasting and the Good Schools Guide describes the College as: "A successful, flourishing, dependable school with real spiritual heart."

Our 400 acre site with its large leafy grounds, impressive playing fields and attractive school buildings offers modern facilities in a country setting, providing a safe and stimulating environment for young minds. With excellent transport links and only 30 minutes by train to central London stations, the College is 20 minutes' drive from junction 25 of the M25, immediately off the A10. Also within easy access is London Stansted airport, which is a 20-minute drive.

At St Edmund's we strive to:

- Provide a rounded education for the whole person – intellectual, physical, emotional and spiritual.
- Encourage students to demonstrate care and concern at home and in the wider community.
- Reflect the scholarship of St Edmund with a balanced and challenging curriculum for each individual.
- Show concern for all within the College community, demonstrate our collective commitment to be truly Christ-centred in all we do, and ensure that the students' experience of relationships within the College reflects the Gospel maxim, "Love thy neighbour as thy self".
- Build on our enriching Catholic heritage, making prayer, worship and liturgy a central part of our lives and our community.
- Create meaningful interaction between the College, home and the wider community and prepare our students to make their way in the world while making a difference to the world.

The ISI regulatory compliance inspection in November 2019 recorded that all eight parts of the standards were met.

Rooted in Christ and Catholic tradition and under the guidance of our patron, St Edmund, we aim to realise the God-given potential, in body, mind and spirit, of all members of our community through service and leadership.



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Our History



Founded in 1568, St Edmund's College is the oldest Catholic school in England, offering an all round co-education for students from 3 to 18. Our community values both academic excellence and the achievement of one's personal best, right through from our Prep school, to Sixth Form and beyond.

We are proud of our academic achievements at GCSE and A Level. Originally located in Douai, France as a seminary to train priests, the College also became a Catholic school for boys. During the French Revolution, it transferred to England and found its present home on the beautiful site of Old Hall Green in 1793.

In 1874 the junior boys were separated from the rest of the College into St Hugh's Preparatory School, which became St Edmund's Prep in 2010, and in 1974 girls from the adjacent Poles Convent were admitted to Rhetoric as the first stage towards co-education, which was accomplished by the closure of Poles in 1986.



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Five Year Strategic Plan



The Governors' and Headmaster's aim is to raise our standards even further, with continued investment in staff, buildings and resources, and they have developed a Five Year Strategic Plan, which is inspired by the College's Five Mission Aims:

- Christ Centred Education
- Scholarship of St Edmund
- Education of the Whole Person
- Home and the Wider Community
- Catholic Heritage



What advantages do our staff enjoy?



There are many advantages enjoyed by most independent schools and their staff: a disciplined environment, the opportunity for teachers to express their passion for their subjects, good resources, smaller class sizes and greater professional freedom for all members of our staff community. Relationships between students and staff, both teaching and non-teaching, are extremely strong.

We hold professional development to be of the utmost importance, and have a generous training budget for that purpose, as well as an established appraisal system.

The College offers the following benefits:

- Excellent catering facilities including school lunches during term time when the kitchens are open, cakes and biscuits during break times in the staff common room and hot drinks machines.
- Use of the College sports facilities when not in use by students, including the gym.
- For children of staff:
 - Discretionary discount on College Fees, subject to completion of the admissions process.
 - After school club and breakfast club charged at cost.
 - Parties for children of staff including at Easter and Christmas.
- Free parking.
- Cycle to Work Scheme.
- Access to free counselling and health advice helplines.
- Death in Service policy membership and salary exchange scheme.
- Discretionary closure of the College between Christmas and New Year (in addition to annual leave).
- 25 days' annual leave (FTE), plus public holidays.
- Flexibility regarding start and finish times, for example 8:30 to 16:30; 9:00 to 17:00.
- The opportunity to join in the delivery of co-curricular to our students, by negotiation.
- Lieu time is accrued when working beyond contractual hours. These hours can be taken off throughout the year, in addition to annual leave.
- Pension: Employee contribution 4% College contribution 8.5%.



A Career at St Edmund's College	
Social Media Executive	
Job Description	
Reporting to:	Marketing Manager
Probationary period:	6 Months
Hours:	8.30am – 4.30pm 5 days per week, all year. With a flexible approach for events which could be evenings and weekends.
Summary of the Role:	Responsible for the strategy, content, planning and scheduling of social media, supporting the Marketing Manager in delivering the College and prep's marketing strategy.
Start Date:	As soon as possible.
Main duties and responsibilities:	Social Media: - Working with the Marketing Manager, create and lead the organic social media strategy for St Edmund's College and Prep accounts. - Create a strategy and plan to launch a new TikTok account for the College. - Collaborate with the Marketing Manager and wider team to create a compelling content schedule to provide consistent posts in line with brand and campaign messaging, that ensures all key activities for the school are appropriately captured, promoted, and reported. - Capture and create meaningful and engaging, audience targeted visual content including photo, video, and graphics, that elevates the schools' reputation and digital visibility. - Create a dashboard to monitor and provide analysis of a set of social media tracking KPIs to demonstrate reach and impact, contributing to regular marketing reports. - Use data-driven insights to refine and enhance content strategies for maximum reach, impact, and engagement. - Work with the Head of Sixth Form to lead a school timetabled activity focused around content generation with students (UGC) - Work closely with external providers to ensure paid social ad content reflects brand tone, visual identity, accuracy and consistency with messaging and campaigns. - Using social listening tools, monitor and report on education sector and competitor activities to identify trends, viral content and content gaps that provide opportunities to enhance the schools' content. General - As part of the External Relations Team this role would be expected, as all members are, to provide support across the function as and when the need arises, for example supporting internal and external events representing the school. - On occasion, you may be asked to support with other marketing duties, such as working on marketing materials and photography/video for channels other than social media. - The post holder will be required to work outside of normal working hours on occasion with due notice.

	Safeguarding • Whilst not in a teaching role, as Social Media Executive you will be working on a regular basis in a school in a role which gives opportunity for contact with children. As such, you will be in regulated activity and an enhanced DBS check (which includes children's barred list information) will be required in advance of appointment. • Safeguarding and promoting the welfare of children is everyone's responsibility. As with all College staff members, you will therefore be responsible for providing a safe environment in which children can learn. • Promoting and safeguarding the welfare of children and young persons for who you are responsible and with whom you come into contact.
Other	• Undertake other duties of an appropriate level and nature as and when requested by the Headmaster, Bursar, and any other member of the core SLT.
	St Edmund's College and Prep Old Hall Green, Ware, Hertfordshire, SG11 1DS Telephone: 01920 824335 Email: hr@stedmundscollege.org
The College is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. Candidates will be required to undergo relevant Safeguarding Checks. We will seek references on short-listed candidates that will include questions about past disciplinary actions or allegations in relation to behaviour with children and may approach previous employers for information to verify particular experience or qualifications before interview. This role is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.	



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Person Specification

	Essential	Desirable	Method of assessment
	These are qualities without which the Applicant could not be appointed.	These are extra qualities which can be used to choose between applicants who meet all of the essential criteria.	
Qualifications			Production of the Applicant's certificates Discussion at interview Independent verification of qualifications
Experience	Experience using creative and editing tools such as Adobe, Canva, CapCut and AI tools to create high quality, appealing content.		Contents of the application form Interview Professional references
Skills & Knowledge	- Should be comfortable appearing on camera/narrating where appropriate to aid storytelling. - Excellent copywriting skills and attention to detail. - Creative mindset and strategic understanding of how social media drives business growth, impacts on reputation and supports student enrolment campaigns. - Strong photography, video and editing skills, graphic/animation a bonus. - Proven ability to film and edit engaging short form	Experience with YouTube a bonus.	Contents of the application form Interview Professional references

	videos to an exceptional level for TikTok and Reels. • Understand the power of storytelling to sell the school to different audience ranges (prep, College, Sixth form). • Understand algorithms, trends, and analytics to strengthen our brand, message, and reach. • Experience with platform scheduling tools and calendars.		
Personal competencies qualities, attitude, and behaviours	• Outgoing and confident personality with the ability to build relationships with students and staff to share creative briefs and ideas and aid content gathering/production. • motivation to work with children and young people. • ability to form and maintain appropriate relationships and personal boundaries with children and young people. • emotional resilience in working with challenging behaviours. • positive attitude to use of authority and maintaining discipline.		Contents of the application form Interview Professional references

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