



ST EDMUND'S COLLEGE
& PREP SCHOOL

A CAREER AT ST EDMUND'S COLLEGE

Digital Marketing Platform & Data Lead

Required for August 2026



Closing date for when applications are to be received: Midday, Monday 6th July 2026
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
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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.



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	
Digital Marketing Platform & Data Lead	
Job Description	
Reporting to:	Director of Marketing
Summary of the role:	<p>To manage and optimise the College's digital ecosystem, ensuring all platforms, data, and systems work together to drive high-quality enquiries, improve conversion, and support strategic growth.</p> <p>This role is responsible for the performance infrastructure of marketing, not content creation.</p>
Line management responsibility for:	
Main duties and responsibilities:	<p><u>1. Digital Platform Management</u></p> <ul style="list-style-type: none"> • Oversee the performance, structure and functionality of the school website • Optimise user experience (UX) and navigation across key entry points (11+, 13+, Sixth Form) • Ensure all digital platforms are current, accurate, and aligned to brand and admissions priorities • Manage relationships with external digital and web agencies <p><u>2. Data, CRM & Systems Ownership</u></p> <ul style="list-style-type: none"> • Own and manage a CRM system, ensuring accurate data capture, segmentation and reporting • Integrate website, CRM, and marketing platforms to create a seamless enquiry journey • Maintain data integrity in line with GDPR and school policies • Develop and manage dashboards and reporting systems for senior leadership <p><u>3. Performance & Conversion Optimisation</u></p> <p><i>Monitor and optimise:</i></p> <ul style="list-style-type: none"> • Website conversion rates • Enquiry volumes and quality • User journeys across digital touchpoints • Build and refine landing pages aligned to key recruitment entry points • Implement and manage tracking systems (Google Analytics, pixels, CRM attribution) • Support paid digital campaigns through data insight and performance tracking <p><u>4. Insight & Strategic Analysis</u></p> <ul style="list-style-type: none"> • Analyse market trends, competitor activity, and audience behaviour • Use demographic and performance data to identify growth opportunities (day, boarding, key regions) • Produce regular performance reports with clear recommendations to improve ROI and conversion

	<p>5. Digital Governance & Compliance</p> <ul style="list-style-type: none"> • Ensure all digital platforms comply with: • Data protection (GDPR) • Safeguarding and permissions (e.g. imagery use) • Maintain consistency and accuracy across: • Website • External school listings (e.g. ISC, HMC, directories) <p>Funnel Ownership</p> <p><i>Awareness → Interest</i></p> <p>Funnel ownership for the Digital Marketing Platform & Data Lead sits across the Awareness and Interest stages, with clear accountability for how effectively the school's digital infrastructure converts attention into high-quality enquiries. This role is responsible for ensuring that every digital entry point e.g. website, landing pages, paid traffic, and CRM integration, is optimised, measurable, and aligned to admissions priorities.</p> <p>Accountability is defined through performance: improving conversion rates, enquiry quality, and cost per acquisition, while maintaining accurate, compliant data systems that enable the wider team to act with confidence.</p> <p>In practice, this means not just reporting on performance, but actively diagnosing friction in the user journey, implementing improvements, and ensuring that digital platforms consistently move prospective families from initial awareness to meaningful engagement with the school.</p> <p>Strategic Contribution</p> <ul style="list-style-type: none"> • Drives data-led decision making across marketing and admissions • Enables targeted community engagement through segmentation and insight • Ensures the school's digital presence is high-performing, measurable, and scalable <p>Success Measures (KPIs)</p> <ul style="list-style-type: none"> • Increase in qualified enquiries • Improved website conversion rates • Reduction in cost per enquiry • Accuracy and usability of CRM data and reporting • Performance improvements across digital entry points
Works Closely With:	<ul style="list-style-type: none"> • Admissions • Content & Storytelling Lead • Community & Partnerships Lead
Safeguarding Responsibilities:	<ul style="list-style-type: none"> • Whilst not in a teaching role, as a Digital Marketing Platform & Data Lead 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.
Other	<ul style="list-style-type: none"> • 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.
	<p>St Edmund's College and Prep Old Hall Green, Ware,</p>

	Hertfordshire, SG11 1DS Telephone: 01920 824335 Email: hr@stedmundscollege.org
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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.