



Marketing and Digital Communications Manager

Application Pack

[Letter from Headteacher](#)

[About St Gregory's Catholic School](#)

[School vision and values](#)

[School intent statement](#)

[Role description](#)

[Job description](#)

[Person specification](#)

[Application process](#)

Kent
Catholic
Schools'
Partnership



'Academies in Christ'
Part of the Archdiocese of Southwark

Every child is known and loved

Letter from the Headteacher

Dear Prospective Candidate,

Thank you for your interest in this exciting opportunity to join our dynamic team of dedicated professionals striving to provide our students with the very best Catholic education possible.

Our mission is clear and profound: to provide every student in our care with a world-class Catholic education, ensuring they are embraced by our inclusive and loving community. At the heart of our educational philosophy is the belief that **every child is known and loved**. Inspired by the life of St Gregory, we strive to empower our students, teaching them to understand their own unique value and dignity. Through this understanding, they can recognise and realise their God-given potential.

We aim for our students to become servant leaders, guided by principles of empathy and integrity, making unique and positive contributions to society and the world. We hold ambitious expectations for our students and challenge them to strive for the very best they can achieve. We enable our students to take personal responsibility for their education and development, overcoming barriers and owning their actions so that they can be rightly proud of their achievements.

At St Gregory's, we are dedicated to creating a safe environment for our students so that they can be themselves with confidence. Clear expectations are provided, allowing them to flourish academically, emotionally and spiritually. Our commitment to truly knowing each student enables us to provide a nurturing atmosphere where they can grow and thrive.

Central to our educational approach is the emphasis on personal and spiritual development. Opportunities for prayer, reflection, and collective worship form an integral part of school life. Through these experiences, students gain a deeper understanding of themselves and their spiritual formation. We encourage them to reflect on their lives, their beliefs, and the unique role they play in the world around them.

By joining us, you will play a crucial role in shaping the educational journey of our students. We would be delighted to discuss how you could become a part of our dynamic community, where a commitment to excellence, inclusivity and the values of our Catholic tradition defines who we are.

Thank you for considering St Gregory's as the place to inspire and be inspired.

Sincerely,
Mike Wilson
Headteacher
St Gregory's Catholic School



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About St Gregory's Catholic School



St Gregory's Catholic School is a Catholic secondary school and part of the Kent Catholic Schools' Partnership (KCSP). KCSP is a multi-academy trust (MAT) established by the Archdiocese of Southwark for Catholic education across Kent and it currently comprises 28 academies of which 23 are primary schools and five are secondary schools.

A seven-form entry secondary school located in Tunbridge Wells, St Gregory's is a popular destination for pupils from its Catholic partner primary schools in Tunbridge Wells, Tonbridge and Sevenoaks. As an inclusive academy, its dedicated staff, helpers and governance committee members work hard to ensure that every student is supported and challenged to be their very best. Each individual is encouraged to grow spiritually and intellectually, so that unique and positive contributions can be made to society and the world.

In its most recent denominational inspection in June 2024, St Gregory's was judged as 'Outstanding' for Catholic Life and Mission and 'Good' for both Religious Education and Collective Worship and, in its latest Ofsted inspection in October 2024, the school was judged as 'Good' in all areas. At the heart of the report is recognition of the school's mission to ensure that 'every child is known and loved' inspectors highlighted a "warm and welcoming environment", where students feel valued, supported and able to thrive.

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School vision and values

Our Vision

We provide every student in our care with a world-class Catholic education, welcoming them into our inclusive and caring community in which **every child is known and loved.**

We teach students to understand their own unique value and dignity, so they may recognise and realise their God-given potential and, inspired by the life of St Gregory, we empower them to approach the opportunities of their education with vigour. We aim for our students to adopt the role of servant leaders, acting with empathy and integrity to make unique and positive contributions to society and the world.

St Gregory's ALIVE values:

Ambition

Rooted firmly in Catholic teachings, we aim to nurture and guide our students to fulfil their God-given potential so they may achieve success. We support this by providing extensive opportunities in our students' education that include academic, co-curricular, personal and relationship guidance, as well as providing strong role models and teaching moral and ethical values.

Leadership

We strive to be a community of servant leaders, where individuals gain a clear sense of self and purpose, knowing their values and using these to guide how they enrich the community in which they belong.

Integrity

We teach our students to value honesty and have strong moral principles, using their discernment to govern their actions and take responsibility for their choices.

Vigour

Inspired by the life of St Gregory, we empower our students to work with vigour, so they approach all activities and opportunities with effort, energy and enthusiasm.

Empathy

We aim for our students to understand and value the feelings of others and for them to know they are loved and celebrated irrespective of their differences. We also give them the confidence to celebrate their own differences.

Every child is known and loved

School intent statement

Our school is a community centred on the Catholic ethos that strives for excellence, and teaches students the knowledge, skills and attributes they require to be effective 'life-long learners'. Students are happy and fulfilled, because they are nurtured in an environment where they are cared for, known and loved, and encouraged to be unique individuals. We pride ourselves on educating students academically, morally and spiritually, to go out into the world as socially responsible and successful individuals who have a strong sense of how they will use their skills and talents to make the world a better place. We do this by providing a curriculum rich in knowledge and skills, focused on strong relationships which encourage shared values and mutual respect.

At St Gregory's we develop young people who think deeply, are knowledgeable and are informed because they understand how to learn and the value of learning. Students make and articulate informed judgements, hold discussions and show compassion and empathy that enables them to make considered decisions and partake fully in wider society. St Gregory's underpins the Kent Catholic Schools' Partnership vision of a rich, child-centred curriculum that fosters a love of learning.

Our ambitious curriculum carefully sequences learning, so that students learn and apply knowledge and skills which are enhanced further with an exciting diversity of enrichment activities. We strive to provide world-class opportunities for our students, and seek to develop the 'whole person'. Our carefully considered curriculum is well planned, well-structured and thoughtfully sequenced, so that long term learning builds. Memory is fundamental and is developed by students thinking hard to retrieve knowledge, spacing concepts and skills in each subject, and interleaving them throughout the curriculum.

With Christ's love at the centre of all that we do, our curriculum aims to develop young people who:

- Are happy and feel fulfilled
- Are curious, enjoy learning and have high expectations for themselves and are ambitious for their futures
- Act as positive role models, guiding others by example
- Can make and articulate informed decisions and take responsibility for themselves
- Approach activities with effort and commitment, showing resilience and perseverance
- Demonstrate respect, compassion and empathy towards the beliefs and values of others

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Role description

St Gregory's Catholic School is seeking a creative and driven **Marketing and Digital Communications Manager** to join our team. Working closely with the Headteacher and senior leaders, you will lead on developing and delivering our marketing strategy, building a strong brand presence, and managing communications across digital and print channels. From overseeing our website and social media to producing high-quality promotional materials and supporting key school events, you'll play a pivotal role in showcasing our ethos and achievements.

If you are passionate about making a difference in education and have the expertise to help us achieve our goals, we would love to hear from you.

Benefits of working at St Gregory's Catholic School

- A supportive and caring working environment for staff and students
- Training opportunities are provided for all staff
- Access to our Fitness Suite
- Kent Rewards Scheme
- Staff laptop provided
- Employee Assistance Programme which offers counselling, financial guidance, legal enquiries with access to online health and wellbeing resources



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Job description

Job Title:	Marketing and Digital Communications Manager
Salary Grade:	KSG £34,421 - £38,304 (FTE), actual salary will be pro-rata according to contract hours
Hours/Weeks:	20 hours per week (part-time) All year round, 52 weeks per year with 30 days annual leave entitlement (actual leave days will be pro-rata)
Line Manager:	Assistant Headteacher
Contract Term:	Fixed-term contract until 31 December 2026

Purpose of the role

- Working under the direction of the Headteacher, the Marketing and Digital Communications Manager will assist in the formulation and delivery of the marketing strategy for the school
- You will work with the Headteacher to deliver on key strategic goals for the school
- To develop a distinct brand presence for the school through all relevant marketing channels
- To ensure all content is correct and up to date and that it is advanced as both an informational news service and a marketing tool that promotes the school to its wider audience
- Working with the Headteacher, Admission Team and HR to develop recruitment strategies for prospective students and staff



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Job description

Main Duties and Responsibilities

- Generation of the Marketing and Communication Strategy
- Oversee the production of key promotional materials and update when required, including prospectus, magazines, digital advertising, website, social media, newsletters, videos, media releases, signage and offline advertising, etc. ensuring activity remains within budget
- The management of the school brand through high quality presentation at all points of contact with the public
- Work closely with the HR and Admissions Team on all aspects of entry and recruitment; tracking trends over time
- Work with the SLT to define and promote the ethos and USP and use these to establish a brand and tone that reflect these
- Promotion of the ethos with current parents, friends, staff, feeder schools, the media and the local community
- To develop links with national and local media

Marketing and Communications

- To be responsible for reviewing and improving communications to current and prospective families
- Liaise with relevant stakeholders to make improvements to parent communications (for both new and existing parents)
- To support the Headteacher in producing high quality presentations for Open Events and other significant events for current and prospective parents
- To liaise with photographers/videographers to produce high quality pictures for promotional material and presentations
- To work with the Headteacher to ensure press releases are submitted to the press in a timely fashion when required
- Increase communication of our community contributions
- Oversee the production of the staff handbook
- Oversee the production of the newsletters
- To support the Senior Team in overseeing the quality of letters sent to current parents
- Liaise with the Transition Lead to coordinate promotion days and evenings relating to admissions
- Oversee correspondence and publicity material for feeder schools and local parishes for our schools
- Quality Assure literature and promotional material meets the schools' information and communication standards
- Formulate and deliver the school's Marketing Plans
- Monitor key strategic goals for each school and regularly report progress to the headteacher
- Develop recruitment strategies for prospective students and staff
- Develop the Marketing and Communication Strategy

Job description

Website

- To co-ordinate the maintenance and development of the website
- To drive traffic to the website through appropriate initiatives,
- Encourage contributions of news from staff and pupil
- Assessing the information structure and presentation of information on the website to ensure that it is as impressive as possible
- Checking the functionality of the website to ensure that it is navigable and authorise updates as required (and in line with budgets).
- Periodically, or as required, developing the design and functionality of current or new websites
- Oversee school's web site
- Updating educational websites where information for our schools are held

Social Media

- To design a Social Media strategy
- Create the content strategy for the relevant channels, working closely with teaching staff
- Monitoring the existing platforms and make approved responses as required
- Events
- Oversee and lead on the promotion of major events Open Events and other showcase events
- Support on the branding elements of key events
- Support relevant teams on the production of events to enhance the experience for existing and prospective parents/pupils

General

- Create marketing reports for the Headteacher
- Regularly review other schools' activity and changes in the school market
- Appreciate and support the role of other professionals and establish constructive relationships and communicate with other organisations and individuals as required
- Participate in training and development activities and programmes
- Comply with, and assist with the development of policies and procedures, and report all concerns to an appropriate person, in respect of:
 - ❖ Safeguarding of pupils
 - ❖ Health, safety and security
 - ❖ Confidentiality; and
 - ❖ Data Protection

Meetings

- When appropriate, report to Senior Leadership Team meetings to report on marketing and communications
- Attend full staff meetings

Job description

Safeguarding and Equality

KCSP is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

This post is subject to satisfactory references which will be requested prior to interview, an enhanced Disclosure and Barring Service (DBS) check, medical check, evidence of qualifications plus verification of the right to work in the UK.

This job description outlines the main duties and level of responsibility of the post for the time being. It is not a comprehensive or exclusive list and it cannot anticipate future service demands. There is a clear expectation of the post holder that they will make a positive contribution to enhancing and adapting services.

Job descriptions will be reviewed, in consultation with the postholder, at least annually or whenever there may be a significant change to the role.



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Person specification

	Criteria	Essential / Desirable
<u>Qualifications and Skills</u>	<ul style="list-style-type: none"> • Educated to degree level with appropriate qualifications in Marketing and related fields • Digital Marketing qualification • Familiarity with the education sector, and understanding of pupil recruitment • Awareness and experience of issues relating to safeguarding the health, welfare and safety of children. 	D D D D
<u>Experience and Knowledge</u>	<ul style="list-style-type: none"> • A background in Marketing, experience working in similar role • Experience of working in a fast-paced environment, ability to work under pressure at busy times and to work to deadlines • A commitment to continued professional development • Proficiency in Adobe Creative Cloud (especially InDesign, Photoshop, Illustrator, Acrobat) • Proficiency in MS Office (MS Excel, MS Word and MS Outlook) database packages and internet systems. • Good knowledge of CMS, HTML and CSS • Knowledge of existing and emerging web tools and social media platforms 	E E E E E D D
<u>Abilities, Skills and Attributes</u>	<ul style="list-style-type: none"> • High personal and professional standards, maintaining a high level of confidentiality • Ability to build and form working relationships with pupils, parents and colleagues, to work across operational boundaries • Be able to manage and lead as well as work as a member of a team • Demonstrate attributes of discretion, tact and diplomacy • Show initiative, drive and commitment to ongoing improvement • Be articulate and presentable • Be creative problem-solver with the ability to think ahead • Have good negotiation skills • Excellent administrative and organisational skills; with good attention to detail and the ability to use initiative and prioritise workload • Demonstrate a co-operative, reliable, customer responsive attitude with good communication skills both on the telephone and in person that allows effective communication at all levels of the school • Demonstrate an aptitude and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges • Be able to work under pressure and meet deadlines whilst producing work that is accurate 	E E E E E E E E E E E E

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Application process

You are welcome to contact HR at HR@sgschool.org.uk if you would like to visit the school before submitting an application.

For ease of applying, we are happy to accept applications directly via Kent-teach using [CLICK HERE](#)

Should you be shortlisted for interview, additional information may be requested at that time.

Closing date for applications: 13 October 2025 at 09:00 am

Start date: October/November 2025

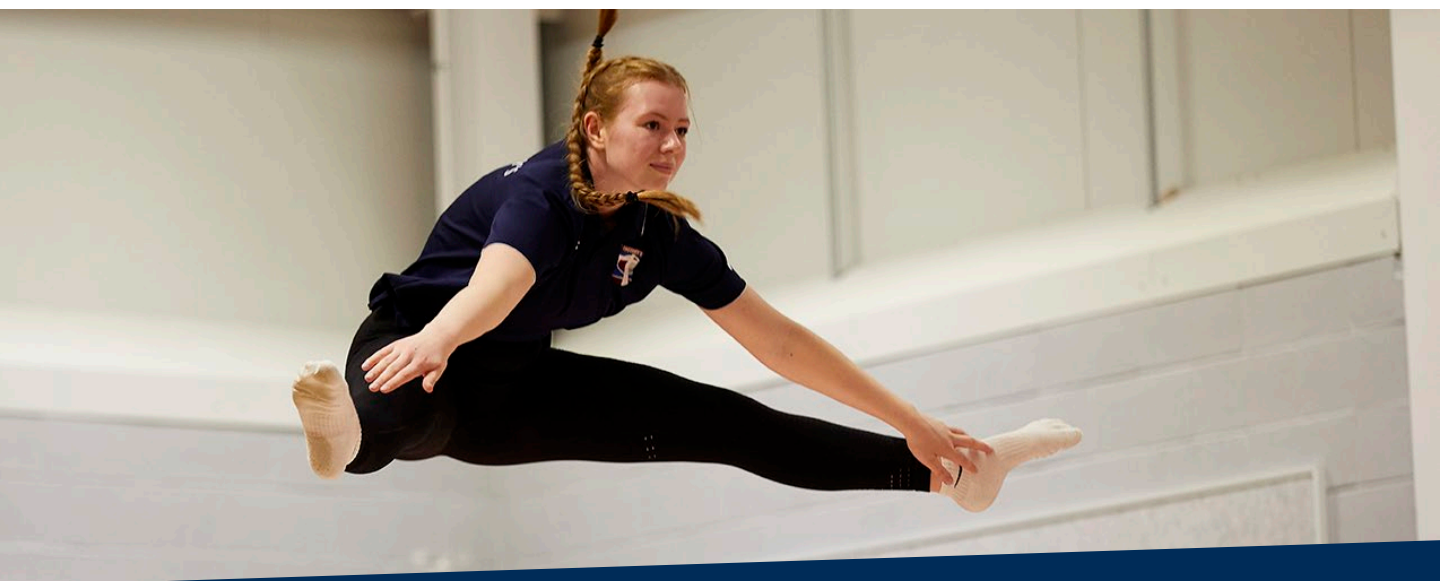
All applicants need to have the Right to Work in the UK to be considered for this role.

This vacancy may close on or before the specified closing date depending on the volume of suitable applicants. If you are unsuccessful, we will contact you accordingly

Safer Recruitment

St Gregory's is committed to safeguarding and promoting the welfare of children and this position is subject to satisfactory enhanced disclosure from the Disclosure and Barring Service. We are an equal opportunities employer.

Candidates will be subject to an online search if shortlisted. The search will not form part of the shortlisting process itself and shortlisted candidates will have the chance to address any issues of concern that come up during the search at interview.



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