



Information for Candidates applying for the role of Digital Marketing Officer

Required As Soon as Possible

THE SCHOOL

Birkenhead School, awarded the Sunday Times Independent Secondary School of the Year in the North West for 2025, was founded in 1860. It is an HMC independent day school providing education for boys and girls drawn from the whole of the Wirral, Liverpool and as far afield as Chester and North Wales. There are currently 23 children in our “Pre-Prep” (aged 3 to 5 years old), 288 pupils in the School’s Prep (ages 5-11) and 482 students in Years 7 to Upper Sixth Form. Birkenhead School has been fully co-educational since September 2008, offering the choice of an independent education to all local children. Across the School approximately 45% of pupils are girls.

Situated in the leafy suburb of Oxton, the School enjoys excellent facilities. The main campus has a ‘village green’ atmosphere, with classrooms and laboratories looking out over the cricket square. Recent capital developments have included a new landscaped playground area and an outdoor classroom. There are ongoing and substantial investments in ICT facilities. In addition to the main campus, the School owns 17 acres of playing fields on two sites nearby – the primary one being McAllester Field on Bidston Road.

SCHOOL ORGANISATION & VALUES

The School comprises Pre-Prep (Early Years), Prep and Seniors and integrates their objectives and activities within a ‘One School’ concept. The Principal & CEO chairs the School’s Senior Leadership Team (SLT) comprising the Head of Prep, Head of Seniors, Deputies, Head of Sixth Form and the Chief Financial and Operations Officer.

Birkenhead School prides itself on being a family school. It is attractive to parents to have all their children in one school, and it is a great advantage for the school to be able to establish strong, long-lasting relationships with families. The move to co-education reinforced this and at present, 215 families have more than one child in the School and 28 have three or four children.

A key feature of the School is its strength of community, which runs through the student, staff and parental bodies. The School is embedded within the wider Wirral community, has strong links with local business and charities, and offers an extensive bursary programme. The School aims to inspire students both inside and outside the classroom, knowing each individual and providing them with outstanding opportunities to find their niche.

A dedicated, talented and collegiate staff body is required to achieve these aims. The School’s informal motto is Respect, Responsibility and Resilience, to which we have recently added inclusivity, compassion, integrity, humility and courage as defined School values. Birkenhead School recruits on attitude as much as the quality of an individual’s qualifications on paper, an approach that has played a considerable role in the winning of the Sunday Times award – in short, staff go above and beyond in delivering outstanding academic grades and an expansive co-curricular programme which leads to a fulfilled, inspired and happy community – staff, students, parents, grandparents and alumni (Old Birkonians).

SENIORS

482 STUDENTS
AGED 11-18
284 BOYS / 198 GIRLS

PREP

288 PUPILS
AGED 5-11
155 BOYS / 133 GIRLS

NURSERY / PRE-PREP

23 CHILDREN
AGED 3 MONTHS – 5 YEARS
16 BOYS / 7 GIRLS



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THE ROLE AND RESPONSIBILITIES

We are looking for a dynamic individual to support the development and delivery of the School's strategic marketing plan, enhancing the School's profile and reputation through effective digital and traditional marketing activities. The role will be responsible for creating engaging content, managing digital marketing channels, supporting pupil recruitment and retention initiatives, and promoting the School to prospective and current families, alumni and the wider community.

Working closely with the Head of Marketing, Senior Leadership Team, teaching staff and external agencies, the postholder will help deliver integrated marketing campaigns that strengthen brand awareness, increase engagement and support the School's admissions objectives.

Key Responsibilities

- Develop, implement and maintain engaging communications across the School's digital channels, including the website, social media platforms, email marketing and digital advertising.
- Create and deliver integrated marketing campaigns to support pupil recruitment, retention, events and wider School initiatives.
- Plan, schedule and publish engaging content across social media channels, monitoring performance and responding to trends where appropriate.
- Manage and update website content, ensuring it remains accurate, engaging, accessible and optimised for search engines (SEO).
- Produce photography and videography for School events, activities and marketing campaigns, including editing images and short-form video content for digital platforms.
- Write engaging copy for the School website, newsletters, press releases and social media.
- Support email marketing campaigns, including creating newsletters, audience segmentation and performance reporting.
- Assist in the planning, implementation and optimisation of paid digital marketing campaigns, including Google Ads and social media advertising where appropriate.
- Monitor, analyse and report on website traffic, social media engagement, email marketing performance and campaign effectiveness using relevant analytics tools.
- Collate and analyse marketing and admissions data to produce regular reports and identify opportunities for continuous improvement.
- Ensure all marketing communications maintain a consistent brand identity and tone of voice.

Key Duties

- Assist with the planning, preparation and delivery of School events, including Open Days, admissions events and community engagement activities.
- Update and maintain website content using the School's Content Management System, ensuring content remains current, engaging and user-friendly.
- Maintain an organised digital asset library, ensuring photography and video content is effectively catalogued and easily accessible.
- Create, edit and upload photography, video content and image galleries across digital platforms.



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- Assist with content planning and maintain the School's marketing and communications calendar.
- Support CRM and admissions communications where appropriate, ensuring timely and engaging communications with prospective families.
- Assist with online ticketing, event registrations and digital event promotion.
- Liaise with external suppliers, designers, photographers, printers and digital agencies as required.
- Manage stock levels and ordering of marketing materials.
- Help produce effective and engaging displays, exhibitions and promotional materials for internal use and external events.
- Provide administrative support as required.
- Keep up to date with developments in digital marketing, social media platforms and emerging technologies, making recommendations to improve marketing performance.

Skills and Knowledge

- Degree-level education in Marketing, Digital Marketing, Communications, Business, or a related discipline would be advantageous.
- Equivalent practical experience in a digital marketing role will also be considered.
- Minimum 5 GCSEs Grade A-C or equivalent, including Maths and English.
- Good digital marketing skills, knowledge and/or experience across SEO, email marketing, social media, paid ads, content, website updates, and reporting.
- Good graphic design skills, with the ability to create clear, professional, brand-aligned marketing assets.
- Good copywriting skills, with the ability to write engaging, accurate, and commercially focused content.
- Confident using data and analytics to review performance, identify trends, and recommend improvements.
- Strong attention to detail, with good accuracy across copy, design, data, links, reporting, and campaign setup.
- An understanding of lead generation, customer journeys, and digital conversion points.
- A positive, friendly, self-motivated individual who is confident working both independently and as part of a team.
- Excellent time management and organisational skills, with the ability to manage multiple tasks, brands, and deadlines.
- Good communication skills, both verbal and written.
- Comfortable learning new systems, tools, platforms, and processes.
- Familiar with GDPR and compliant marketing best practice.

All staff have the responsibility to:

- Be aware and comply with policies and procedures relating to Safeguarding, child protection, health, safety and security, confidentiality and data protection, reporting all concerns to the appropriate person.
- Participate in training and other learning activities as required.
- Provide appropriate guidance, supervision and assistance.
- Support and promote the School ethos.
- Ensure all documentation produced is to a high standard and is in line with the “brand” style.



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- Undertake any other duties and responsibilities as required that are covered by the general scope of the post.
- Undertake any other reasonable duties.

REMUNERATION & BENEFITS

Salary

The salary band for the role is currently £27,279 - £29,239 FTE. Salaries increase in line with the Governors' annual pay award. Salary equates to £21,823 - £23,391 based on term time working.

Hours

This is a permanent, term time plus role of 40 hours per week, covering 36 weeks of the year. A degree of flexibility is required in the role, as candidates will be expected to work as necessary to attend co-curricular events as appropriate, including evenings and weekends.

Holiday

You will be entitled to School holidays and Bank Holidays

Pension

The School operates an auto-enrolment pension scheme.

Other Benefits

We will value and support your contribution to School life and in return provide you with excellent rewards;

- Working with fantastic young students
- Working as part of a committed team
- Wellbeing assistance through the Employee Assistance Programme
- Membership of a pension Scheme
- Discount on School fees for children of permanent staff attending the School
- Free lunch in the Dining Hall during term times
- Free use of the fully equipped on-site gym
- Electric Car Charging points
- Support for your continuous professional development

APPLICATION

A letter of application indicating skills and experience, together with a completed application form, including the names and addresses of at least two referees, should be sent for the attention of the Principal & CEO via: chw@birkenheadschool.co.uk

Applications may also be sent by post to: **Cheryl Wallace, Head of HR and Compliance, Birkenhead School, 58 Beresford Road, Oxtown, Wirral, CH43 2JD**

Birkenhead School, Registered Office: The Lodge, 58 Beresford Road, Oxtown, CH43 2JD

Tel: 0151 652 4014 | **Fax:** 0151 651 3091 | **Email:** headmaster@birkenheadschool.co.uk | www.birkenheadschool.co.uk



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Application forms can be downloaded from the School's website: www.birkenheadschool.co.uk

Candidates are welcome to contact the Head of Marketing, Mrs Karen Alcock at kla@birkenheadschool.co.uk with any questions relating to the role.

To meet our safeguarding obligations, an Enhanced Disclosure and Barring Service check is undertaken as part of the recruitment process for all new staff. As Birkenhead School is an educational provider, it is permitted to ask whether an applicant has any convictions, cautions, reprimands or final warnings which would not be filtered in line with current guidance, as defined by The Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020). It is a criminal offence for an individual who is barred from working with children to apply for a role which is classed as regulated activity (i.e. involves working with children). **As such, candidates are asked to complete the separate Criminal Record Declaration Form on the School's website.** The information disclosed on this form will not be kept with your application form during the application process.

Candidates selected for interview will be offered the opportunity to have a tour of the School and meet with relevant members of the department.

The closing date for applications: 9am on Monday 24th August 2026.

Successful candidates are likely to be invited to interview on Friday 28th August.

We reserve the right to close this vacancy and complete the recruitment process when we are in receipt of sufficient applications. Should you wish to apply for this post you are advised to complete and submit your application form as soon as possible.