BIRKENHEAD
SCHOOL

Information for Candidates applying for the role of Digital Marketing, Content & Design 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), 294 pupils in the School's Prep (ages 5-11) and 478 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 students 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-School (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, 180 families have more than one child in the School.

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	**Prep**	**Pre-Prep**
478 Students	294 Pupils	23 Children
Aged 11-18	Aged 5-11	Aged 3 Years – 5 years
281 Boys / 197 Girls	158 Boys / 136 Girls	16 Boys / 7 girls

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THE ROLE AND RESPONSIBILITIES

This is a creative, hands-on role responsible for bringing the Birkenhead School story to life through digital marketing, compelling content and strong creative execution. It is a new role and offers the opportunity to shape how Birkenhead School communicates with prospective families, current families, alumni and the wider community.

Working across Marketing and Alumni & Development, you will lead day-to-day digital activity including campaigns, website, social media, email, photography, video and creative assets. The role will support student recruitment, reputation, alumni engagement and fundraising, with a particular focus on helping prospective families understand what a Birkenhead education means and imagine their child here.

Key Responsibilities

Digital Marketing and Campaigns

- Translate marketing and fundraising strategies into engaging campaigns across social media, website and other digital platforms.
- Define audiences, objectives and success measures, using data to optimise reach, engagement, enquiries and conversion.

Website and Email

- Manage the School website as a key marketing and admissions channel, ensuring content is accurate, engaging and current.
- Improve prospective-family journeys through effective content, landing pages, SEO and user-experience principles.

Content, Social Media and Storytelling

- Proactively identify and develop stories from across the School, alumni and wider community.
- Create engaging written, photographic, video and visual content to support recruitment and fundraising activities.
- Ensure all content meets safeguarding, consent, copyright and data-protection requirements.

Creative Design and Production

- Produce high-quality digital and print assets for campaigns, advertising, social media, the website, email, admissions and events.
- Create publications, posters, programmes, presentations and reusable templates.
- Apply strong visual judgement and maintain brand consistency across typography, imagery and layout.
- Prepare artwork for print and digital publication using Adobe Creative Cloud or equivalent professional tools.

Planning, Analytics and Improvement

- Maintain an integrated digital marketing and content calendar aligned with recruitment campaigns, events other key dates.
- Monitor and report on performance across campaigns, website, social media and email.
- Develop meaningful measures for engagement, registrations, enquiries and conversion.
- Use data to test, learn and continually improve activity.
- Explore appropriate uses of AI and emerging technology while maintaining accuracy, professional judgement, safeguarding, copyright and brand standards.

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Skills and Knowledge

Essential

Digital Marketing

- Relevant professional experience in digital marketing, content or creative marketing.
- Strong practical understanding of digital marketing and audience journeys.
- Experience planning and delivering digital campaigns.
- Experience managing website content through a CMS.
- Experience creating and managing professional social media content.
- Understanding of SEO and website user experience.
- Experience using analytics to evaluate and improve digital activity.

Content & Creative

- Excellent copywriting and written English.
- Strong creative judgement and an instinct for compelling stories.
- Good photography and short-form video creation/editing skills.
- Strong visual judgement and practical graphic-design capability.
- Ability to produce professional digital and print assets.
- Confidence using Adobe Creative Cloud or equivalent professional tools.
- Portfolio demonstrating relevant digital, content and/or creative work.

Ways of Working

- Audience-focused, with an understanding of what audiences need to know, feel or do.
- Proactive and curious, with confidence to seek out stories and opportunities.
- Able to translate information and briefs into effective communications.
- Strong organisational and project-management skills.
- Able to manage multiple priorities and deadlines.
- Excellent attention to detail.
- Collaborative and confident working across an organisation.
- Understanding of safeguarding, consent, copyright and data protection.

Desirable

Experience in one or more of the following would be advantageous:

- Education or another complex, multi-audience organisation.
- Paid search, paid social or performance marketing.
- Adobe InDesign, Photoshop or Illustrator.
- Publication and editorial design.
- Advanced photography or video production.
- Email marketing platforms and automated journeys.
- CRM or marketing automation.
- Advanced SEO and conversion measurement.

- Professional PowerPoint and presentation design.
- Brand and template development.

Candidates are not expected to demonstrate specialist expertise in every desirable area.

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

Remuneration & Benefits

Salary
The salary band for the role is currently £30,974 - £32,449 FTE. Salaries increase in line with the Governors' annual pay award.

Hours
This is a permanent, full-time role of 40 hours per week. A degree of flexibility is required in the role, as candidates will be expected to work as necessary to attend events as appropriate, including evenings and weekends.

Holiday
You will be entitled to 35 days' annual leave pro rata, including Bank Holidays and Christmas shutdown.

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

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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

Applicants should submit a portfolio or examples of relevant work alongside the School's usual application requirements.

We are particularly interested in seeing evidence of:

- Digital marketing campaigns.
- Social and digital content.
- Storytelling and copywriting.
- Creative and design assets.
- Website or email content.
- Photography and/or short-form video.
- Other work demonstrating the ability to engage an audience.

Where work was produced collaboratively, applicants should explain their contribution.

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

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 Tuesday 17th November 2026.

Successful candidates are likely to be invited to interview on Monday 23rd November**.**

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

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