



RECRUITMENT PACK

Marketing, Social Media & PR Officer

Villiers High School
June 2025

About Us



Villiers is a highly successful 11-19 co-educational school; our pupils come from diverse backgrounds, and they work, play and flourish together developing respect and understanding of a variety of cultures. We have grown considerably in size and popularity in recent years; a reflection of our high standards and fantastic achievements. Our pupils leave with qualifications that will set them up for the world of work and further education. Our 150 teaching and support staff do an excellent job of educating nearly 1500 pupils each year and although this makes us larger than the England average, we are smaller than many local High schools. This makes us the right size to offer a full range of academic and vocational subjects taught by specialist teachers whilst retaining a small 'family' style supportive environment in which we get to know every child. We are rightly proud of our personalised approach to pupils' learning needs. It is a regular event that 100% of our Sixth Form students achieve a place on a course at a university of their choice. We are particularly proud of our enrichment programme; we have expanded the range and diversity of our clubs and trips over recent years and are delighted to be able to give our pupils once in a lifetime opportunities to travel and learn.

Our History

Southall County School first opened in 1907. It was one of the first secondary schools to be built by Middlesex County Council to cater for the expansion of education envisioned by the 1902 Education Act and remains the longest established school in the borough. Southall then was a small country town surrounded by farms and market gardens; The Great Western Railway, the Gas Works and the Monstead's Margarine were the only signs of industry. The school grew under the leadership of the first two Headteachers – Samuel Pollit and Charles Vernon, who guided the school through the two World Wars and the depression, to emerge into the sixties when it was amalgamated with the Technical School in Beaconsfield Road, to become Southall Grammar Technical School.

The current Headteacher, Christopher Richards, was appointed as Deputy Headteacher in April 2017 and latterly as Senior Deputy Headteacher. In May 2019, the school achieved its Outstanding status in every category for the first time in its history.

Benefits

- Highly competitive salary
- Subsidised School meals
- Subsidised coffee shop on site
- Local authority pension scheme with up to 13% employer contributions
- Additional 3 wellbeing days (1 day per term for all staff)
- Access to Ealing Borough Services employee discounts including cycle to work, Ealing Credit Union and reimbursement on eye tests for screen users



Our Vision:

A world-class inclusive school at the beating heart of its community.

Our Values:

Honesty, Empathy, Aspiration, Respect, Tenacity

Other:

We are pleased to inform stakeholders that work to complete our new £25m building is likely to start in 2025 with completion expected by Autumn 2026. This new Eco building will transform teaching, learning and support staff spaces.

Location:

We are 0.5 miles (Southall station) from the new Elizabeth line and located centrally for all Bus routes including the Superloop (SL8) as the school is 0.2 miles from the Uxbridge Road.

Our weekly blog, '**Family Bulletin**', can be seen [here](#)



Marketing, Social Media & PR Officer Permanent



Overview of Role

Villiers High School is looking to appoint a professional, self-motivated, and organised person to assist the Finance Manager on all aspects of financial administration. The successful candidate will focus on the administration of the school finance and lettings.

The successful candidate is expected to have effective communication and be able to start as soon as possible. Good knowledge of finance and accounting, with practical experience is essential.

Salary: Grade 6 (inclusive of London Weighting and Ealing supplement)

Contract/Hours: 35 hours a week, Full Time or would consider Part-Time as well.

We are offering an exciting opportunity for the right person with a positive can-do attitude. **The successful candidate will need to:**

- Be resilient, flexible and demonstrate an ability to work in a busy environment.
- Be well organised.
- Be punctual and have honest communication skills.

In return you will receive:

- * The support of committed, dedicated and friendly colleagues.
- A school which is reflective and striving for continual improvement.

Job Description



Main purpose

To enhance the school's public image and reputation through strategic marketing, engaging social media content, and effective public relations. The role supports student recruitment, community engagement, and internal communications, with a particular focus on supporting families and promoting the school's inclusive ethos.

Key Responsibilities:

Marketing & Branding

- Develop and implement a comprehensive marketing strategy aligned with the school's vision and values.
- Design and produce promotional materials (brochures, newsletters, banners, etc.).
- Coordinating and contributing to open days and other marketing opportunities for the school.
- Manage the school's brand identity across all platforms and communications.
- Maintaining stocks of marketing material and ensuring they are displayed at all appropriate points in the school and supplied to appropriate partners (for example feeder schools).
- Helping staff apply the visual identity to their communications, for example developing simple toolkits, templates, and guides (keeping the school brand consistent).
- Setting up and managing the school's marketing image library, including securing, briefing photographers, and ensuring image use for marketing purposes adheres to school policies.
- Ensuring the school appears in key directories regularly (e.g. around Ealing etc.) and that entries are kept up to date.
- Building an advertising plan, including gathering information about the audiences and rates for different advertising options.

Social Media Management

- Create, schedule, and manage engaging content across platforms (Instagram, Facebook, LinkedIn, Bluesky).
- Monitor analytics and engagement metrics to inform content strategy. Respond to comments and messages in a timely and professional manner.

Public Relations

- Write and distribute press releases, newsletters, and media statements.
- Build and maintain relationships with local media, community partners, and stakeholders.
- Coordinate, analyse and feed back stakeholder voice.
- Organise and promote school events (open days, performances, awards evenings).
- Be part of the primary school liaison team (expected to visit primary schools).
- Developing a forward look of blog topics for the Head and co-ordinating guest bloggers.
- Promptly reporting good news on our social media channels.
- Maintaining a press cuttings / news that gains popularity and further media coverage.

Website & Digital Content

- Maintain and update the school website with fresh, relevant content.
- Ensure compliance with accessibility and safeguarding standards.
- Collaborate with staff to gather stories, photos, and achievements.

Internal Communications

- Support internal communication initiatives to keep staff, students, and parents informed.
- Assist with crisis communications and reputation management when needed.
- Create and distribute a weekly family bulletin to keep families engaged and informed.

Other

- The postholder will be expected to carry out all duties in the context of and in compliance with the School's Equal Opportunities policies.
- To carry out any duties of a similar nature and responsibility level as the line manager shall direct from time to time.

Person Specification



Criteria	Essential	Desirable
Qualifications	Qualifications in Marketing, Communications, PR or related field. GCSE English and Maths at grade 9 – 4 (or A* - C)	Degree in Marketing, Communications, PR or related field
Experience	Proven experience in a marketing, social media, or PR role	Experience in an educational setting
Skills & Abilities	Excellent written and verbal communication skills Strong organisational and project management skills Creative flair and attention to detail Proficiency in social media platforms and scheduling tools Basic graphic design and video editing skills	Photography and videography skills Knowledge of SEO and Google Analytics
Personal Attributes	Proactive and self-motivated Team player with a collaborative approach Flexible and adaptable Committed to safeguarding and promoting the welfare of children Excellent communication skills both written and oral Well organised and good interpersonal skills Reliable, honest, trustworthy, discreet and capable of handling confidential information, maintaining confidentiality and ability to resolve conflict with equanimity Hard working, emotionally resilient, able to work under pressure, ability to prioritise and be flexible Committed to equal opportunities for all members of the school community Willingness to participate in further CPL (training).	Passion for education and community engagement

Recruitment Schedule and Other Information

ACTIVITY	DATE
Salary	Grade 6
Closing Date for Application	Monday 7 th July 2025
Interview	To be Confirmed
Offer	Asap
Start date	Sept 2025

How to Apply

Bring your true self, expertise, and passion to Villiers where we are continuing to strive to build a school where authentic inclusion and belonging is at its heart. Every one of our staff and students' identities, backgrounds and diverse experiences makes us who we are – so embrace yours by applying today. We acknowledge our need to address the current underrepresentation of staff from LGBTQ+ communities those with disabilities and minority backgrounds.

To apply, please complete the “Support Staff application form”, addressing the details included in the job description and person specification.

We will also need supporting statements detailing why you are a good fit for Villiers High School and this role.

Queries & Support

Thank you for your interest in Villiers High School and if you have any queries, or require support in submitting your application, or need any adjustments due to a disability or neurodiverse condition please contact a member of HR Team on HR@villiers.ealing.sch.uk or +44 (0)20 8813 8001.