



St Mary's School

Gerrards Cross



Application Pack

Job Role: **Digital Content Creator**

Start Date: Immediate

Closing Date: 9:00am on Thursday 25th September 2025

Interview Date: Tuesday 30th September 2025



Welcome from the Head

St Mary's is a truly special place to work — from the moment you step through our doors, you experience the warmth of the community and the clear sense that each individual student is at the heart of all that we do. Every member of staff plays a vital role in helping our girls flourish and achieve her dreams and ambitions.

Our motto, *Embrace – Empower – Excel*, reflects not only our approach to educating girls, but also the professional culture we foster. We value individuality, encourage ambition, and create space for both students and staff to grow and excel.

Working at St Mary's means joining a team where collaboration, kindness, and high expectations go hand in hand. We offer opportunities for professional development, leadership and innovation, and we welcome applications from those who are excited to contribute to the life of a forward-thinking, dynamic school.

If you are looking to make a meaningful impact in a school that is dedicated to developing our girls and young women, then we want to hear from you.

About St Mary's School



St Mary's is an independent day school for girls aged 3-18 in the heart of Gerrards Cross, Buckinghamshire.

Founded in Paddington in 1872, the school moved to its present site in 1942. Class sizes average 16-18 and academic outcomes are excellent.

St Mary's School is a warm friendly community where parents, staff, students, and governors work together to ensure that every student exceeds her potential whilst having the time of her life, making memories, and building skills to equip her to be successful through her future years.

Our students leave with the resilience to take on the next challenge, the ambition to follow their dreams and the confidence in themselves to go from success to success in their future careers. Through the pastoral and classroom support she has received at St Mary's, she knows her worth, who she is as an individual, and what she wants to go on to do.

Well-being and happiness of staff and students alike is at the heart of our success – a happy school is a successful school!

Joining St Mary's staff community, you would be welcomed into a supportive, close-knit community who can regularly be found spending lunch times in the Senior or Prep staff room, enjoying social time outside of school, competing in the teacher's relay, performing in the school orchestra or at an open mic event, and can even be caught on a space hopper on the lawn on the last day of term!





St Mary's School Values

St Mary's is committed to providing an excellent education in a caring, happy environment, where each girl develops self-confidence and exceeds her potential.

Staff and students, alike, are encouraged to find their own SMS Spirit by exploring our huge range of Co-Curricular activities to try new skills and meet new people, explore different learning or teaching techniques in small classes and make friends from Nursery right through to Sixth Form through our House System and whole school opportunities that brings.

Staff are supported in their roles through Department Heads, and SLT links, with wellbeing at the heart of staff satisfaction and the positive morale which we pride ourselves on. A comprehensive CPD programme allows for staff members to grow personally and professionally and broaden their skills in their specialist areas finding their very own SMS Spirit in their own individual ways.

Our whole school community operates under our Take Care acronym which ensures each individual reaches his or her potential in a supportive and challenging environment.



T – Team Work – we work together to ensure we achieve the best outcomes for our students, pastorally and academically, and that as a staff community we work in a supportive, collaborative caring team who have each other's backs.

A – Ambition – we go above and beyond in everything we do. We look for the WOW factor at every opportunity.

K – Kindness – through our ethos runs the theme of kindness. Everything our staff and students do should consider kindness first.

E – Enthusiasm – staff and students alike bring the energy and desire to succeed.

C – Curiosity – we always ask why.

A – Adventure – work should be exciting, satisfying and thrilling – we are spending time doing what we feel passionately about.

R – Resilience – we carry on in the face of challenge, and come out stronger and wiser.

E – Excellence – aim for the highest quality in all that we do.



Why Work at St Mary's?

- Competitive Salary
- Support staff pension scheme
- Fee Remission at St Mary's
- Subsidised staff socials
- Annual pay review



- Hot daily meal
- Use of fitness suite
- On-site parking if available
- Free annual flu vaccine
- Electric Car purchase Scheme
- Cycle to work Scheme

- Full staff induction in Term 1
- Staff buddy system
- Full training and development program
- Equal opportunities for all
- Well-being committee to share ideas



All staff share responsibility for promoting and safeguarding the welfare of our pupils and must adhere to, and comply with, the school's safeguarding and Child Protection Policy at all times.



The Role – Digital Content Creator

St Mary's School is looking for a pro-active, dynamic and creative Digital Content Creator to join our busy and growing team. This is an exciting role which plays a key part in developing our digital strategy and in building the St Mary's brand through digital and social media channels, to ensure it extends to a wide reach of prospective families. The Digital Content Creator will understand that effective marketing plays a vital role in the success of independent schools. The ideal candidate will have a passion for turning creative ideas into compelling video and photographic content and a key element of this role will be to support the effective communication of the school's aims and values, #smsspirit values as embodied in our TAKE CARE acronym and our new school motto, 'Embrace, Empower, Excel', through the content that is created and published.

The role will offer the opportunity for ownership of projects and key digital areas such as social media and the school website, with the overarching aim of generating new enquiries, maintaining high retention rates and ensuring an excellent customer journey from enquiry to first day of school.





Main Duties

Main Duties	Planning, creation, scheduling and publishing of content across school social media channels.
	Shooting content for and creating professional videos for use through school marketing.
	Website and news story copywriting and updates to keep the website current, and accurate and to maintain Google ranking (SEO).
	Design and management of newsletters and targeted email marketing through Mailchimp.
	Photographing/videoing events and moments in school on an ad hoc and planned basis.
	Develop, launch and optimise Meta and Google ad campaigns to maximise reach and conversions.
	Build a library of media assets.
	Research upcoming technologies and, trends in online marketing, and suggest to the Director Marketing and Communications.
	Monitor social listening and online conversations around education across press and social media, and conduct regular competitor analysis of their online activity.
	As a role in a busy Marketing Team within an all-through school, you must be ready to turn your hand to whatever is required.
	Produce regular reports tracking social media growth and engagement.
	Liaise with the website provider to generate website performance reports using Google Analytics.
	Event planning and attendance at school events.





Candidate Specification

Qualifications	To be educated to A Level standard
	A Degree or professional qualification in digital and social media marketing, digital media and communication or filming would be advantageous, but not essential.

Experience	The successful candidate will have either at least a year in a Digital Marketing role or a qualification in Digital Marketing.
	A portfolio of work would prove beneficial – especially video.
	Previous experience in school marketing and admissions is desirable but not essential.
	Experience in social media content creation and reporting.

Knowledge and Skills	To understand a broad range of digital marketing channels and how to use them to promote a brand.
	To understand the principles of Marketing – both acquisition and retention.
	Podcast recording and video creation.
	An Awareness of Search Engine Optimisation and how to write optimised copy.
	Excellent copywriting for different audiences
	An understanding of Wordpress and Mailchimp would be ideal but not essential
	Photography
	Social Media Management
	Excellent IT skills



Candidate Specification

Attributes	To be a creative individual and passionate about content creation
	Understand the importance of storytelling for a brand using digital platforms
	A self-starter who can work independently on a project, or as part of a team
	Resilience to work to tight deadlines, under pressure and discretion and sensitivity to work with confidential information
	To be open minded to feedback
	Highly organised to manage several projects at once
	Excellent inter-personal skills
	The ability to stay calm under pressure





Safeguarding

St Mary's School is committed to safeguarding and promoting the welfare of children and young people in its recruitment and selection of job applicants. The school expects all staff and volunteers to share this commitment and be willing to undergo checks with the Disclosure and Barring Service.



How to Apply

Please complete an application form which can be obtained from the HR Administrator at hradmin@stmarysgx.co.uk or from our website www.stmarysschool.co.uk

Early applications are advised as the school reserves the right to appoint at any stage during the application process. Completed application forms and cover letters must be addressed to the Head and emailed to applications@stmarysgx.co.uk

Interviews will take approximately three hours and will be held at the school. As part of the process, you will be given a tour of the school and attend a panel interview. You will also be asked to provide documentation confirming your identity and qualifications and a search of an online social media presence may also be conducted as part of due diligence checks.

All applications will be acknowledged and interview dates are provided below. References will be requested for all those invited to interview.

Closing date for applications: 9:00am on Thursday 25th September 2025

Interview date: Tuesday 30th September 2025

Hours: 8:30am – 4:30pm 4/5 days per week - term time plus three weeks in the holidays

Salary: £20,916 - £26,340 Actual (£31,500 FTE)