



Digital Marketing Officer
To start June 2025

A message from the Principal

Many thanks for your interest in Leicester Grammar School Trust. I hope that the following introductory notes will give you an impression of our thriving and ambitious schools and will help you to decide whether or not to submit an application. You will gather from the Trust's remarkable history that it is an inspiring and vibrant place both to learn and to work, with a commitment to preparing young people for a lifetime of challenge and fulfilment. Staff share high expectations not only of what children can achieve but, above all, of who they can become – when enthused through dynamic teaching, provided with outstanding opportunities and supported through attentive pastoral care.

I hope you may wish to be part of this warm and happy community as it goes from strength to strength.

John Watson
Headmaster of Leicester Grammar School and Principal of Leicester Grammar



Leicester Grammar School Trust

Leicester Grammar School Trust (LGST) is a forward-thinking family of schools, underpinned by a strong sense of values. Its mission is to be an inspiring centre for co-educational excellence in academic and personal development, within a Christian ethos. We attract and encourage enthusiastic, dedicated and innovative teachers and support staff who all contribute to our pupils' progress and happiness.

At the heart of the Trust is Leicester Grammar School, founded in 1981 in response to the demise of the maintained grammar schools in the area. The Junior School was added in 1992, which broadened the educational offering of the Trust. The defining milestone in the Trust's development was the bold and inspired decision in the mid-2000s to move the two schools from the heart of Leicester to the edge of Great Glen, a rural village some seven miles to the south of the city. Since September 2008, the two schools have occupied a very attractive, 75-acre campus, which was officially opened by Queen Elizabeth II.

The acquisition of nearby Stonegate School in 2016 brought a third educational institution under the umbrella of the Trust, offering greater choice to parents in Leicestershire and surrounding areas who seek an independent education for their children. In September 2021, Stonegate was relaunched as LGS Stonegate, with its own unique ethos and identity within the Trust's family of schools.

Situated on the outskirts of one of the most multicultural cities in the UK, all three LGST schools are proud to draw children from city and country, and to welcome pupils and staff from a rich range of cultural and religious backgrounds.

Leicester Grammar School

Leicester Grammar School won the accolade of Sunday Times East Midlands Independent Secondary School of the Year in both 2020 and 2024, as well as achieving Sunday Times 2024 East Midlands School of the Year for Academic Performance. The school was also in 2024 shortlisted as one of eight finalists for the TES Independent Senior School of the Year award and, most recently, for Independent School of the Year for Student Well-being. In its last inspection (January 2024), the importance of pupils' well-being was seen as a significant contributory factor to their success.

Our pupils enjoy exceptional opportunities within and beyond the classroom; we have high expectations, but the success of our community stems above all from a culture of aspiration and care. The school, indeed the Trust as a whole, is financially strong and led by a very committed leadership team and an open, collaborative and well-qualified board of fourteen local Trustees. We attract positive, polite and 'grounded' children, who display a strong sense of respect for one another and for staff. Concerns over behaviour are rare; our pupils thrive in a calm and purposeful community.

Examination results in the last two years since a return to pre-pandemic standards have been excellent: in 2023, 69% of A levels were graded A*/A, making us the top-performing co-educational independent school in the Midlands, and 30th independent school nationally (The Telegraph). GCSE results at 9-7 were 81% in 2024, and pupils typically proceed to a range of highly coveted courses at university (including Oxbridge and overseas) or win degree apprenticeships. A recent Telegraph article ranked the school within the top five in the Midlands for value for money (based on the ratio between fees and examination outcomes).

The school has very good local transport links, with both London and Birmingham under an hour away by train. It is nestled in the glorious countryside of the East Midlands with many beautiful villages in the surrounding area. The market town of Market Harborough, situated 10 miles to the south of Great Glen, offers a strong sense of community and regularly features in the top 10 of lists such as 'the Most Liveable Place in England' and 'the Sunday Times Best Places to Live'.

The school's aims are to:

- Promote intellectual curiosity and academic excellence.
- Provide a broad, balanced and stimulating curriculum.
- Offer a rich range of co-curricular opportunities which enhance pupils' physical, cultural and personal development.
- Equip pupils with the self-belief, consideration and skills required for a principled and fulfilling life.
- Create a happy and mutually-supportive community of learners and staff, in which each individual is encouraged and enabled to do and be their best.
- Care for the mental and emotional well-being of pupils, and be proactive in the promotion of a healthy lifestyle.
- Welcome pupils of diverse backgrounds and faiths, nurturing their social and spiritual development.
- Foster a generous contribution to charity, community service and society.



Campus and Facilities

The new-build scheme, completed in 2008, provided the Grammar School and the Junior School, housed in the same building, with excellent facilities, outstanding equipment and a beautiful and practical space in which to learn and work together.

Accessed from the main entrance foyer of the Grammar School is St Nicholas' Hall which seats 900 and hosts assemblies, chapel services, school concerts and outside performances. An extension was added in 2015, providing additional science and lecture facilities, meeting and office space and an enhanced Sixth Form common room. We have recently installed a new medical and well-being suite.

In addition, there is an indoor sports complex which offers multi-use courts for Badminton, Basketball and Netball. Indoor Cricket nets and Table Tennis are available, along with a well-equipped and supervised fitness suite, a Gym/ Dance Studio and a 25-metre, 6-lane, heated swimming pool. With 75 acres of land, including several full-sized rugby pitches, cricket pitches and nets, two all-weather artificial hockey pitches, eight floodlit hard tennis and netball courts, it is no wonder that the site has been used as a team training base for numerous national teams, including the Canadian rugby team and the West Indies Ladies' Cricket teams.





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The Post

Reporting to the Head of Marketing and Admissions, the Digital Marketing Officer will play a pivotal role in the promotion of Leicester Grammar School Trust. They will positively and proactively contribute to all aspects of marketing, including creating and managing digital content, driving social media engagement, and delivering the overall Strategic Marketing Plan.

This role is incredibly varied and requires an understanding of marketing communications and digital channels. You will be a natural multi-tasker with outstanding communication skills and meticulous attention to detail, along with the determination to meet deadlines in a busy, thriving, and dynamic environment. The successful candidate will have exceptional IT and photography skills. Video creation skills will be an advantage.

The role would ideally suit either someone with relevant experience in Digital Marketing or someone early in their career/a recent graduate, keen to gain understanding and practical experience in this area.

The role requires a well-organised and prioritised approach, meticulous attention to detail, and the ability to work under pressure. The successful candidate will possess exceptional self-management, multi-tasking, and interpersonal skills.

Due to the nature of the role, we require flexibility and professionalism, along with the ability to work to tight deadlines and adapt to changing work priorities in a calm and efficient manner.

The successful candidate will be wholly committed to the aims, ethos, and values of Leicester Grammar School Trust. The successful applicant will join a friendly, supportive, and ambitious team, both within the department and across the Trust.

Purpose:

To be responsible for developing, implementing, and managing marketing campaigns across various digital platforms to increase the online presence of the Trust. The aim is to connect with our communities to showcase our Trust to prospective parents and pupils.

Main duties and responsibilities:

Digital Marketing:

- In conjunction with the Head of Marketing and Admissions, design and implement innovative social media marketing strategies to enhance the Trust's online presence and engage with target audiences across platforms such as Facebook, Instagram, LinkedIn, and YouTube.
- Create dynamic written, graphic, photographic, and video content that tells our story, showcases our achievements, and promotes our events and initiatives.
- Keep abreast of the latest social media trends, technologies, and best practices; applying this knowledge to make strategic decisions that keep our digital marketing efforts ahead of the curve.
- Manage Trust and school websites to ensure they are engaging and accurate.

Communication:

- Support the Head of Marketing and Admissions and the Admissions and Alumni Manager with digital marketing projects, campaigns, press releases, events, and parental communications, ensuring alignment with the Trust's overall marketing objectives.
- Collaborate with stakeholders across the Trust to source content and ensure a cohesive and integrated marketing approach.

Reporting & Review:

- Analyse and report on social media and website metrics, using insights to drive engagement and optimise campaign performance.

Additional Duties

- Work in accordance within current safeguarding and schools' guidance and legislation
- Use excellent organisational skills and interpersonal and communication skills to manage own workload and build relationships
- Monitor, review and evaluate departmental plans and strategies
- Support the School's well-being approach
- Be committed to Leicester Grammar School Trust's vision and ethos.

Person Specification

Key Skills and Experience

- Demonstrate a high level of organisational and administrative competency
- Strong understanding of branding and the ability to maintain consistent messaging across platforms
- Excellent written and verbal communication skills
Strong ability to engage and build communities through social media channels
- Proficiency in using website content management systems (CMS).
- Graphic design and video editing skills using Adobe Creative Suite, Canva, or similar tools
- Creative and innovative mindset with the ability to generate fresh ideas and solutions
- High level of attention to detail and ability to multitask
- Ability to work independently and manage time effectively, with the flexibility to adapt to changing priorities
- Be a team player with the ability to work well under pressure
- Be a pro-active person of integrity, drive, energy and stamina
- Be capable of showing initiative including the ability to think ahead and work flexibly to deliver outputs
- Ability to prioritise, make decisions and to use initiative
- Possess the experience and willingness to work in a fast-paced environment
- Ability to manage multiple projects and work to deadlines
- Demonstrate the ability to follow instructions, policies and procedures

Qualifications and Experience

- Proven experience in digital marketing, social media management, and content creation
- Strong understanding of digital platforms (Facebook, Instagram, LinkedIn, TikTok, etc.) and how to tailor content for each
- Strong understanding of SEO, PPC, and online analytics tools (Google Analytics, Meta Business Suite, etc.)
- Experience using analytics tools (e.g., Google Analytics, social media insights, etc.) to track and measure performance
- Demonstrated ability to create compelling written, visual, and video content
- Working knowledge of Microsoft Office Suite (Word, Excel, PowerPoint)



Personal Qualities

- Have good numeracy skills and written English with excellent attention to detail, punctuation, spelling and grammar
- Have an enthusiastic and proactive approach
- Show willingness to work flexibly according to the fluctuating demands of the role
- Possess the ability to maintain confidentiality appropriately
- Model and promote good manners and an understanding of the needs of pupils of all abilities
- Demonstrate the ability to work as part of a team and collaboratively across the school
- Demonstrate excellent organisational skills and have the ability to work to deadlines.

Please note this job description outlines the main duties and responsibilities of the position and is designed for the benefit of both the post holder and Leicester Grammar School Trust in understanding the prime functions of the post. It should not be regarded as exclusive nor exhaustive as there may be other duties and requirements associated with and covered by the post.

Original certificates will be required as proof of qualification. All other attributes will be assessed using the contents of the application form, at interview and with professional references.



Hours and Benefits

Staff in our schools are well qualified and enthusiastic and have high expectations of themselves and their pupils. The Trust has a strong reputation for pastoral care and teaching staff are committed to co-curricular activities.

Start Date	June 2025
Hours	Full-time (37.5 per week, term time + 3 weeks)
Contract	Permanent
Salary	Competitive
Pension	The Trust participates in Standard Life Pension, for support staff, with employer contributions equivalent to 6% of salary in return for contributions by the employee equivalent to 3% of salary
Lunch	School lunch is provided during term-time
Education	Fee remission for the children of our staff is available at all schools across the Trust.
Car Parking	Free car parking is available at the school sites



Application Details

Interested candidates are advised to apply early as we reserve the right to close this vacancy earlier than the specified deadline, if a suitable candidate is found.

The closing date for applications is **Monday 14 April**. Interviews will take place on **Monday 28 April**.

Please note that tours of the school form part of the interview for short-listed candidates. Also, references will be obtained prior to interview.

Leicester Grammar School Trust is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. Applicants must undergo safer recruitment checks, including checks with past employers, on-line searches and the Disclosure and Barring Service (DBS. This role involves engaging in regulated activity relevant to children, it is an offence to apply for the role if you are barred from engaging in regulated activity relevant to children.

This role is exempt from the Rehabilitation of Offenders Act 1974 and the Trust is therefore permitted to ask you to declare all convictions and cautions (including those which would normally be considered "spent") in order to assess your suitability to work with children.

If you are successful in being shortlisted for this role, you will be required to provide information about your suitability to work with children by completing a self-declaration form. On this form you will be required to provide details of all spent and unspent convictions and cautions. However, you will not have to disclose a caution or conviction for an offence committed in the United Kingdom if it has been filtered in accordance with the DBS filtering rules.

Please refer to the Data Privacy Notice and Annexes on the Policies page of the school's website for the Data Privacy Notice for individuals applying for work within Leicester Grammar School Trust (Annex 3.)



Equal Opportunities

Leicester Grammar School Trust is an equal opportunities employer and is committed to equality of opportunity for all staff. The Trust takes very seriously its duty to safeguard children, to remove discrimination, to advance equality of opportunity and to foster positive and caring relationships, by integrating safety and equality into each school's core priorities and functions.

We welcome applications from all sectors of the community as we aspire to attract staff who reflect the social and cultural diversity of our pupils. We consider the most important factor to be the right skills, abilities and aptitude for the job which will ultimately improve the education and well-being of our pupils. We also encourage applications from individuals at all stages of their career, and regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage / civil partnership.





LEICESTER GRAMMAR SCHOOL

Independent Co-educational Day School
for children aged 3-18
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