



SIR WILLIAM BORLASE'S GRAMMAR SCHOOL

DIGITAL MEDIA AND DESIGN LEAD



*Inspire
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Shape The Future*



THE SCHOOL

Welcome to Borlase

Welcome to Sir William Borlase's Grammar School, where we are proud of our heritage as we approach our 400th birthday and excited to be inspiring and empowering the aspirations of our students today. A state-funded school in the centre of Marlow, Borlase is recognised for excellent academic learning and an outstanding extra and super-curricular programme.

History

Founded in 1624 on the same site we occupy today, the brick and flint Cloisters, clock tower and Chapel of Borlase share a street with Mary Shelley's cottage where she wrote Frankenstein, TS Eliot's house and the original site of the Royal Military College now at Sandhurst.

At Borlase, we are proud of our long history of providing education to the young people of Marlow and surrounding areas since 1624. The school was built on a strong principle: the desire to enable children from all socioeconomic backgrounds to have the opportunity to learn and meet their potential.

Today

Our school has a very special energy that springs from a contagious enthusiasm for learning across all subjects; this extends well beyond the classroom through the many independent project groups, academic clubs and societies that flourish at school on a daily basis.

The calendar is full of opportunities to enrich learning through trips, visits, practical explorations and independent research. Borlasians aspire to achieve their best academically and personally and are unashamedly ambitious in those aims. High achievement comes from the genuine enjoyment of learning and we are committed to fostering that enjoyment in and outside the classroom.

Our teachers are all specialists in their chosen disciplines who are passionate about creating learning experiences that provoke independent thinking and creativity.

Our future

We continue to look forwards, always inspired to provide the very best opportunities for our students. We have recently embarked upon a major programme of investment in our site. A new sports centre was opened in 2021 and we are currently working to provide a new school refectory.



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WORKING AT BORLASE

A professional community

In joining the staff at Borlase, you would become part of a professional community dedicated to improvement. We invest heavily in staff professional development, but we believe that in a high-performing culture such as ours, the most effective professional growth comes through learning from others in the community and becoming more adept at self-regulated improvement.

We are recognised by the High Performance Learning organisation as a World Class School; testament to the commitment to research-led best practice that we have established at Borlase for over a decade.

We work closely with the local Teaching Hub to provide training for staff at all levels, including NPQs. We also support members of staff to work towards academic qualifications such as Masters degrees and educational doctorates.



Staff benefits

The children of members of staff are given priority in the admissions process in the event of oversubscription. Please see the school's admissions policy for more details.

We have a two-week October half term and there are extensive opportunities to accompany school trips to exciting destinations in the UK and beyond.

A commitment to wellbeing

We are committed to providing an outstanding, supportive work environment for all our staff. The Borlase staff is a friendly, sociable team and there are regular trips to theatre productions and sporting events. There is a well-provisioned staff common room and access to a superbly equipped onsite gym.



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THE ROLE

Working pattern
Salary

Full Time (37 hours per week) - full year working
£22,766

Required from

As soon as possible

Context

Sir William Borlase's Grammar School is seeking to appoint an effective communicator with high-quality digital design, and digital media skills who will support the school's preparations for its 400th Birthday. The postholder is required to design promotional materials for school events; create and post eye-catching graphics on our social media channels and deliver on projects to enhance the classroom and general working environment.

The Purpose of the Job

To work across all digital channels and be responsible for producing a regular flow of high-quality and compelling digital content, including website content, social media posts, graphics and videos to support all aspects of school communications.

To be responsible for producing high-quality printed content (event posters, brochures, programmes etc), designed in the Borlase house style.

To support the school in its general visual and intranet displays.



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Key Responsibilities

These include, but are not limited to:

- Plan, implement and evaluate digital content and social media campaigns.
- Produce clear and compelling content for all our digital channels as required, from web pages to news articles, photos to multimedia pieces.
- Manage the day-to-day running of our social media channels, including content creation, community monitoring and engaging with audiences, to build our social media presence and engage more people.
- Contribute to evolving digital content strategies.
- Support the organisation and visual displays of events leading up to for the 400th Birthday.
- Support colleagues by updating content on the Staff and Student Information Centres (our Intranet).
- Produce high-quality content for printing in response to school needs, including event posters, brochures, programmes and newsletters.
- Carry out training for colleagues on digital design tools.
- Contribute to horizon scanning and user research activities to ensure that Borlase keeps up with digital developments and continues to produce content that meets our needs.
- Maintain and update the Borlase style guide.
- Develop positive relationships with staff, students, alumni & parents.
- Other responsibilities relevant to the role as per organisational requirements.



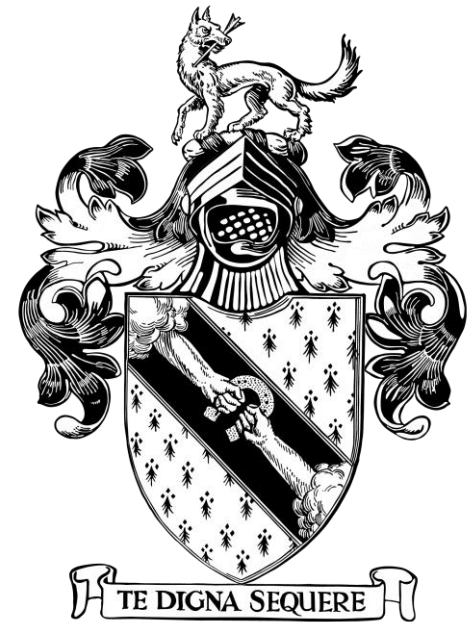
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THE ROLE

Other Responsibilities

As with all members of staff the post holder is required:

- To achieve service outcomes and outputs, and personal appraisal targets, as agreed with line manager and/or Headteacher
- To undertake training and constructively take part in meetings to assist with the effective development of the post and post holder
- To be committed to the school's core values and ethos and to demonstrate this commitment in the way duties are carried out, being courteous to colleagues and to provide a welcoming, friendly environment to visitors and telephone callers.
- Maintain confidentiality and ensure that duties are undertaken with due regard to and compliance with the Data Protection and Equality Act at all times.
- To carry out duties and responsibilities in accordance with the school and Trust's Health and Safety Policy and relevant Health and Safety legislation
- Demonstrate consistently high standards of personal and professional conduct; showing tolerance and respect of the rights of others whether other staff, students or parents
- To observe proper professional boundaries and having regard to the safeguarding and wellbeing of students



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Safeguarding

All staff are required to read and understand the current and future versions of Keeping Children Safe in Education, Part 1 and Appendix A along with the Trust's policies relating to Safeguarding and Child Protection, all of which are available electronically. The school has a clear process where every member of staff must report any concern they have about a child directly to the DSL Team. This process is outlined during induction, regularly at whole staff meetings and in weekly bulletins. Details of the DSL Team are displayed at all times in reception and around the school site. Any queries regarding any aspect of safeguarding must be made to a member of the DSL Team.

The Trust follows Safer Recruitment Guidelines and reserves the right to delay an applicant's start date if any checks are outstanding. This includes an online DBS check and where necessary an overseas check.

THE ROLE



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THE PERSON

	Essential	Desirable
Qualifications	Grade C or above in GCSE (or equivalent) Maths and English	A level qualifications Degree in a design-related subject
Previous Work Experience	Experience in creating & developing digital/video/ graphic content in response to content-owners' needs and advising and offering creative ideas on digital content. Experience of working effectively with colleagues & ideally reaching out to a wider audience Knowledge of brand management.	Experience of planning and implementing digital content and social media campaigns. Experience of giving training. Experience of day-to-day running of social media accounts on behalf of an organisation or group.
Knowledge and skills	Excellent IT, written and verbal communication skills. Excellent design skills and the ability to produce graphics for social media - a strong working knowledge of the Adobe suite products, including InDesign is essential. Excellent web content design, copywriting and editing skills, with good attention to detail. Good knowledge of social media platforms Ability to identify and employ new digital tools to improve digital communications.	Video production skills, particularly in producing mobile and/or social videos. Good photography and image editing skills



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THE PERSON

	Essential	Desirable
Other Personal Qualities	<p>Ability to multitask, work under pressure and take initiative.</p> <p>Flexibility and willingness to adapt the needs of projects</p> <p>The highest level of integrity</p> <p>Excellent interpersonal skills and a genuine interest in developing the school's connections with its alumni and wider audiences.</p>	<p>Willingness to contribute to the wider life of the school to develop relationships – e.g. Duke of Edinburgh/Arts/ Sports/ general</p>



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HOW TO APPLY

Please do contact us with any queries or if you would like to discuss your situation with us first.

For an application form please visit www.swbgs.com and click on Vacancies

KEY DATES

9.00am Friday 4th November 2022

Deadline for application

Early applications encouraged as they will be considered upon arrival

Applications submitted via email should be sent to Mrs Anna Summerfield, HR Manager at asummerfield@swbgs.com

The school is fully committed to the DfE guidance on Safeguarding Children and Safer Recruitment in Education and all candidates for the post will therefore be subject to vetting procedures following Buckinghamshire Council's guidance and the Trust's Safer Recruitment Policy.



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