



# Tormead

SCHOOL



## Candidate Brief

# Digital Communications Assistant

TERM TIME ONLY - FIXED TERM 31.12.2024





**Tormead** is a 4 to 18 GSA girls' day school on an attractive site in Guildford. Building developments over the past ten years have transformed the School. The gracious original features of the building have been retained within the stunning new developments. Academic standards are consistently high, and the School has more girls applying than it has places for at 11+. A number arrive in Reception and stay through to Sixth Form; others arrive from a large range of state and independent schools at 11+.

Having participated in a dynamic careers programme, Sixth Formers progress to a wide range of courses at established universities, as well as take up prestigious apprenticeships. The School achieved 'excellent' in both parts of its last ISI inspection. Our commitment to IT innovation has led us to achieve the status of becoming an Apple Distinguished School.

Tormead values individuality, celebrates a diversity of achievement and encourages girls to follow their own dreams. Girls come to understand the importance of service and community amidst mutual support. Academic and extra-curricular pursuits offer challenge and breadth for everyone.

Underpinning this is a wholehearted commitment to the wellbeing of the girls. Highly responsive in the face of the constant, shifting challenges for young people, pastoral care at the School ensures the girls leave ready to achieve sustainable success in higher education and beyond.

## Tormead Values:

- We treat everyone with respect and dignity
- We deliver academic excellence
- We enrich through a broad and varied curriculum
- We celebrate effort and achievement
- We bring out the best in our girls
- We prepare our girls for life beyond school

## Leadership:

The Head leads the whole school with the support of a leadership team in the Senior School and one in the Prep School. The Executive Group consists of the Head, Bursar, Head of Prep School, Deputy Head (Academic), Deputy Head (Pastoral) and Deputy Head (External Relations). The Senior Management Team also includes the Assistant Head (Director of Studies), Assistant Head (Teaching & Learning) and Assistant Head (Co-Curricular). The Prep School Senior Leadership Team consists of the Head of Prep School, Deputy Head, Head of KS1 and Director of Studies.

## School Structure:

The general pattern in the Prep School is one form in Reception to Year 2 and two forms in Years 3 to 6. In the Senior School, there are approximately 100 girls in each year. In Year 7, about 40 girls arrive from the Prep School and about 50 come from a wide variety of state and independent schools.



## Curriculum:

The School offers an academic curriculum to meet the needs of its selective intake.

The Prep School encourages child-initiated and outdoor learning opportunities, introducing more formal teaching as the girls get older, with specialist teachers delivering specific subjects. A 1:1 iPad scheme operates for girls from Year 5 to Upper Sixth.

In the Senior School, most girls take 10 GCSEs and there is a wide range of well-respected A Level subjects on offer, with large numbers taking maths and science subjects. Sixth Formers can take EPQ or an internal validation of a research project. The Academic Enrichment Programme offers a structured co-curricular programme of enrichment activities that runs challenges for girls around specific termly themes. Academic Scholars have a further programme of enrichment based on individual research. The educational ethos is about exciting and inspiring individual curiosity in every girl, and the School aims to blend an innovative, creative use of modern technology with the highest standards of teaching.

## Pastoral:

Tormead has a well-deserved reputation for excellent pastoral care. Relationships between staff and girls and between girls of different ages are warm and strong. The atmosphere is one of respectful informality, where thoughtful behaviour is based on the School values, rather than lengthy rules and punishments. The House system strengthens cross-age group relationships and involves several much-anticipated annual events such as the House Fashion and Dance competition.

There are many avenues of pastoral support for the girls with Form Tutors and Heads of Year, overseen by the Deputy Head (Pastoral), as well as two qualified school counsellors, two trained healthcare staff and three pupil wellbeing support staff.







## Extra-Curricular:

An exciting and varied extra-curricular programme operates for everyone, from Creative Writing Club to Dissection Club. There is a strong range of individual and team sports. The girls achieve considerable success regionally and at national level. Tormead is regarded as the top school in the country for gymnastics.

The standard of performance music is high, with several orchestral and choral groups for all levels in both the Prep and the Senior Schools. Drama performances are much anticipated by both those involved and their audiences.

An important part of the girls' school experience is a regular offer of trips, both within the UK and overseas. Links with schools abroad, including one in a Kenyan refugee camp and a partnership with two Nepalese schools, are building a global perspective on citizenship for the girls. Sixth Formers can volunteer service locally, once a fortnight, in school time.





## The Site:

The School has made excellent use of a compact urban site. Older buildings blend with stunning new-builds on the Senior School site that provide the girls with innovative spaces to learn, reflect, collaborate and relax. A performing arts building provides an additional space for drama lessons, performances and rehearsals, as well as music lessons, rehearsals and practice rooms. The School also benefits from state-of-the-art science laboratories (refurbished in 2022) and a Wellbeing Centre. The Prep School occupies a site across the road from the Senior School and KS1 facilities have had significant recent investment, including creating a delightful outdoor play space.

Our new Sixth Form Centre (opened in September 2022) includes a common room and café, lecture and teaching spaces and dedicated study, collaboration and social spaces, all designed to bridge the gap between secondary education and university.

The School makes use of sports fields and sports facilities off-site as well as its own sports hall, gymnasium and outdoor courts. In 2023, the School will be embarking on a very exciting new development in collaboration

with Guildford County School, to create a new sporting home for Tormead at the Urnfield sportsground which will provide facilities for hockey, cricket, football and athletics, as well as open the door for rugby to develop as a new sport option.

## Partnerships:

Tormead offers local outreach provision in six local state schools.

This includes sessions in music and art, masterclasses in English, IT and maths and Sixth Form assistance in sport, art, English and dance.

Beyond the UK, girls raise funds for schools in Nepal and there have been a number of cultural exchanges. The School contributes to the UN Sustainable Development Goals around global girls' education. There is also a link with a refugee camp in north west Kenya, where a Tormead member of staff has visited to deliver teacher training.

The choir and orchestra perform regularly at local concerts and services, and members of the local community are invited to the School for concerts, plays and exhibitions.

## About the role

**Term time only - Fixed Term to 31.12.24 (initially – for review).**

Working with the Digital Communications and Events Officer, the Digital Communications Assistant will contribute to driving the growth of Tormead’s digital marketing and social media presence, with the aim of driving traffic and improving user and donor experience.

The postholder will work with the Communications Officer to create engaging content and support the Digital Communications and Events Officer in developing insightful analytics to improve performance.

The postholder will work flexibly and attend school events as agreed with the Digital Communications and Events Officer and Deputy Head, External Relations.

### Main responsibilities:

- Manage social media accounts and strengthen engagement and visibility across different audiences.
- In conjunction with the Digital Communications and Events Officer, develop clear objectives and Key Performance Indicators for social media and produce quarterly analytics reports using tools such as Hootsuite.
- Create and update content for the Tormead website
- Use google analytics to assess website performance and create strategies to grow and improve web traffic metrics, subscribers’ base, and donations.
- Contribute to the development, design, and copywriting of our annual report, to ensure compelling and impactful content and design.

### Key requirements

- Experience in developing and implementing social media strategies to improve visibility, engagement, and drive followers’ base.
- Creative with experience delivering social media campaigns, as well as using and managing social media advertising.
- Experience working with third parties and suppliers such as graphic designers to oversee marketing projects.
- Proficiency in the use of digital analytics tools such Google Analytics and Hootsuite to measure and improve digital performance.
- Excellent writing skills, with an ability to write compelling and impactful content and adjust tone of voice for different audiences.
- Ability to set and meet personal deadlines and work independently.

### Key Relationships

- **Internal:** Deputy Head, External Relations, Head of Admissions, SMT, HOYS, Premises, Catering, Housekeeping, IT, School office.
- **External:** Media agencies & outlets, Feeder Schools, School Partnerships, Prospective parents & current families, Alumnae.

### Desirable skills and experience

- Marketing experience and/or qualification, and an appreciation and understanding of marketing principles.
- Experience in Social media marketing.
- Meticulous administration, planning and the ability to meet targets and deadlines.
- Excellent IT Skills.
- Excellent written & verbal communication skills.
- Team player
- Experience in, or understanding of, the education sector.
- Design skills - use of Photoshop, Canva or other design programmes.



## Safeguarding:

To promote and safeguard the welfare of children and young persons with whom they come into contact, and to adhere to and ensure compliance with Tormead's Safeguarding Policy at all times.

If, in the course of carrying out the duties of the post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, any concerns must be reported to the school's Designated Safeguarding Lead (DSL) in accordance with Tormead's policies and procedures.



**This is a fantastic opportunity to join Tormead and have a significant impact on the school's future, growth and success as it continues to evolve**



## Remuneration:

Salary 25K FTE - term time only - flexible working hours.

## Applications:


Please send applications (by email only) to Mrs Holly Wells at [recruitment@tormeadschool.org.uk](mailto:recruitment@tormeadschool.org.uk).

## How to apply:

Emails should be sent with the subject header 'Digital Communications Assistant'. Applications should comprise the below documents, all of which can be downloaded from the school website [www.tormeadschool.org.uk/vacancies](http://www.tormeadschool.org.uk/vacancies).

- A letter of application addressed to the Head, Mr David Boyd, highlighting your interest and experience for the role, in support of your application (maximum 2 sides of A4).
- The completed Application Form.
- The completed Equal Opportunities Monitoring Form.

All applications will be acknowledged.



Tormead School is committed to the safeguarding and welfare of its pupils and all staff must share this commitment. Applicants must be willing to undergo an enhanced DBS check and other Child Protection screening including checks with past employers. The post holder must adhere to the School's Child Protection Policy at all times including attending mandatory training every three years.