



Communications and Marketing Coordinator



ST HELEN &
ST KATHARINE

Welcome from the Headmistress

Hello and thank you for showing an interest in working at St Helen and St Katharine. I am enormously proud of this great girls' school, and I know that this sentiment is shared by colleagues across the staff body.

The students are at the heart of this energy and positive ethos. They are wonderful to work with; enthusiastic, clever, funny, kind, silly, earnest and possessed of an unselfconscious enjoyment of learning and the pleasure of finding out more. They are excited by subjects and delight in their teachers demonstrating their ongoing love of a specialist discipline. They, and their parents, also look to us to work in support of personal development and we continue to evolve our pastoral systems to meet the challenges that the students will encounter in school, in Higher Education and in the world of work and adult life.

Our extra- and supra- curricular programmes are busy and exciting. There is an expectation that students will be busy and that opportunities will be created to harness their enthusiasm. Opportunities to learn beyond the classroom are vital and staff involvement in trips and expeditions is expected.

We have a fantastic support team in these endeavours, and all staff members are valued in whatever role they play in keeping things on track, happy and purposeful. Each staff team reflects the pride we feel collectively in our school.

Our work takes place on a beautifully developed and maintained campus and we are fortunate in the working environment we occupy. The stunning Benedict Building, which houses our sixth form, has further enhanced the site and provides space for even more opportunities for both students and staff, as we develop these for ourselves and in partnership with local schools.

We are fortunate to be over-subscribed and, therefore, selective at each student entry point, but we are not a place that likes to rest on laurels and our departments continually reflect on how they can develop things further. The staff community is very supportive.

We enjoy a very positive relationship with our parent body and don't take for granted their advocacy for St Helen's as a school of choice for a daughter. We have a broad catchment area for a day school with a transport network that spans six counties.

Our Board of Governors is very supportive and interested in the work that we do. They ask challenging questions and delight in our many successes. They have overseen a significant development of the estate and provision in recent years and want to ensure that momentum continues. To that end, we welcome ambitious and energetic applicants who share in the excitement of our mission and who want to develop their careers, working with outstanding students and colleagues.

I do hope that you will apply. St Helen's is a school which both builds on the finest elements of great girls' education and challenges itself to deliver an education that allows our students to encounter their 'now' with confidence and pleasure.

It is a great place to work.



Mrs Rebecca Dougall
Headmistress





The School

Ranked the top girls' school in Oxfordshire in the Times Parent Power 2024 and the top 4 girls' school for sport in the UK by School Sport Magazine, St Helen and St Katharine is one of the leading independent schools in the country. It is an exciting place to work, and appointing the very best staff is integral to our success.

St Helen's School was founded in 1903 and was then joined in 1938 by St Katharine's in Wantage. The School is located on a single campus-style site of beautiful Edwardian and modern buildings set in 22 acres of grounds, on the outskirts of Abingdon, some six miles from Oxford. An extensive school bus network facilitates a large student catchment area that includes Oxfordshire, Berkshire, Buckinghamshire and Gloucestershire.

St Helen's is a school where success is celebrated but not revered. Our students achieve excellent academic results, and our goal is to ensure that every girl achieves success as she defines it, so that she can believe in herself, her talents and abilities, and so that she will feel prepared and equipped for life beyond school.

The School is a thriving community of girls and young women aged 9 to 18 years including a small Junior Department comprising one Year 5 and one Year 6 class. St Helen's offers students an outstanding academic education and a rich and varied life beyond the classroom including excellence in sport, the creative and performing arts and a superb range of extracurricular clubs and societies.

We enjoy collaboration with a range of local partner schools, including Radley College, Abingdon, Larkmead, John Mason and Fitzharrys, providing opportunities to enrich the developmental journeys of our students and build positive connections across genders and experiences.

In 2023, we opened the doors to our new sixth form centre, the Benedict Building. The Benedict Building is a physical articulation of the School's vision for Sixth Form – to create an environment for our students that will spark their intellectual spirit and imagination – and provides students with the space and opportunity to grow their academic and extracurricular interests in readiness for the future.

The staff

St Helen and St Katharine is a very special place to work.

Our students are at the heart of everything we do, we celebrate our powerful sense of community, and we take pride in our very high standards and the strength of our performance. We enjoy a working environment and a culture within the School which focuses on development, inclusion and the pleasure of working all together.

We are always looking at ways to develop our people – students and staff. We look to be progressive, imaginative and respectful; we combine the best of long tradition with a commitment to readying our people for the challenges of the 21st Century. We also firmly believe that a diverse workforce is a better workforce which will help us develop ideas, solve problems and ultimately grow St Helen and St Katharine. Our campus is beautiful and an inspiring place to work. The young people we work with are remarkable and the staff community is welcoming, committed and compassionate.

Every day is different at St Helen and St Katharine. It's fast-paced but never loses sight of the value of individualised conversations and the need for support. We take our commitment to the well-being of staff very seriously and we offer the resources and training to allow people to flourish professionally.

The contribution of every member of the staff team is valued at St Helen and St Katharine, and teaching and support staff work closely together, appreciative of the positive difference everyone can make in their varied roles.





The role

Ranked the top girls' school in Oxfordshire in The Times Parent Power 2025 and the top 4 girls' school for sport in the UK by School Sport Magazine, St Helen and St Katharine is an extraordinary school with extraordinary stories.

This is an exciting time for a talented and dynamic individual to join our ambitious and high-performing Communications team to cover a period of maternity leave, to commence in July 2025 until end of April 2026 to help tell the stories and promote awareness about the myriad achievements and activities of our students and the School.

The Communications and Marketing Coordinator will support the development and implementation of the School's marketing strategy, which aims to maximise the recruitment of high-calibre students, the retention of existing students and communicating effectively with all stakeholders.

The post-holder will use their strong expertise in optimising social and digital media impact to communicate key messages creatively and effectively. We are seeking an exceptional communicator with strong copywriting skills, a passion for storytelling and the ability to engage a variety of audiences.

The role reports to the Director of Communications and Marketing and is part of St Helen and St Katharine's dynamic Communications team whose remit comprises internal and external communications, admissions, development, alumnae services and the school archive.

Prospective applicants are welcome to contact Lea Askgaard, Director of Communications and Marketing, for a preliminary conversation about the role, email laskgaard@shsk.org.uk.

Key responsibilities

- **Social media:** Creating content and designing visual assets for our social media channels, providing audiences with a window into life at St Helen and St Katharine.
- **Website:** Owning the day-to-day management of our newly launched website, keeping it up to date with fresh and engaging content; working with our web agency on development projects.
- **Press:** Writing effective press releases, editorials and entries to local and national media.
- **Newsletters:** Compiling and editing digital newsletters for our school community and prospective families.
- **Analysis:** Monitoring the impact and effectiveness of activities, using social media and web analytics.
- **Video and photography:** Working with our AV and Digital Media Coordinator to coordinate videography and photography, capturing day-to-day school life and key events, and managing the School's image library; coordinate photoshoots with professional photographers.
- **Publications:** Coordinating the creation of our key publications, such as prospectuses, booklets and brochures, in collaboration with our design agency.
- **Support:** Working closely with colleagues in the Communications team and across the School, providing communications support and expertise; supporting the work of the Communications team.



The person

Skills/abilities

- Exceptional written and verbal communication skills
- Outstanding copywriting and proofreading skills
- Excellent organisational skills, methodical, accurate and attention to detail
- Ability to prioritise and manage multiple tasks simultaneously and meet deadlines
- Outstanding interpersonal skills with the ability to relate easily to students, staff, parents and other stakeholders
- Strong IT/systems skills and the ability to learn new technologies quickly
- Strong analytical skills
- A good eye for design
- Ability to work independently using own initiative

Experience, knowledge and qualifications

- High-level expertise in maximising social media impact
- Experience in creating original and compelling social and digital media content, and evaluating its effectiveness using data and analytics
- Proficiency with WordPress, MailChimp and Canva – Adobe CC suite would be an advantage
- Experience in assimilating information quickly, identifying the pertinent points and making them accessible for a wider audience in a proactive and timely manner
- Experience in project delivery and working to deadlines
- Experience in coordinating publications
- A minimum of two years' experience in communications, marketing and/or PR
- Experience in an educational or non-for-profit organisation is desirable
- Good honours degree or equivalent

Personal attributes

- Ambitious, proactive and enthusiastic with a passion for communications and marketing
- Enthusiastic, cheerful can-do attitude
- Creative flair with the ability to generate unique ideas
- Team player with a positive approach to work with the desire to integrate with the team and wider school
- Flexible and willing to take on new projects
- Keen to learn and understand the unique dynamics of working in an educational environment
- Commitment to the ethos and traditions of St Helen and St Katharine
- Commitment to safeguarding our students in line with the School's Safeguarding policies

Salary and benefits

- This is a fixed-term maternity cover to commence in July 2025 up until end of April 2026.
- The role is full-time, full-year post working 37.5 hours per week, Monday to Friday from 8.30am to 5.00pm with a one-hour unpaid lunch break.
- There will be some School events held in the evenings and on a Saturday that the post-holder will be required to work, such as working on the School's annual Open Day held on a Saturday (usually in early October).
- The salary range for this post is within the range of £34,444 to £35,652 per annum. Starting salary within this range will be dependent on level of qualifications and experience.
- The role benefits from 6 weeks leave per year, plus all statutory public holidays (total of 7.6 weeks on a full-time basis). In addition, at the discretion of the School, this role attracts a 20% reduction in working hours during school holiday periods with no impact on pay.
- Employees may join a staff Pension Scheme.
- The School currently operates a cycle to work scheme.
- Employees are entitled to free lunches when the kitchens are operating.
- There is free car parking on site.
- Employees may use the fully equipped gymnasium/sports facility on site.
- Employee Assistance Program via confidential telephone service.

St Helen and St Katharine is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, the Disclosure and Barring Service and overseas Police checks, if applicable. Employment is subject to these checks



The process

These job details should be read in conjunction with our Safeguarding policies, available within the vacancies section of our website.

Please then complete an application form (available within the vacancies section of our website). The completed and signed application form, along with a brief supporting letter addressed to **Mrs Rebecca Dougall, Headmistress**, should be submitted via email (recruitment@shsk.org.uk) in the first instance and then sent to:

Human Resources Department
St Helen and St Katharine
Faringdon Road
Abingdon
Oxfordshire
OX14 1BE

Please note that any application form submitted electronically must be completed in the existing application form format, within Adobe.

The closing date for this post is **Monday 2 June 2025 at 12noon.**

Please note that due to the volume of applications we receive, we are unable to provide individual feedback except to those candidates who attend an interview.

We look forward to receiving your completed application.



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ST HELEN &
ST KATHARINE

Independent day school for girls aged 9–18
Faringdon Road, Abingdon, Oxfordshire OX14 1BE