



SANDROYD

Head of Marketing and Digital Content Creator

Candidate Information

Required for April 2026



Introduction

Sandroyd is an independent, co-educational prep school for day and boarding pupils aged 2-13. We aim to develop children through a combination of a caring and supportive environment with the provision of stimulating opportunities in and out of the classroom.

Sandroyd is a forward-looking prep school with traditional ethos. In the Prep School, we are proud of our academic success at Scholarship and Common Entrance levels. Our Honours Boards tell a consistent tale of excellence in examinations to all leading public schools. This success reflects the focus on academic rigour and high standards across all age groups.

We are fortunate enough to enjoy wonderful facilities and resources. The school owns the freehold to Rushmore House and is set in extensive grounds within the stunning Rushmore Estate.

Sandroyd has approximately 200 pupils. The heart of the prep school is in boarding, with 88 percent of our children being either flexi or full boarders.

Pastoral care is one of Sandroyd's great strengths. Each child has a personal tutor or form teacher who is responsible for monitoring academic progress, seeing that out of class hours are spent profitably and productively and being the first port of call whenever needed. The school aims to produce academic, well-rounded children and to that end operates a long day. The prep school day starts at 8.15am and finishes at 6.30pm for senior children in the prep school.



Equality and Diversity at Sandroyd

We actively encourage applicants from all backgrounds. We recognise the value of a workforce in which people from diverse backgrounds are encouraged to introduce fresh ideas and contribute to delivering an outstanding education. Our staff work in a supportive and safe environment, recognising their responsibility to value and respect each other's contributions.

We favour a workforce that reflects the make-up of the local and national population. No job applicant, temporary worker or employee should receive less favourable treatment on the grounds of age, disability, gender, race and ethnicity, religion and belief (including no belief), marriage or civil partnership status or sexual orientation.



The Post

From April 2026, we are seeking to appoint a Head of Marketing and Digital Content Creator to further develop the school's profile and digital content as a leading UK Prep School with boarding at its heart. The successful candidate will work closely with the Headmistress and the Head of Admissions to develop, deliver and monitor the school's marketing strategy. They will undertake all of the school's marketing activities, both online and in person, to engage current and prospective parents, alumni and the wider Sandroyd community.

The role is ideal for someone who would enjoy to actively participate in school life, working closely with children, families and colleagues. This role could potentially be combined with boarding responsibilities, in which case on-site accommodation would be provided.

Hours of work: Full-time position (can be flexible to suit the circumstances of the successful candidate).
Term time only (Approx. 33 Weeks a Year), Monday to Friday.

Occasional evening, weekend and holiday responsibilities in line with school events.

Salary: In line with experience and hours.

Pension: Enrolment in the school pension scheme.

Benefits: Free meals during working hours

Professional Development

School fee remission

Reporting to: The Headmistress

Why Work at Sandroyd?



The staff at Sandroyd are undoubtedly our most important and valued asset, and we work hard to ensure they are rewarded appropriately. We work closely with everyone so that they have the correct training and support to be able to seek internal or external promotion as appropriate to their experience and skill level.

Three central values are ingrained into both our teaching and support staff. Upholding these values is a significant part of our working culture to ensure we operate as an effective team in an inclusive, fun and enjoyable working environment. The success of Sandroyd is down to the attitudes, skill set and values of the staff. To ensure we are continually providing an outstanding education for all children at Sandroyd the values we work towards are:

Look for continual improvement

Our staff are dedicated to going the extra mile to provide an exceptional education for each and every child at Sandroyd. Although often experts in their field, there is always room for improvement in our practice and we look for staff who are dedicated to continually learning themselves. Reflecting on where we can improve as a team, and individually, forms a key part of our practice.

Support the Team

Sandroyd has an all-embracing staff culture, which sees us support and communicate with one another at all times. For a team to be effective, each member of staff must care greatly about their colleagues. In delivering a first-class education for the children, Sandroyd staff understand and appreciate that all members of staff in the school community are equally as important and valued.

Look after yourself

We can only effectively look after Sandroyd pupils and our colleagues if we also care for our own wellbeing. We collectively work together to provide a working environment that allows staff to thrive.



Candidate Specification

We are looking for an experienced individual who has marketing experience and is able to demonstrate a wide range of marketing skills. Whilst we would ideally like a candidate with some prior experience of marketing in an independent school, at a very minimum we require the candidate to have an understanding of, or appreciation for, the sector.

The chosen candidate will be a team player, who will be able to confidently and appropriately liaise with a number of stakeholders including the Headmistress, teaching staff, support staff and Governors. This is a hands-on role in a busy school, and as such the candidate will need to have strong organisational skills, be able to manage multiple projects and be capable of working both quickly and independently in order to move things forward.

Candidates for this post are likely to have:

- An enthusiasm for education and the ethos of Sandroyd as a leading UK Prep School with boarding at its heart
- Marketing experience in an independent school or similar setting
- Brilliant grasp of digital marketing and social media
- Experience using a wide variety of creative design software (e.g. Canva, Adobe)
- A professional manner and appearance
- Friendly, warm personality
- Self-motivated, with a positive, professional attitude
- Calm under pressure
- The ability to deal with a variety of people and situations



Job Description

General

- To act as the 'brand champion' and play a leading role in the establishment of the school's brand building strategies. The strategy will support the school's overarching strategic plan and will be subject to approval by the Headmistress and the Governors
- Report on a regular basis to the Headmistress on performance relating to marketing activities
- To carry out duties as the Headmistress or Governors may from time to time determine to fall within the remit of the post, and attend courses as required
- Promote, position and improve the school's profile amongst target markets and within the education media

Budget

- Manage the marketing budget
- Preparation of annual marketing plan and expenditure, together with termly submission of reports on activity and expenditure to the Headmistress

Marketing

- Oversee the school's branding
- Oversee the weekly newsletters
- Be responsible for maintaining the school website, including content and ensuring consistency with branding
- Support with promotional materials, as required
- Collate information and create the school magazine annually
- Manage the school Christmas Fair
- Support the creation of the school Alumni Newsletter
- Put together, with the Headmistress and Head of Admissions, the prospectus
- Manage the relationship with editors and input into key publications
- Enhance and manage the school's national and educational media profile
- Develop and foster first-class media relations on a local, regional national and international basis
- Project management of various marketing publications as and when required
- Providing general PR and Marketing advice to the Headmistress and SLT

Digital Marketing

- Take full responsibility and control for the school's social media strategy, advertising and postings
- Create and deliver digital content to support the marketing of the school
- Working alongside and supported by colleagues, ensure the website is up-to-date, accurate, of the correct standard and in line with all guidelines
- Review social media performance metrics to consistently improve outcomes

Brand Development:

- Define, design, develop and deliver targeted brand development and communication plans in support of the strategic plan, including market leading digital and social media activities
- Have custodianship of the school's brand, including the development, implementation and policing of guidelines to ensure consistency of application by all colleagues and suppliers
- Develop clear editorial guidelines, principles and regular briefings on the content, style, design, branding and structure for all school publications (print and digital), social media, the school website and the events programme
- Foster a sense of ownership of the brand by all colleagues through engagement, group listening and providing guidance

Communication

- Lead and develop a whole-school communications programme which ensures highly effective communication with all Sandroyd audiences, including pupils, families, alumni, former parents, former staff and friends of the school
- Ensure all communication – letters / emails / texts – reflect consistently high standards and maintain Sandroyd branding across all communications
- Develop, lead and deliver a pro-active online presence for the school
- Develop and lead a positive public relations strategy, with regular press releases promoting the work and successes within school life, termly advertorial developments, co-ordinated strategic advertising
- Develop and lead a positive public relations campaign around key results days, involving developing relationships with local journalists and consistent PR etc.

Admissions

- Liaise with the Head of Admissions to co-ordinate the marketing of admissions events / open mornings / recruitment fairs
- Work with the Head of Admissions to promote and arrange overseas recruitment opportunities as required in the marketing strategy
- Identify and attend suitable fairs and similar events to promote the school to a wider audience and new regions

Safeguarding / Child Protection:

- Supporting the school's safeguarding procedures and policies
- Be aware of the responsibility for safeguarding children and to help in the application of the Safeguarding and Safe Practices policy within the school
- Comply with the school's Safeguarding Policy in order to ensure the welfare of children and young persons



Further Information

Any offer of appointment will be subject to satisfactory references and criminal record checks via the Disclosure and Barring Service. Application forms should state what particular skills and attributes you can bring to Sandroyd School, brief details of how you fit the position, including specific details of experience and achievements, and any interests and hobbies.

Further details, including the application form, can be found on the school website. The completed application form and your letter of application should be addressed to the Headmistress, Sarah Segrave, and sent to Sandroyd School, Rushmore Park, Tollard Royal, Salisbury, Wiltshire, SP5 5QD or by email to sarahsegrave@sandroyd.com. Please contact Rupert Burnell-Nugent regarding any questions you may have relating to this position to bursar@sandroyd.com.

Interested candidates should apply by Monday 2nd February 2026. However, if you are interested in this role and would like further information, please contact the Bursar, Rupert Burnell-Nugent, by email to bursar@sandroyd.com. Due to timescales, we reserve the right to close this advertisement early if we receive an application from a suitable candidate. **Interviews are expected to take place at Sandroyd during the week commencing 9th February 2026.**



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