



**SHIPLAKE COLLEGE**  
HENLEY-ON-THAMES



# **Digital Marketing Officer**

## **Candidate Information Pack**

Salary circa £30k depending on experience



## Welcome from the Headmaster

Dear Applicant,

The word I hear mentioned most regularly when speaking to the pupils, parents, and staff of Shiplake College is 'community'. So, thank you for taking the time to consider the role of **Digital Marketing Officer**, as it represents a wonderful opportunity to join our very special Shiplake community.

Shiplake College is an HMC co-educational boarding and day school offering a holistic education for around 580 pupils from Year 7 to Sixth Form. There has been a co-educational Sixth Form since 1998 and since September 2023 girls have been welcomed into Year 7, as we continue our journey to become a fully co-educational place of learning. We are nestled in leafy South Oxfordshire, five minutes from Henley, and sit right on the River Thames. It is a beautiful place to work.

As well as providing a fantastic learning and living environment for young people, Shiplake offers an enjoyable, challenging and rewarding working environment.

We strive to recruit the best possible teaching and support staff to drive the College forwards and ensure we continue to provide the best possible rounded education for our pupils.

Above all, Shiplake is a school where we try to live out authentically our three core values – the Three Is – **Inclusive**, **Individual**, and **Inspirational**.

'Inclusive' is our cornerstone with our strong sense of community in which everyone has value and where the prevailing culture is one of kindness.

'Individual' represents our all-ability school in which we not only recognise but also celebrate that everyone is different - thank goodness for that! This is a personal best school. And finally, 'inspirational' - the pre-requisite at Shiplake is that everyone – students and staff alike - turn up each day with a smile, a positive attitude, and a willingness to engage with all aspects of school life.

Shiplake College is a school where academic rigour is non-negotiable, but character development is just as important. We strive to help students develop broad interests across a wide range of co-curricular areas, bolster self-esteem, and give a sense of our place in the wider world with the aim to make a positive difference to society.

Embracing the lifestyle at a busy and vibrant boarding school is paramount for anyone wishing to work at Shiplake. Knowing our pupils well enables us to ensure that they get the best from their education here, and this is a pivotal part of any role at the College. This is a great opportunity for the right candidate and 'fit' is very important to us.

Thank you for your interest in working at Shiplake College and, as we look to an exciting future, I hope that you will consider being part of that story.

Tyrone Howe

“ Success comes in many guises at this school, and pupils grasp the opportunities offered and work hard to achieve their goals, be it as a professional athlete, entrepreneur, doctor, or artist.

*ISI Inspection, May 2022*

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## The College

Shiplake College is a thriving and relatively young HMC school. In September 2025 we welcomed over 580 boarding and day pupils aged 11-18 (up from 536 the previous term). There has been a co-educational Sixth Form since 1998 and since September 2023 girls have joined in Year 7 (now making up 41% of the co-educational year groups) as the College goes fully co-educational.

Overlooking the River Thames, two miles upstream of the famous Henley Royal Regatta stretch, pupils enjoy a beautiful and inspiring 63-acre rural site. The College is conveniently located near major air, railway and motorway networks, close to Reading, London and Oxford and just 40 minutes from Heathrow. Full, weekly and flexi-boarding is available from Year 9, with ad hoc 'overnight stays' also an option for day pupils.

Every pupil is placed at the heart of Shiplake life and the College's ethos is underpinned by the Three Is – **Inclusive, Individual** and **Inspirational**.

Shiplake provides a friendly, supportive and structured environment to bring out the best in each and every pupil. Renowned for outstanding pastoral care and personal development, the College welcomes pupils with wide-ranging skills and talents, who will make the most of the many opportunities offered to them. The College provides an education that is tailored to the individual, achieved through engaging and inspirational teaching, delivered in small classes where the teachers can know and understand each pupil's method of learning.

The College continues to see year-on-year improvements in examination results. In **August 2025**, Shiplake leavers achieved excellent public examination grades, with the best ever GCSE results setting a new academic benchmark for the College. At GCSE, pupils achieved 38% of 9-7 grades and 64% grades 9-6, an increase from 34% and 58% respectively in 2024. Overall, 93% of GCSE grades were marked 9-4 (93% in 2024). At Sixth Form, the percentage of A\*-C grades was 82%, and 59% at A\*-B.

In addition to a strong academic foundation, the College offers excellent sporting, artistic and co-curricular opportunities. Two afternoons are reserved for an array of clubs and activities, including a comprehensive outdoor education programme, with pupils encouraged to extend their horizons and experience new challenges and responsibilities.

Academic lessons take place Monday to Friday and each day ends with an hour of academic support during which pupils undertake independent study or seek help with homework from teachers. Sports training takes place on three days a week, with the majority of fixtures scheduled for Saturday mornings.

160 flexi, weekly and full boarders are fully integrated into Shiplake's inclusive and welcoming environment. International pupils join us from all over the world, currently from 13 different countries, and represent approximately 4% of the school population. Full boarders take part in a vibrant weekend programme of trips and activities on Saturday afternoons and Sundays, with day pupils and weekly boarders able to enjoy additional family and down time at home.

Shiplake has a formidable reputation for sports, particularly in rowing and rugby, and offers excellent music, art and drama opportunities and an exciting and varied co-curricular programme.



## School Development

The stunning grounds are a remarkable combination of old and new; of the traditional and the up-to-date. Although only founded in 1959, Shiplake occupies a site which includes an original late-nineteenth century mansion, still dominating the main school buildings.

The school is equipped with modern amenities, including a contemporary Thinking Space, multi-purpose Lecture Theatre, a multi-activity centre with climbing wall, fitness suite and indoor archery/rifle range, and Marjorie's, a café where Sixth Form students can socialise and work independently.

1959: College Founded  
1990: Goodwin Building (Classrooms)  
1998: Sixth Form Became Co-educational  
2002: College House (Year 13 Boys)  
2008: First Year 7 (Lower School) Joined  
2009: Gilson (Girls) House  
2014: John Turner Building  
2020: Davies Centre and Marjorie White Building  
2023: First Year 7 Girls Joined  
2024: Bevan (Science) and Jubilee Classrooms  
2024: Phillimore Fields  
2025: Paddocks Artificial Pitches  
2025: Sixth Form Centre

Further investment and development will help to ensure that the College's future is even brighter than its past.

## Inspection

In Shiplake's most recent full ISI inspection in 2022 we achieved full compliance and the top category of **EXCELLENT** in both "the quality of the pupils' academic and other achievements" and "the quality of the pupils' personal development". The report reflects the importance the school places on learning in its broadest sense and recruiting and developing outstanding staff.

## Admissions

Entry points are normally at Year 7 (11+), Year 9 (13+) and Year 12 (16+). Prospective families are encouraged to arrange an individual visit or attend an open morning. Academic, Art, Music, Drama and Sport Scholarships, and means-tested bursaries, are available.

The College embraces pupils from a wide range of ethnic and cultural backgrounds as well as diverse intellectual and physical talents. As a Church of England school, pupils at Shiplake are gently encouraged to lead an active spiritual life throughout their time at the College.

## Governance

Shiplake College is a charitable company and is privileged to be supported by a highly experienced, knowledgeable and diverse board of governors. This helps to shape future strategies and inform key decisions to ensure the College continues to maintain the highest possible standards.

## Community

There are strong links with the local community and pupils are given every opportunity to get involved in local events and to offer service wherever appropriate.

Fundraising for charities takes place year on year.

The Shiplake Connected platform helps maintain and develop the links between the College, parents, alumni (known as Old Vikings) and former staff.

“Pupils exhibit a mature sense of self-understanding and self-esteem, without any hint of arrogance.”

*ISI Inspection, May 2022*





## Job Description

The Headmaster is seeking to appoint a hard-working, enthusiastic and conscientious **Digital Marketing Officer**.

We are looking for a dedicated content creator with a passion for visual communication, photography and film who possesses excellent design and writing skills. This is a superb role for an innovative and motivated individual with a wide range of skills and a talent for digital marketing, who would relish the opportunity to promote a successful and oversubscribed school, with a distinct ethos and culture. You must be dependable and trustworthy, comfortable working independently as well as being part of a larger team.

This post is all year round, Monday to Friday, for a total of 37.5 hours per week with a 30 minute unpaid lunch break (hours to be agreed). There will be some evening and weekend commitments (including three Saturday open mornings), which can be taken as time off in lieu. This all year round position provides 30 days holiday (to be taken out of term time) plus 8 bank holidays.

## Role Profile

The Digital Marketing Officer's key focus is to develop the College's public profile and reputation to ensure that it attracts and retains the required number of pupils. This will primarily be through the creation and implementation of an exciting and engaging marketing strategy for the website, social media and press, to celebrate and promote all news and events at the College.

The post holder will be the principal ambassador for all marketing, being responsible for ensuring effective communication with internal and external stakeholders including parents, pupils, staff, prospective parents, alumni, the local community and the media in order to enhance national, local and international standings.

The role requires a wide range of skills and

expertise and an energetic, creative, open-minded and innovative approach. Photography, videography, copywriting and editing, website maintenance and graphic design all feature heavily. This is a great opportunity for someone who has excellent IT and design skills, outstanding interpersonal skills; good writing, editing and proof-reading skills; and has a commitment to producing high-quality work.

The Digital Marketing Officer will be a key member of a dedicated, ambitious and friendly team that oversees the admissions, marketing, alumni and development functions of the College. The purpose of the position is to support the Director of External Relations in building and implementing a strong brand and communications strategy.

## Key Responsibilities

- Liaise with colleagues across the school to create an exciting and engaging digital marketing strategy: collect, draft, edit and upload digital content (written, image, audio and video), to the website and social media channels, ensuring that it is produced to a high-standard and in line with the College's strategy
- Manage the school website, controlling the quality of the content, checking for consistency and accuracy, and ensuring any development and maintenance follows best practice, is fresh and is optimised for search engines and mobile devices
- Write engaging and audience-focused content (ideally one news article a day during term time), promoting the latest events and news from the College and showcasing the successes and breadth of activities undertaken by students
- Maintain and grow the College's presence on social media (including Instagram, Facebook, LinkedIn, YouTube and other channels)
- Monitor the College's official social media channels and sub-channels managed by





members of staff, ensuring positive engagement and consistency of tone and brand and responding to comments and messages in a timely and professional manner

- Review what competitors and feeder schools are doing in the digital marketing landscape, as well as drawing inspiration from other industries, and ensure we are competing effectively
- Attend and photograph, or arrange photography for, key events in the College calendar
- Capture and edit videos, or arrange videography, of specific College events
- Prepare press releases and photographs/video for media coverage
- Develop relationships with local and national press and education publications
- Collate and prepare the weekly email ('bulletin') to current parents
- Manage and develop a central library of photography and marketing assets
- Develop and maintain an annual marketing calendar to ensure all events are planned for and publicised accordingly

## **Other Responsibilities**

### **Marketing, Brand Identity and Communications**

- Plan and conduct any required market research
- Build and champion a marketing and customer service culture
- Develop, implement and oversee an integrated brand and visual identity
- Produce other marketing collateral for use across College – including prospectus, newsletters, event publications, flyers, brochures, merchandise, display and advertising banners, invitations, posters, external advertising
- Create marketing literature appropriate to the international market
- Undertake media planning and implementation of advertising campaigns (printed, online and other media channels as appropriate)
- Monitor website analytics and search rankings and report on social media performance metrics including engagement, reach and growth and use insights to refine content strategy
- Source and order promotional materials and merchandise as required
- Support the College's attendance at external events such as feeder school exhibitions and international and other recruitment events

### **Admissions**

- Support the Admissions team with the admissions function of the College, including assessment days and building relationships with feeder schools

### **Events**

- Work with colleagues to ensure that events across College are marketed, supported and branded in line with policy/strategy
- Support the promotion and organisation of all pupil recruitment, public relations and development events, from open days to prize giving, summer camps, overseas events, social events and special occasions
- Develop and expand the current programme of events to raise the College's profile in the widest possible sense, including supporting



teaching staff with events for prospective pupils and as part of the retention strategy

### **Wider Community**

- Assist the Community and Development team to promote the news and successes of individual Old Vikings (former pupils), Old Viking events and others connected to the College
- Promote and develop the College's image amongst all its constituencies including parents, former pupils, feeder schools, universities, businesses and the wider community in general
- Promote the College as a venue for hire, including working with the Catering and Events Manager

### **Other**

- Ensure Data Protection procedures in particular are fully implemented in line with College policy
- Operate in accordance with the College's policies and procedures as detailed on the website and as set out in the Staff Handbook

Any other duties as reasonably required by a member of the Senior Management Team. This job description will be reviewed annually and may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the College in relation to the post holder's professional responsibilities and duties.

## **Person Specification**

Candidates must empathise with, and be committed to, independent education generally, and to the personal best education provided by Shiplake College.

### **Essential:**

- Excellent IT skills, with working knowledge of Microsoft Office/Teams
- Technical understanding and experience of working with different social media channels
- Knowledge of digital marketing and internal and external communication
- Outstanding interpersonal skills
- Excellent written and verbal communication skills
- Display a passion for marketing and PR
- Have a creative and professional approach with high expectations of colleagues
- Design publicity material effectively and appropriately
- Utilise excellent organisations skills
- Be a proactive team player
- Stay calm under pressure and work to deadlines
- Use initiative and prioritise work load
- Display good influencing and persuasive skills
- Demonstrate diplomacy
- Be an outstanding ambassador for the College

### **Desirable:**

- Experience of working within an independent school and/or marketing/media environment would be beneficial
- Experience in working with social media or communications
- Ability to use Adobe Creative Suite, in particular Photoshop, InDesign and Premiere Pro, would be advantageous
- Knowledge of websites and databases



## Staff Benefits at a Glance



### PARKING

Free on-site car parking is available. A valid school parking permit must be displayed. Bike storage is also available (and shower/changing facilities provided).



### PENSION SCHEME

Support staff are eligible to join the Pensions Trust (5% contribution from staff, 6.85% from Shiplake).



### DOG FRIENDLY

The 'Dogs of Shiplake' form an important part of our community and some staff bring dogs to work (please see Dogs and Pets Policy).



### TECHNOLOGY

All teaching staff and eligible support staff are loaned a school device (Microsoft Surface) to enable flexibility in achieving their roles.



### CATERING

Complimentary lunches when working during term time. Snacks at break time and hot drinks throughout the day.



### DISCOUNTS

A generous staff discount can be applied on day fees for children of employees. Staff are also eligible for 50% discount on school holiday camps (subject to availability).



### OUTDOOR POOL

Free access to the outdoor swimming pool for staff and their families, at agreed times when the pool is open during the summer months.



### SPORTS CENTRE

Free access to the on-site weights rooms and fitness suites for staff (and partners living on site).



### COMMON ROOM

The Shiplake staff form a vibrant common room with regular social and sporting events.

## Child Protection and Safeguarding

Shiplake College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS). Shiplake College is also committed to equality of opportunity for all staff and applications from individuals are encouraged from suitably qualified candidates regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. There is no typical Shiplake member of staff, we live our core values of individual, inclusive and inspirational and value the contribution that each member of our community makes to life at the College.

“ More able pupils' excellent achievements and talents are celebrated, benefiting from the school's fulfilment of its aim to promote an enthusiastic ethos of participation and the importance placed on attaining their personal best.

ISI Inspection, May 2022

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## Applications

To arrange an informal visit to the College to learn more about the role, please email [jobs@shiplake.org.uk](mailto:jobs@shiplake.org.uk) or call 0118 9402455 and speak to Claire Smith for this to be arranged.

**Closing date for this role is 10am on Thursday 2 October 2025.  
Applications will be reviewed on receipt.**

“Older pupils and leavers say that they feel well prepared for their future lives, having been given confidence and the feeling that they could ‘change the world’.

*ISI Inspection, May 2022*

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### Application Process

- Please read all of the information provided before completing your application.
- Within the application form there is the opportunity to demonstrate, using examples, your suitability for the role and the qualities you would bring to Shiplake College. This is where you can bring your application form to life. Please do not send testimonials, certificates or examples of work etc., unless specifically requested to during the recruitment process.

### References

All offers of employment are subject to the receipt of a minimum of two references which are satisfactory to the College. One of the references must be from your current or most recent employer. If your current/most recent employment does/did not involve working with children, then the second referee should be from the employer with whom you most recently worked with children. If you are or have been employed within a school, then one reference must be from the Head of your current school, or the last school at which you worked. In all circumstances the information given should be for the Head or HR Department. Neither referee should be a relative or someone known to you solely as a friend.

Short-listed applicants are advised that references will be taken up prior to interview unless you ask us not to. We will assume it is acceptable to contact your references at any time unless advised otherwise using the appropriate section on the application form. Please ensure that any referees who you are happy for us to contact before interview are aware that they may be asked to provide a reference with a relatively short deadline.

### Online Searches

In line with the updated KCSIE 2022, we will carry out an online search for all short-listed candidates. Any relevant incidents or issues involving candidates that are publicly available online (including information contained in social media accounts) and identified during the search may be explored at interview. The purpose of carrying out online checks is to comply with the KCSIE recommendation that Schools review information to assist any decision as to the candidate's suitability to work with children and young people. Shiplake College is an Equal Opportunities Employer and seeks at all times to ensure that its processes do not unlawfully discriminate against any prospective employee.



## Interview Process

If you are short-listed and invited for interview we will ask you to bring in evidence of the following:

- Identity – passport or photocard driving licence
- Address – document from Group 2b of the [DBS List of Valid Identity Documents](#) with current address
- Proof of right to work in the UK – passport or UK birth certificate and proof of National Insurance Number issued by a government agency or a previous employer
- If you have changed your name by deed poll or any other mechanism (e.g. marriage, adoption, statutory declaration) you will be asked to provide documentary evidence of the change

During your visit if you have not done so already, you will be required to sign your application form in order to declare that the information you have given is accurate and true.

In the event that you are unsuccessful please be assured that certified photocopies of documents taken will be destroyed.

Interviews are conducted in person and will explore your suitability for the role and to work with children. On occasion, applicants will be invited to participate in a preliminary online video interview.

As well as a face-to-face interview, if relevant to the role, the selection process may include some other form of assessment e.g. administrative test, demonstration of practical skill, a presentation etc.

All adults working at Shiplake College should be aware of their responsibility to safeguard and promote the welfare of every pupil, both physical and emotional, inside and outside school. This

involves ensuring that pupils are protected from significant physical or emotional harm and that there is a positive commitment to ensure the satisfactory development and growth of the individual. Everyone working at Shiplake College should be aware of and, when necessary, follow the school's Safeguarding Guidelines, which are in line with Keeping Children Safe in Education 2022, Prevent 2015, Working Together 2018 and the Department of Education's (DfE) and Oxfordshire Safeguarding Children Board's (OSCB) practice and procedures (these are available online at [www.oscb.org.uk](http://www.oscb.org.uk) and also refer to <http://schools.oxfordshire.gov.uk/cms/content/safeguarding>).

## Warning

You should be aware that it is an offence to apply for the role if you are barred from engaging in regulated activity relevant to children. Provision of false information is also an offence and could result in the application being rejected or summary dismissal if you have been selected, and possible referral to the police and/or DBS, and/or the Teaching Regulation Agency (TRA).

## Queries

If you have any queries at all about the recruitment process please contact the HR Department on 01189 405218 or [jobs@shiplake.org.uk](mailto:jobs@shiplake.org.uk).

“ Pupils show creative flair and talent developed to a high standard through art and photography, design and technology and performance opportunities.

ISI Inspection, May 2022

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# SHIPLAKE COLLEGE

HENLEY-ON-THAMES

INCLUSIVE • INDIVIDUAL • INSPIRATIONAL

## The School Day

7.00am • Boarders' Breakfast  
 8.00am • Buses Arrive/Registration  
 8.20am • Assembly/Chapel/Tutor  
 8.40am • Lessons Begin  
 3.30pm • Games/Co-Curricular Activities  
 4.45pm • Prep/Academic Clinics  
 5.00pm • Supper  
 6.15pm • Buses Depart  
 7.00pm • Boarders Activities Programme



**13** Daily Bus Routes  
**1** Weekly West London Route



**2:1** applications for each place



**10%** discount for most scholarships



**Academic, Art, Drama, Music** and **Sport** Scholarships available



**Means-Tested Bursaries** available



Fees include **snacks** at break, **lunch** and **dinner**

## Fees 2025-2026

### Registration Fee

**£180** inc. VAT (non-refundable)

### Acceptance Deposit

**£1,750** (UK and EU), with £500 credited to the second term's bill.

### Lower School (Years 7 and 8)

**£8,875** per term inc. VAT

### Years 9-13

#### Day

**£11,250** per term inc. VAT

#### Flexi-Boarding (up to 2 nights a week)

**£13,775** per term inc. VAT

#### Weekly Boarding (up to 6 nights a week)

**£15,750** per term inc. VAT

#### Full Boarding

**£17,500** per term inc. VAT

## Headline Figures



**580** school roll (autumn 2025)



**33%** flexi, weekly, full boarding in Years 9-13



**41%** girls across the co-ed year groups



**1:7** teacher:pupil ratio

## Sport and Co-Curricular



**50+** sports and co-curricular activities available



Success in **rowing** for girls and boys at Schools' Head, NSR, HRR, and at international level



Active **Outdoor Education Programme** and **CCF** (Army, Royal Navy and Air Force)



**92** pupils completing **Bronze Duke of Edinburgh's Award**



**87** pupils completing **Gold and Silver Duke of Edinburgh's Award**

## Destinations and Careers



**96%** secured places at first or second choice university



**55%** progressed to top third UK universities



**35%** progressed to Russell Group universities



Top UK destinations 2025: UEA, Exeter, Brookes, Manchester Met, Cardiff, Reading, York



Top degree subjects 2025: Business, Politics, Marketing, Engineering, Criminology, Sport



USA university destinations 2025: Princeton, Washington, Iowa, Wisconsin, Boston



Microsoft Surface unified **device policy**



All **mobile phones** handed in at the start of each day

## Exam Results



**95%** of GCSE results were **9-4 grades** (2025)



**82%** of Sixth Form results were **A\*-C** (or equivalent)

## Teaching and Learning



**27** subject options at Sixth Form



**5** options for additional Year 12 qualification with UCAS points



**21** subjects offered at GCSE



**1** bespoke Key Stage 3 curriculum



**16** average class size



**9** average tutor group size



**52** pupils are children of Old Vikings (former pupils) and staff

## Creative Arts



**238** (40%) pupils receive tuition in at least one instrument



**17** different instruments taught



**10** ensembles and choirs



**7** drama productions and showcases a year



**52** pupils involved in whole school musical 2025



**37** pupils taking LAMDA lessons



whole school art and photography competitions and **1** golden easel



Up to **30** staff dogs on site each day

Go to [www.shiplake.org.uk](http://www.shiplake.org.uk) to find out more about our school and see our latest news and photos  
or follow us on our social media channels



/ShiplakeCollege



@ShiplakeCollège



Shiplake College

