

Social Media Officer

Social Media Officer Hertford

BACKGROUND

Haileybury is a leading co-educational independent school for pupils aged 11 to 18, offering both boarding and day options. Set within 500 acres of beautiful Hertfordshire countryside, just three miles from Hertford and 20 miles north of London, our school combines a rich heritage of over 150 years with a forward-thinking approach to education.

Named Tes Boarding School of the Year, Haileybury is renowned for its academic excellence, exceptional pastoral care, and an enriching co-curricular programme that supports the development of well-rounded, globally minded young people. Our outstanding facilities and strong, collaborative community of pupils, staff, parents and alumni underpin all that we do.

We are now seeking a creative, committed, and experienced Social Media Officer to take the lead in managing our social media presence and producing compelling, on-brand content that showcases life at Haileybury and supports our strategic communication goals.

JOB PURPOSE

The Social Media Officer will play a central role in developing and delivering Haileybury's digital presence across all social media platforms.

As part of the Marketing team, the post holder will be responsible for creating engaging and on-brand content that supports the School's communications strategy and enhances its reputation with prospective families, current pupils, alumni, and the wider community.

This role is vital to ensuring consistent and impactful messaging that reflects the values, achievements, and daily life of the School, while helping to meet pupil recruitment and engagement objectives.

KEY RESPONSIBILITIES

- Develop, plan and implement a creative and data-informed social media strategy in line with the School's communications objectives.
- Create engaging and relevant content (copy, photography, short-form video, reels, stories, graphics, etc.) tailored to each platform (e.g. Facebook, Instagram, TikTok, LinkedIn, YouTube, and blogs).
- Work closely with academic and co-curricular departments to identify and share key stories, achievements, and events from across the School community.
- Manage day-to-day social media scheduling, publishing and monitoring.
- Monitor and moderate engagement, responding to comments and queries in a timely and professional manner.
- Analyse and report on social media performance using insights and analytics to inform future content and improve engagement.
- Ensure brand consistency, tone, and messaging across all platforms.
- Stay up to date with emerging trends, tools, and best practices in social and digital media.
- Work with the Marketing team on integrated campaigns to support pupil recruitment, events, and alumni engagement.
- Liaise with external agencies, photographers, or videographers when needed.
- Manage the digital library of photography and video.
- Support in generating engaging news stories for the parent newsletter, yearbook and website.



PERSON SPECIFICATION

Essential:

- Strong understanding of major social media platforms and how to tailor content for each.
- Experience creating digital content including video, photography, graphics and written copy.
- Excellent written and verbal communication skills, with an eye for detail and tone.
- Ability to manage multiple tasks and priorities in a busy environment.
- A creative mindset and a proactive approach to storytelling.
- Strong organisational skills and the ability to work independently as well as collaboratively.
- A good understanding of digital analytics and reporting tools (e.g., Meta Business Suite, Google Analytics, or similar).
- Discretion, tact and diplomacy, with the ability to maintain confidentiality.
- Positive and enthusiastic attitude.

Desirable:

- Experience working in a school, educational or youth-focused environment.
- Familiarity with content scheduling tools (e.g., Hootsuite).
- Basic graphic design skills (e.g., Canva, Adobe Creative Suite).
- Photography and video editing experience.
- Knowledge of SEO and website content strategy.

This role is dynamic and will evolve in response to the needs of the Haileybury community. The responsibilities outlined are not exhaustive, and the Social Media Officer will be expected to demonstrate flexibility, adaptability, and a proactive approach to their work.

All tasks should be carried out with efficiency, accuracy, and within agreed timeframes. The role also requires a willingness to work flexible hours, including occasional evenings and weekends, to support School events and key communications activities.



BENEFITS

Competitive salary.

Full-time contract, 37.5 hours per week. The role requires a willingness to attend events outside of the working day, including evenings and weekends and a flexible working pattern is permitted to accommodate this.

Other benefits include 25 days annual leave with enhanced entitlement for long service, pension and group life assurance.

Staff have the opportunity to utilise the School's wonderful facilities including fitness suite, swimming pool, and tennis centre, at certain times, and participate in the Cycle to Work scheme.

Staff are also provided with lunch within our magnificent dining hall.

Professional development and learning sit at the heart of the School, and the successful post-holder will be joining a vibrant intellectual community.

Our staff body is collegiate and supportive, and staff wellbeing is prioritised. The School has a full-time Health and Wellbeing Centre and Chaplain.

Free onsite parking.

SAFEGUARDING

Haileybury is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Applicants for the above post must be willing to undergo child protection vetting, including reference checks with previous employers, prohibition checks and a criminal record check via the Disclosure and Barring Service.

APPLICATION PROCESS

Please apply via the link on the School's website
www.haileybury.com (operational staff vacancies in the footer)

Closing date for applications is 9.00 am on Tuesday 15 July 2025.

Please be aware that we cannot consider an application unless the application form has been filled in completely, including details of your full employment history.

The School reserves the right to make an appointment before the closing date; candidates are therefore encouraged to apply as soon as possible.

The School has a diverse pupil body and is committed to its strategy of equal opportunity, diversity and inclusion. We encourage applications from candidates with a wide range of backgrounds to enrich our collective knowledge and experience. Appointments will be made on merit.



Haileybury

HaileyburyUK
+44 (0) 1992 706 200
haileybury.com
Hertford
Herts
SG13 7NU

Registered charity number 310013

