

Founded 1642



New Hall School  
The Best Start in Life



Appointment of  
**Communications Officer**  
(Fixed Term for 1-Year, from January 2021)

[newhallschool.co.uk](http://newhallschool.co.uk)

New Hall School, The Avenue, Chelmsford, Essex CM3 3HS | 01245 467 588

A Catholic foundation and ethos, welcoming all

**tes**

Independent  
School of the Year

**2016**







Founded 1642



# New Hall School

Catholic independent HMC boarding & day school (1-18) for 1,500 students  
Co-ed Nursery (1-3), Pre-Prep Division (4-7) & Preparatory Division (7-11)  
Girls' Division (11-16) • Boys' Division (11-16) • Co-ed Sixth Form (16-18)  
The Avenue, Boreham, Chelmsford, CM3 3HS

The School requires, from January 2021:

## Communications Officer

**(1-Year Fixed Term Contract)**

8.30am to 5.30pm, Monday to Friday, all year round

The salary range for this role is between £21,821pa and £26,187pa (at September 2020 rates)

The Communications Officer is responsible for assisting in the implementation of the School's communications strategies, marketing communications and public relations activities, both internal and external. This is a diverse role offering opportunities to communicate with stakeholders across the full range of media.

The successful candidate will possess excellent communication and IT skills and have good understanding of marketing strategies.

New Hall is a warm, welcoming and supportive environment, with a mixture of single-sex and co-educational teaching. With a supportive team and an investment in training, this is an exciting time to be joining the School.

There is the possibility of single accommodation in a shared house on campus for a candidate wishing to undertake additional duties as a Boarding Tutor.

New Hall is committed to increasing representation of Black, Asian and Minority Ethnic backgrounds among staff across all roles and at all levels, to reflect our diverse student population. The School's Equal Opportunities Policy is available on the School's website.

**Closing Date: Midday, Monday 7 December 2020**

**Interview Date: Thursday 10 December 2020 (Zoom option available)**

JOBID: NH0170

New Hall is committed to safeguarding pupils. There will be an enhanced DBS check prior to appointment.

For further details & an application form please visit our website: [www.newhallschool.co.uk/job-opportunities](http://www.newhallschool.co.uk/job-opportunities)

Alternatively, please contact a member of the HR Department on 01245 467 588.

New Hall School Trust: Registered Office at New Hall School • Limited Company (05472420) • Registered Charity (1110286) • Registered in England



Over the years, Catholic schools have made a significant contribution not just to the life of the Catholic Church, but also to the life of the nation as a whole. Catholic schools are places of great ethnic richness, they are characterised by tolerance, respect, a genuine spirit of enquiry and the search for truth. The education and formation that takes place in our Catholic schools is part of our contribution to the *Common Good* of society as a whole. Perhaps for these reasons and for the way children are cared for and valued, so many parents choose to send their children to a Catholic school.

Education is one of the most powerful weapons in combating poverty and in helping children to reach their full potential as human beings. So Catholic education is part of the Church's effort to realise Christ's desire for us all that we might "*have life, and have it to the full.*" (John 10:9). This is achieved not just in the teaching of RE, but by a whole system of gospel-based values encompassing the way everyone relates to each other in all that we do and in extracurricular activities, in other words by the whole Catholic ethos of the school. Here we find a genuine means of exposing young people to the Gospel of Jesus Christ, and of helping them to respond to Christ's invitation to "follow me".

I am particularly grateful for those who participate in Catholic education and who craft this great treasure. Parents who choose a Catholic school and often go the extra mile to contribute to its life and help in practical ways with the running of a school. Over the years our forefathers fought hard to establish and maintain Catholic Education in these lands. Now it is our turn to work together to ensure that Catholic Education is maintained, supported and enabled to grow and develop for the future generations of children across the Diocese of Brentwood.

Rt Rev Alan Williams, sm  
Bishop of Brentwood



I am delighted to be able to encourage you to apply to your local Catholic independent school – New Hall School, Chelmsford. Our Catholic schools foster values of honesty, respect and tolerance and encourage an atmosphere of high expectation conducive to hard work. At the same time, our schools are places where you will see Christ at the centre of the enterprise with a Catholic ethos that is palpable. Our teachers and support staff strive to enable all pupils to fulfil their potential, explore their individual talents and learn to appreciate, nurture and protect the world in which we live.

Learning opportunities are challenging and stimulating, both within the classroom and through a wide range of activities out of it. Each child is supported to grow in confidence and develop attitudes and skills to enable them to make a significant contribution to wider society. The education of the whole child is a fundamental principle that underpins the approach taken in our Catholic schools.

Making the decision about which school a parent sends their child to is an extremely important one and as a teacher I hope the information that you have received enables you to make an informed choice that is right for you. I encourage you to visit your local Catholic school when you have the opportunity to do so, in order to feel the sense of warmth, commitment and excellence provided to our young people.

Our Catholic schools look forward to working with parents as they are the child's first, best and most important educator. Schools recognise that developing this partnership with parents is crucial because with mutual understanding and shared responsibility towards achieving the best educational outcomes for children we are more likely to succeed.

Robert Simpson  
Director of Education, Diocese of Brentwood

## New Hall School

New Hall School is a leading HMC boarding & day school for girls & boys aged 1-18. New Hall was awarded the TES 'Overall Independent School of the Year' for 2016-17. Founded in 1642, New Hall is one of the oldest Catholic schools and is the largest Catholic boarding & day school in the UK. New Hall is a strong and thriving community, set in a stunning location on the edge of the city of Chelmsford, just 20 minutes by train from London Stratford and 30 minutes from London Liverpool Street. There are also plans for Network Rail to open a new station at the foot of New Hall's Avenue; this is due to be completed by 2025.

At New Hall, we operate the highly successful 'diamond model' structure, i.e. co-education in the Nursery & Preparatory Divisions (ages 1-11), single-sex education in the Girls' Division & Boys' Division (11-16) and co-education in the Sixth Form (16-18). In this way, New Hall provides the best of both worlds: the benefits of a co-educational environment together with the advantages of girls and boys being taught separately throughout the 11-16 age range. The provision of single-sex education during the formative years enables students to grow in confidence, whilst enjoying an education that is specifically tailored and recognises the different ways in which girls and boys learn.

There is an exciting School Development Plan (SDP), which has the continued strengthening of the School's academic standing as its priority. New facilities successfully delivered in the SDP in recent years include: the New Hall Nursery; investment in digital technologies; outdoors 'Forest School' provision; the New Hall Farm; a second floodlit all-weather hockey pitch; a floodlit 3G pitch; PE changing rooms; 12 golf nets and launch monitor; recreational and hospitality facilities, including the Denford Bar & Lounge for Sixth Form students and staff; additional staff accommodation; newly refurbished staff rooms; and expansion of the Preparatory Divisions to 3-form entry.

Students aged 8-18 may board in one of four Boarding Houses. High academic expectations and achievements, together with outstanding pastoral care and exceptional drama, music and sports facilities and provision, make New Hall a wonderful place to be educated.

The ethos at New Hall has been inspired by the founding Religious Community, the Canonesses of the Order of the Holy Sepulchre. New Hall has thriving Chaplaincy, RE and Theology teams and the community benefits from having a resident Priest Chaplain and lay Chaplaincy staff. The School welcomes all who support its ethos.

# New Hall's Mission & Ethos Statement

New Hall, a Catholic boarding and day school, provides **the best start in life**, enabling students to meet confidently the challenges of the wider world.

Here **academic excellence** is achieved in surroundings where relationships are based on **care, trust and respect**.

We **welcome** students from many traditions, building a Christian **community** that has at its heart **prayer** and **service** to others.

## Strategic Aims of the School

In all of these strategic aims, we seek to bear witness to our distinctive Catholic ethos, which is at the heart of everything we do:

1. To promote the Catholic life of the School and to provide outstanding Religious Education
2. To be an outstanding and caring educator of all students
3. To recruit, support and develop outstanding staff
4. To provide outstanding learning opportunities through the co-curriculum
5. To promote New Hall's reputation as a distinctive school of choice
6. To share our ethos, grow and innovate
7. To ensure the on-going security of the School's financial future, and ensure affordability of fees, while continuing to invest in improving the quality of education

## Accolades for the School

New Hall School was awarded Independent School of the Year for 2016 in the *Times Education Supplement* school awards, as well as Financial Initiative of the Year (2016), in relation to our Green Travel and Transport Strategy. The School has previously won the TES Award for 'Outstanding Strategic Initiative' (2011).

New Hall received the highest commendations in its most recent inspections:

- 'Outstanding' in the Denominational inspection, Diocese of Brentwood (2018)
- 'Excellent' (the highest category) in the whole school ISI inspection (2016)
- 'Outstanding' in the ISI boarding inspection (2014)
- All standards met in the ISI Material Change inspection (increase to student roll to 1,500 and inclusion of ages 1-3 age range (2019)
- All standards met in the Ofsted EYFS inspection (2019)
- All standards met in the ISI Regulatory Compliance Inspection (2019)

New Hall's sponsored primary academy, Messing Primary School, received the highest commendation of 'Outstanding' in the following categories:

1. Effectiveness of leadership and management
  2. Personal development, behaviour and welfare of pupils
  3. Early years provision
- and 'Good' overall, in the Ofsted inspection (2018).

# The Communications Department

We are passionate about our School and students, therefore we are committed to communicating the remarkable range of opportunities on offer at New Hall School.

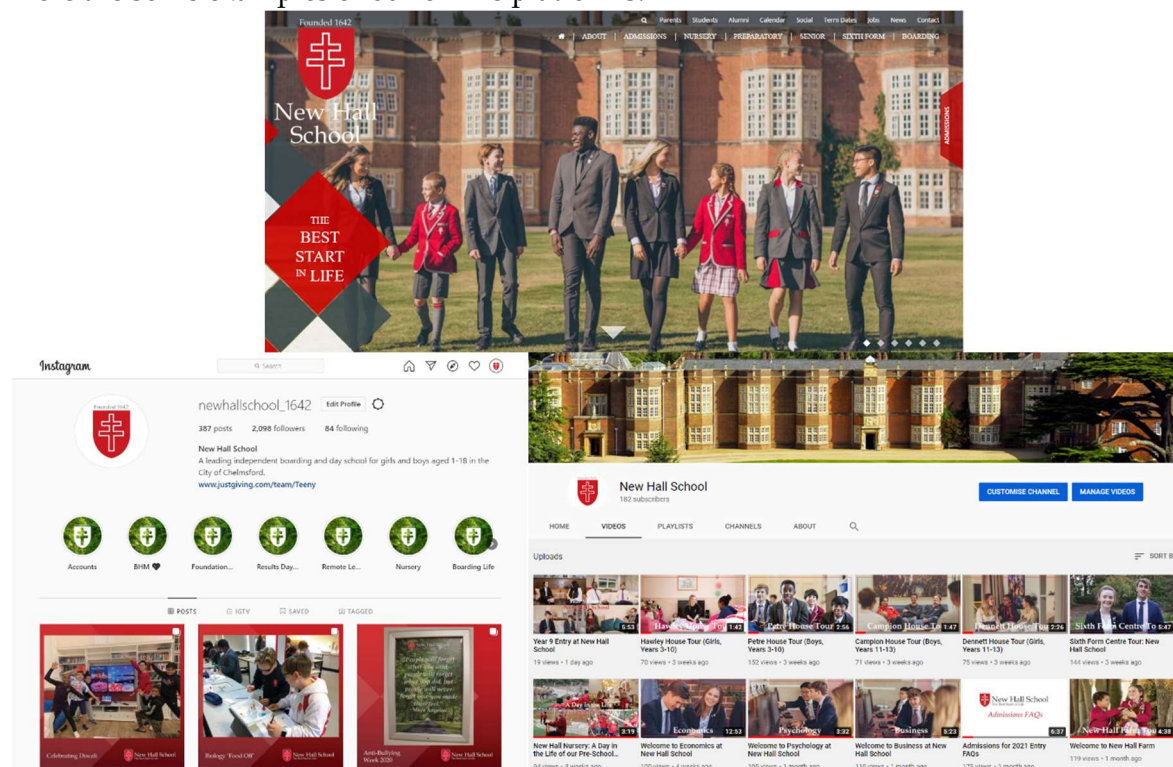
We have a great story and it is our job to tell it effectively and engagingly, using a wide range of communications tools. Central to this is a programme of inspiring and interactive marketing which clearly reflects the ethos of our School.

Within the Department, we lead and implement an effective and dynamic strategy for the sustainable recruitment of students (ages 1-18, girls & boys, day & boarding, UK and overseas). We work closely with the Admissions Team and Senior Leadership & Management Team, as well as with the wider staff and students. In addition, we lead on marketing for the New Hall Multi Academy Trust and our sponsored academy, Messing Primary School.

Communication is at the heart of New Hall's success story. We have an innovative curriculum and our job is to communicate this with a high level of expertise and creativity. The fast pace of life at New Hall is reflected within its marketing. There is always something going on at New Hall, whether it be a new addition to the Farm, a Jazz Concert, a messy play project in the Nursery, a captivating debate in the Sixth Form or a Medieval Workshop in the Pre-Prep Division. When working in a school, every day is different and exciting. The Communications Department interacts with and supports all aspects of the School, from the Nursery to the Sixth Form, and from the Rugby teams to the Ballet classes.

This is a small, busy Department in which it is rewarding to work; it is a Department where the opportunities are only as limited as our ideas.

Here are some examples of our online platforms:





## Working at New Hall School

As an employee at New Hall School, you will enjoy working in a vibrant community with a strong sense of team work. As a boarding school, we are 'home' to many students and staff and, as such, there are always various activities taking place during the evenings and weekends. It is a busy, fast-paced environment set in beautiful surroundings; staff value working in a caring community and enjoy many exceptional benefits.

## Hours

The normal working hours for the Communications Team are from 8.30am-5.30pm, with a 1-hour unpaid meal break, Monday to Friday, all year. Due to the nature of this role, there will be a requirement to work on some evenings and weekends to support School functions and events, for which time off in lieu will be awarded. All staff are required to attend relevant INSET (staff training) days.

## What Staff Say

"Every child has a right to shine; it is our job to discover that talent and polish it"

"We advocate encouragement rather than pressure"

"At New Hall, children are encouraged to care and to treat others as they would like to be treated"

"We don't have 'colleagues' - at New Hall you're part of a family!"

"At New Hall we work together, sharing the same passion"

"The sense of community is built up through staff clubs such as staff choir, book club and dance classes, as well as staff vs Sixth Form sports fixtures"

"I love working in a place where I can be creative and make a real difference"

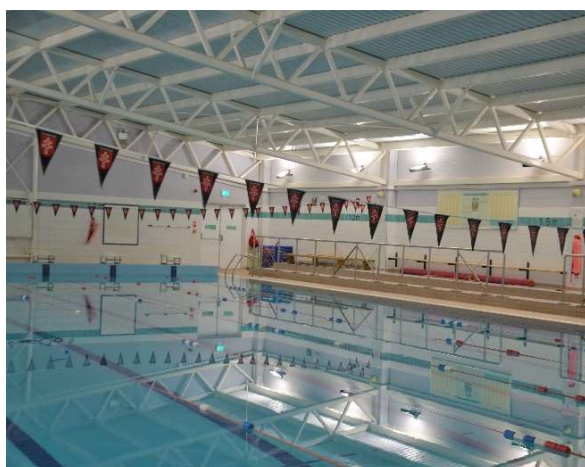
## Staff Facilities



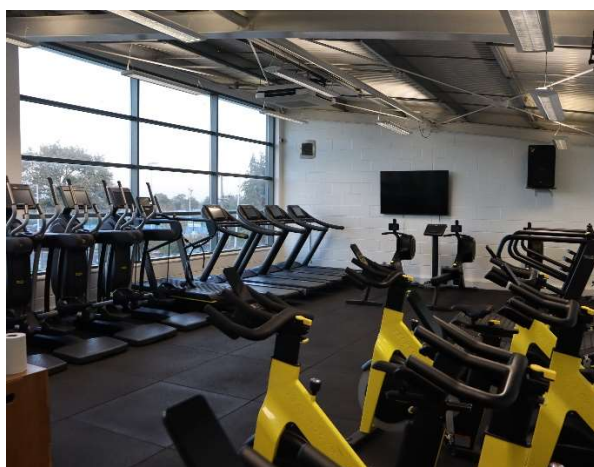
Staff Room



Denford Bar & Lounge (Staff & Sixth Form use)



Swimming Pool



Fitness Suite



# Job Description

The Communications Officers are responsible for internal and external communications and areas of public relations. This is a diverse role with opportunities to deliver a range of marketing and communications activities.

The Communications Officers work closely with the Admissions Department, Alumni Officer, External Relations Manager and Events Team, as well as the wider staff and student body. The Communications Department also supports our sponsored academy, Messing Primary School.

Key responsibilities include:

## **1 General**

- 1.1 To take a leading role with communications and marketing for the School, ensuring that these are effective
- 1.2 To ensure the New Hall brand is prominent and adheres to brand guidelines across all communications
- 1.3 To assist staff in the application of the School's visual identity to their documents whether through providing guidelines or via developing templates
- 1.4 To maintain databases of key stakeholders and manage regular communication via a variety of different media
- 1.5 To keep abreast of innovations in communications & marketing and recommend appropriate enhancements
- 1.6 To maintain stocks of marketing materials and equipment, ensuring that they are displayed at appropriate points throughout the School and available for events
- 1.7 To design digital and printed marketing materials
- 1.8 To maintain a press cuttings file comprising of traditional and digital content relating to the School
- 1.9 To attend, and take minutes as required, at meetings such as that of the Communications Committee

## **2 Written Communications & Press Releases**

- 2.1 To draft and edit press releases and school advertisements/advertorials, digital and print
- 2.2 To write interesting, creative, engaging and accurate articles for a range of audiences
- 2.3 To help assist in the production of print-ready artwork for internal communications and external advertising
- 2.4 To assist with the creation of written resources to celebrate and promote the School's unique history, ethos and educational initiatives to prospective families, the wider community, societies and New Hall alumni
- 2.5 To provide a proof-reading service to colleagues
- 2.6 To research and place orders for suitable, branded, promotional items
- 2.7 To assist in the planning and organisation of promotional and recruitment events
- 2.8 To attend recruitment events and shows, including Open Mornings, Taster Days, Educational Days, etc., in School, along with external events in the UK and, on occasion, overseas
- 2.9 To produce displays of materials and keep noticeboards up-to-date with engaging content

- 2.10 To help produce an advertising plan, including gathering information about audiences and rates for different options
- 2.11 To help with the production of a School magazine and other publications such as the English Department creative writing anthologies

### **3 Website**

- 3.1 To assist in the management of the School websites (New Hall School, New Hall Alumni, Messing Primary School and New Hall Multi-Academy Trust) and to update them daily (New Hall) and as required (Messing and NHMAT) with calendar changes, important messages and engaging content, including news, sport, events, videos and photographs
- 3.2 To use new media technologies to deliver website visitors and increase online visibility
- 3.3 To ensure all content is accurate and timely
- 3.4 To help to create, maintain and update video content for the School website on a regular basis
- 3.5 To create booking pages for a range of events that take place throughout the year, produce email responses and maintain contact with future attendees
- 3.6 To ensure search engine optimisation
- 3.7 To maintain databases for, and content on, third party websites to ensure information is up-to-date and accurate at all times
- 3.8 To keep abreast with innovations within digital marketing and make recommendations as appropriate
- 3.9 To work with all staff to ensure that each department is represented on the website

### **4 Digital Marketing**

- 4.1 To gather information for and then produce a range of weekly and periodic e-newsletters to stakeholders
- 4.2 To maintain a digital photographic library, including taking photos of School events and booking and organising professional photography as required
- 4.3 To take photographs around the School, for promotional and communications use
- 4.4 To assist managing the School's social media accounts, including maintaining the social media strategy and monitoring the School's online presence
- 4.5 To produce monthly reports on effectiveness of social media posts
- 4.6 To support academic staff with social media advice/account management
- 4.7 To produce e-invitations and use MailChimp and/or Outlook to send these to a maintained database
- 4.8 To use the most appropriate tools for scheduling, tracking and producing digital communications
- 4.9 To use online survey software, such as Survey Monkey, to gather feedback on events and marketing activities, and send surveys to key stakeholders
- 4.10 To produce online advertising as part of agreed campaigns
- 4.11 To update the School's digital information screens with messages, as needed

All staff are responsible for promoting and safeguarding the welfare of students at New Hall School by ensuring compliance with the School's Safeguarding and Child Protection Policy at all times. It is a requirement of all staff to report any actual or potential risks to the safety or welfare of students to the Designated Safeguarding Lead.



This document summarises the main responsibilities of the post. All staff are required to undertake whatever else may reasonably be requested by the Principal in support of the Aims of the School. Job Descriptions are subject to annual review.

New Hall is committed to increasing representation of Black, Asian and Minority Ethnic backgrounds among staff across all roles and at all levels, to reflect our diverse student population. The School's Equal Opportunities Policy is available on the School's website.

## Person Specification

This post would suit particularly a candidate seeking career development and opportunities to develop leadership and management skills, in this dynamic and forward thinking school. In addition to the below, all candidates should have a clear understanding of and a commitment to the aims of a Catholic independent school and be committed to the values and ethos at the heart of New Hall School as expressed in the Mission & Ethos Statement of the School.

	Essential	Desirable
<b>Education</b>	Degree	Degree/ A Level in English
<b>Experience</b>		<p>Experience of journalism, writing articles or press releases</p> <p>Experience of digital marketing or website management</p> <p>Experience of delivering &amp; evaluating marketing campaigns</p> <p>Experience of operating PPC (Pay Per Click) and other online advertising campaigns</p> <p>Experience of creating videos for marketing</p>
<b>Skills and Aptitudes</b>	<p>Exceptional writing, proof reading and editing skills, including the ability to tailor content and format to different stakeholder needs</p> <p>Ability to write original, engaging and creative articles</p> <p>Excellent communication, organisational and management skills</p> <p>Good IT skills</p> <p>Good photography skills</p>	<p>Good graphic design skills with ability to use InDesign and other desktop publishing packages</p> <p>Demonstrable knowledge of SEO</p>
<b>Disposition and personal qualities</b>	<p>Understanding of the importance of promoting and safeguarding the welfare of children</p> <p>Willingness to participate enthusiastically in aspects of boarding school life</p> <p>Initiative</p> <p>Ability to relate effectively to students</p>	



	<p>Ability to motivate others and build teams</p> <p>Flexibility to adjust to change and development</p> <p>Creativity and imagination</p>	
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## Salary & Benefits

### Salary

The salary range for this post is currently between £21,821pa-£26,187pa depending on qualifications and experience. This range is between points NHC21 and NHC27 on the New Hall Pay Scale C. There are also generous benefits; current benefits are detailed below.

### Holidays

For the full time role, the Communications Officer is entitled to 27 days holiday excluding bank holidays. New Hall closes for two days between Christmas and New Year. Staff must set aside two days of annual holiday entitlement to allow for this closure. This holiday allowance includes the time in lieu for weekend events such as School Open Days, School Fairs, Educational Days and Saturday assessment days, to a maximum of 5 days per annum.

### Bank Holidays and Saturdays

The Communications Officer will be required to work on School Open Days, which take place on the last Saturday in September and either the first Bank Holiday in May, or the Saturday of the first Bank Holiday weekend in May. In addition, there is approximately a weekend per term that will need to be worked.

### Pension

Subject to meeting the qualifying conditions, support staff are automatically enrolled in the designated stakeholder pension scheme provided by Standard Life. New Hall currently matches employee contributions up to 3%.

### Training

New Hall is committed to professional development of staff and will support further in-service training as required. There are generous INSET and Continuing Professional Development (CPD) budgets.

### Accommodation

Single accommodation in a shared flat/house is available for a candidate wishing to undertake additional duties as a Boarding Tutor. Alternatively, the room may be rented for £400pcm.

### Sports membership

As an employee, you are able to make use of a discounted annual membership rate for the New Hall Sports Club, with effect from your start date. The staff rate is currently £20pa and £5pa for additional family members. Membership includes Club time use of:

- 25-metre, 6 lane indoor swimming pool
- 10 floodlit tennis/netball courts
- Fitness Suite, which comprises a range of cardiovascular equipment and free weights
- Athletics track
- 12 golf practice bays

## Your Application

The School can only accept applications made on the New Hall Application Form.

Completed Application Forms and your letter of application should be sent, via email, to [hr@newhallschool.co.uk](mailto:hr@newhallschool.co.uk). The letter of application should be addressed to Mrs Jeffrey and include:

- Your understanding of the distinctive nature of the School and this role
- How your skills and experience meet the requirements in our person specification and job description
- Why you wish to apply for this role and what particular contribution you would make

Alternatively, you can send your application by post to:

HR Department, New Hall School, The Avenue, Boreham, Chelmsford CM3 3HS.

Early applications are encouraged and interviews may take place on a rolling basis.

**Closing Date for applications is: Midday, Monday 7 December 2020**

**Interview Date: Thursday 10 December 2020 (Zoom option available)**

New Hall School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced check with the Disclosure and Barring Service (DBS).

Please do not hesitate to contact a member of the HR team on 01245 467 588 should you have any queries.

