



Blanchelande College

MARKETING & SOCIAL MEDIA EXECUTIVE APPLICATION PROCESS

Closing date for applications is **5pm Friday 28th November 2025**

Applications should be sent to:

Mrs Alexa Yeoman, Principal:

Email recruitment@blanchelande.sch.gg

Applications for this post should consist of:

- A letter of application stating how you believe you meet the criteria for this role.
- A completed application form.
- *Optional*: an up-to-date copy of your C.V.

We will assume that you are happy for us to take up references straight away, unless you state otherwise on your application form.

You may be asked for further information following shortlisting. You will be asked to provide proof of identity. Original qualification certificates may also be required at this stage (and certainly prior to confirmation of appointment).

After short listing, the selection process will then normally include:

- A tour of the College.
- Interview, including Safeguarding, with the Principal, Vice-Principal and Marketing Consultant.

The Contract

The position of Marketing and Social Media Executive is part time (term time including 5 INSET days and two weeks to be worked in the summer), and remuneration will be in line with the States of Guernsey School Administration pay scale and will reflect the qualifications and experience of the successful candidate.

All Blanchelande staff are admitted to the contributory Guernsey Civil Service Pension Scheme.

Blanchelande College is committed to safeguarding and promoting the welfare of young people. The successful candidate will be required to satisfy our standard employment checks, including the completion of a DBS Enhanced Disclosure check.

If you have any further questions or need any clarification, please contact the Principal's P.A., Mrs Tracy Feehan. Tel 01481 237200 Email feehan@blanchelande.sch.gg



Blanchelande College

MARKETING & SOCIAL MEDIA EXECUTIVE

Part-time, term-time only

Job Summary

Blanchelande College is seeking a creative and proactive Marketing & Social Media Executive to help modernise our communications and strengthen the College's presence across digital and print platforms. This newly created role offers the opportunity to shape and elevate how Blanchelande tells its story - celebrating our students, staff, and community while supporting admissions and brand growth.

Line Management

Reports to the Vice Principal. The successful candidate will work closely with the Senior Leadership Team, Registrar (Admissions), our PR Lead, our Alumni Lead, and teaching staff to ensure all marketing activity reflects Blanchelande's values and distinctive ethos.

Hours

Working 20 hours per week, term-time only including five INSET days and approximately two weeks to be worked in the summer (as agreed with Line Manager), with flexibility to support occasional evening or weekend events.

Remuneration

The remuneration for this role will be at the States of Guernsey School Administration scale, commensurate with qualifications and experience.

Location

Primarily on-site (approx. 75%), with scope for some remote working.

Key Purpose of the Role

- To modernise and professionalise Blanchelande's marketing and communications.
- To support pupil recruitment, admissions events, and community engagement.
- To act as the gatekeeper for the Blanchelande brand, ensuring a consistent and professional visual and written identity.
- To create engaging, high-quality content that reflects the life and values of the College.



Main Duties and Responsibilities

1. Marketing & Strategy

- Implement the College's annual marketing plan in line with strategic priorities.
- Plan and deliver marketing campaigns that support admissions, events, and key milestones throughout the school year.
- Liaise with internal teams and external partners (consultants, specialists, designers, photographers, agencies etc.) to maintain brand consistency, drive creative excellence, and ensure all communications reflect the College's ethos and values.

2. Social Media & Content Creation

- Manage the College's social media accounts (Facebook, Instagram, LinkedIn, and others as appropriate).
- Create and schedule engaging, on-brand content - including posts, reels, stories, and video features.
- Capture and curate photography and short videos from school life and events.
- Monitor engagement metrics and use insights to refine and improve performance.

3. Brand Management

- Act as the guardian of the Blanchelande visual and written identity.
- Ensure all marketing materials - digital, print, and on-site displays - align with brand guidelines.
- Support staff in using brand templates and visual assets correctly.
- Maintain an organised library of imagery, templates, and digital assets.

4. Events & PR Support

- Support the planning and promotion of key school events such as Open Days, performances, and community initiatives.
- Liaise with the PR Lead to coordinate press releases, media opportunities, and storytelling features.
- Collaborate with the Alumni Lead on relevant events and communications.

5. Reporting & Evaluation

- Monitor social media analytics and campaign performance.
- Contribute to termly reports and marketing reviews.
- Identify opportunities for improvement and innovation in communication channels and content.



Person Specification

Essential Skills & Experience

- Experience in marketing, communications, or social media management.
- Excellent copywriting, storytelling, and proofreading skills.
- Creative flair with strong visual judgement.
- Confident using photography, video editing, and basic design software.
- Strong organisational and time-management skills.
- Desirable
- Proficiency in Canva and social media scheduling tools.
- Familiarity with website content management systems and email marketing tools.

Personal Qualities

- Proactive and self-motivated with a positive, can-do attitude.
- Personable and professional communicator, able to build strong relationships across the school community.
- Collaborative team player who can also work independently.
- Flexible, creative, and detail-focused.
- Enthusiastic about representing Blanchelande's values and ethos.

OTHER DUTIES

- Safeguard pupils at all times, in accordance with the Safeguarding and Child Protection policy.
- Read and adhere to all school policies and procedures as laid out in the Staff Handbook, as well as applicable legal and regulatory codes of practice.
- Attend Staff Meetings, and INSET, as required and to be proactive in updating training and qualifications.
- Support the pupils and school as a whole, by attending school productions, functions, PTFA events and other occasions, as requested.
- Assist with communication, for instance informing parents and pupils of school notices and special events, using the appropriate channels.
- Carry out tasks as delegated by the Principal or SLT.
- Be fully supportive of the Catholic identity, ethos and mission of Blanchelande College, participating in the school's religious life (e.g. attendance at Mass, collective worship), as required.



FLEXIBILITY

This job description reflects the main responsibilities of the post. However, the post holder should be willing to undertake any other reasonable duties as required by the Principal. The particular duties / responsibilities listed here may be reviewed from time to time at the request of the Principal or post holder as circumstances make necessary.

For completion upon offer of post:

I hereby confirm acceptance of the above job description:

Signed:

Date: