

W I T H I N G T O N G I R L S ' S C H O O L



RECRUITMENT PACK: **SOCIAL MEDIA & DIGITAL CONTENT CREATOR**

ABOUT WITHINGTON GIRLS' SCHOOL

Withington is a leading independent day school for girls aged 7 to 19, achieving some of the best academic results in the country with dedication, compassion and joy.

We prioritise knowing each pupil as an individual, providing tailored care and support in a nurturing environment. Our pupils develop a love of learning, make exceptional academic progress, and grow into happy, confident and independent young women who feel genuinely valued throughout their journey with us. Withington is the North

West's top performing independent school but, above all, Withington is a place where enthusiastic learners flourish, supported by staff who are deeply committed to pastoral care and personal development.

The most recent ISI report recognised our commitment to cultural understanding and respect as ***"a significant strength of the school"***, highlighting the opportunities we provide for discussion and reflection across all faiths. **Read more here.**



FINANCES

With an annual turnover of over £10M, Withington is in a healthy financial position and can look to the future with confidence. The Governors are keen to explore potential increases to commercial income, currently derived from facility lettings and holiday activities.

SCHOOL GOVERNORS & WGS TRUST

Withington Girls' School is a company limited by guarantee and registered charity. The WGS Trust is a separate registered charity supporting the School's educational advancement, with Trustees appointed by the Governors. The Trust aims to support the provision of outstanding educational opportunities for talented girls, irrespective of financial background. Our supportive governing body play a crucial role in the framework of school, ensuring the school's strategy, vision and ethos align with educational standards and the needs of our whole community.

BURSARY PROGRAMME

We don't want financial circumstances to be a barrier preventing girls who have demonstrated their potential to take up a place at our school. Our ambitious bursary programme is central to the ethos and values of the school and around 1 in 6 senior school pupils receive means tested financial support.



"A broad and enriching curriculum enables pupils to develop self-esteem, moral values, spiritual knowledge and an understanding and respect for one another."

ISI Report 2025



ABOUT WITHINGTON GIRLS' SCHOOL

True to our founding principles, we believe that the pleasure of learning brings its own reward, sustaining and enriching individuals throughout their lives. We aim to open as many doors as possible for our pupils in terms of learning. Respect for ourselves and others

EQUALITY, DIVERSITY & INCLUSION

We're an inclusive school and our proactive approach to equality, diversity and inclusion reflects this culture. It enables everyone, whatever their background, to feel safe, respected and valued here, drawing on diverse voices and experiences that make us proud to be the best possible reflection of Greater Manchester's diversity. We never take these principles for granted, which is why we continue developing our strategy so that every girl feels welcome applying here.

alongside personal responsibility underpin our school community. We celebrate diversity, value teamwork, and encourage everyone to play their part, with older pupils and alumnae providing inspirational role models.

PROUDLY ALL GIRLS

Throughout the school journey, a single-sex education empowers every girl to fulfil her full potential.

Without the subtle pressures of gender dynamics, our pupils feel genuinely free to explore every aspect of themselves - speaking up fearlessly, taking creative risks, and pursuing leadership without hesitation. Please don't just take our word for it, though: According to the latest data from the Department for Education, girls in girls' schools consistently outperform their peers in other schools academically. When they leave, our young women carry an unshakeable confidence that they belong anywhere, pursuing any ambition. We understand the challenges of modern life for young women today; our aim is to ensure that, academically and personally, our students are equipped and ready to take their place in the world with confidence.

Being proudly all girls means creating an environment where young women don't just succeed - they soar.



"It's a school where it's cool to be good; they are challenged by each other. Instead of feeling threatened, they congratulate each other."

The Good Schools Guide

ETHOS, AIMS & VALUES

OUR WITHINGTON ETHOS

WELLBEING and INCLUSION
All pupils are nurtured, supported and encouraged to reach their full potential, academically, socially and personally within our caring community

RESPECT and RESPONSIBILITY
The golden rule of respect for self, respect for others and personal responsibility underpins our school community and extends beyond the classroom into the wider world

BEYOND the CLASSROOM
Pupils develop talents, skills, interests and character through the wealth of extra-curricular opportunities on offer

LOVE of LEARNING
The pleasure of learning is its own reward; valuing and understanding how to learn sustains and enriches us throughout our lives

COMMUNITY and DIVERSITY
We are a community where diversity is celebrated, teamwork valued and every pupil is encouraged to play their part; older pupils and alumnae provide inspirational role models

WHERE GIRLS SHINE

withington
GIRLS' SCHOOL EST. 1890

WHERE GIRLS SHINE

OUR WITHINGTON AIMS

- 1**

TO INSPIRE PUPILS WITH AN OUTSTANDING EDUCATION...
...through a strong, regularly reviewed curriculum, evidence-based teaching strategies, and transformative technology, ensuring relevance, inclusivity, engagement, and enhanced pupil outcomes
- 2**

TO CULTIVATE PERSONAL DEVELOPMENT, WELLBEING AND A SENSE OF SAFETY...
...by fostering an inclusive school environment, holistic pastoral care and enshrining strong values that shape the school's culture and community relationships
- 3**

TO CHAMPION OUR COMMUNITY...
...by ensuring the quality, motivation, and wellbeing of its staff, fostering meaningful relationships with parents, alumnae, and local stakeholders, and strengthening the school's influence through robust community engagement
- 4**

TO EMPOWER FUTURE GENERATIONS...
...by further securing long-term financial health, maintaining a strong and stable pupil body, developing additional income streams for the school, and implementing a well-defined marketing strategy to remain competitive and attractive to all

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WHERE GIRLS SHINE

OUR WITHINGTON VALUES

RESPECT
FOR SELF

RESPECT
FOR OTHERS

PERSONAL
RESPONSIBILITY

LOVE OF
LEARNING

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GIRLS' SCHOOL EST. 1890

WHERE GIRLS SHINE

SCHOOL STRUCTURE

Withington offers pupils a continuous and supportive journey from Junior School through to the Sixth Form. At every stage, the school combines academic challenge with dedicated pastoral care and opportunities to develop confidence, curiosity and a strong sense of community.

JUNIOR SCHOOL

Pupils begin their Withington journey in a welcoming environment that encourages confidence, curiosity and independence. Teachers get to know each pupil well personally and academically, whilst specialist teaching in subjects such as IT, Music and Languages, and well-used outdoor spaces, enrich learning. The House system, varied activities and wraparound care help build a strong sense of belonging and community, with Form Tutors providing consistent support and guidance. Outdoor play and learning form an important part of daily life.

SENIOR SCHOOL

As pupils move into the Senior School, they enjoy a broad curriculum whilst having opportunities in sport, music, drama and a wide range of clubs. The House system, dedicated form time and assemblies create strong friendships and allow for personal growth, whilst trips, visiting speakers and enrichment activities broaden horizons. Academic challenge is balanced with strong pastoral support from Heads of Year and Form Tutors, and pupils are encouraged to discover and develop their talents both in and beyond the classroom within a caring environment that celebrates individual achievement.

SIXTH FORM

In the Sixth Form, pupils join a close-knit community where they are encouraged to excel whilst taking on new challenges. Small classes, a wide choice of A Levels, the Extended Project Qualification and a varied enrichment programme prepare pupils for life beyond school. Sixth Formers take on leadership roles, support younger pupils and contribute to the wider life of the school, with many progressing to Russell Group universities and other competitive courses.



"Withington's motto is 'Ad lucem' (towards the light), a most fitting way of encapsulating the standard of education at this remarkable school. It's an inspiring place where very able girls who thrive on being fully engaged in a broad and stimulating curriculum will shine brightly."

The Good Schools Guide

ACADEMIC SUCCESS

A genuinely outstanding school isn't judged solely on its results and league tables.

That's why a Withington education is about so much more than academic performance. However, we can't help but feel a deep pride in the remarkable results achieved by our students. They're a credit to our dedicated staff - and, most importantly, the results are a testament to our wonderful girls.

But please don't just take our word for it. We've been named **Independent School of the Year for Academic Performance in the North West** in the prestigious Sunday Times Parent Power Schools Guide 2026. It's our seventh consecutive year of receiving awards from The Sunday Times, including being named as **North West Independent Secondary School of the Decade in 2021**.

AMBITIOUS ATTITUDE

When our girls leave us to continue their educational journey, we're delighted to see that 80% of leavers gain places on their preferred degree courses at their chosen universities. We're proud of each and every student. The breadth of subjects our students progress to study reflects the wide range of opportunities they experience here at Withington.

IN THE LAST FIVE YEARS:

OXBRIDGE

12.6%

RUSSELL GROUP

74.2%

OTHER
(INC GAP YEAR)

13.2%

IN 2025:

82% OF GCSE GRADES
ACHIEVED AT 8/9

91% OF A LEVEL
GRADES A*-B



"We were bowled over by the girls. Every single one was confident, but not arrogant. In discussion with us they were respectful of their peers and made some extremely mature and insightful comments, often well beyond their years."

The Good Schools Guide

CURRICULUM

Withington Girls' School offers an exceptional, carefully structured curriculum that supports pupils at every stage, from Junior School through to Sixth Form, combining academic rigour with creativity, curiosity and personal development.

JUNIOR SCHOOL

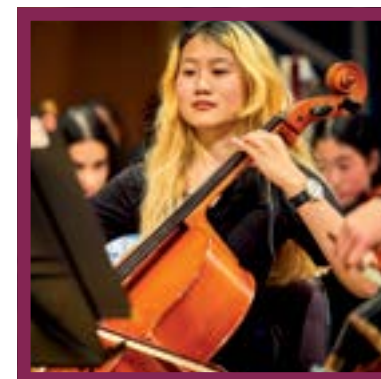
The Junior School Curriculum is based on the National Curriculum but extends beyond it to provide a broad, enriched educational experience that fosters curiosity and a love of learning. Pupils study a wide range of subjects alongside enhanced opportunities in physical education, music, languages, and creative thinking, with five PE lessons and two music lessons each week and a different language introduced in each year group. The curriculum places strong emphasis on personal development through PSHCE, encourages exploration of big ideas through dedicated thinking lessons, and is enriched by trips, outdoor learning, and close links with the Senior School, allowing access to specialist facilities and teaching.

SENIOR SCHOOL

The Senior School Curriculum provides a balanced and inspiring academic programme designed to help pupils discover their strengths and interests while building on elements of the National Curriculum that best support their learning. Pupils in Years 7-9 study a wide range of subjects including English, maths, sciences, languages, humanities, arts, design and technology, and physical education, with some lessons taught in smaller groups to enhance learning. At GCSE, core subjects such as English Language, English Literature, mathematics and science are complemented by optional courses including modern languages, arts, computer science and more, and all pupils also have timetabled PSHCE and PE. Technology is integrated purposely across the curriculum, with students using their own devices for learning and homework. As pupils progress, the curriculum becomes more specialised, preparing them for future study and careers through a combination of academic rigour and broader personal development.

SIXTH FORM

The Sixth Form Curriculum allows students aged 16-19 to specialise in subjects they are most passionate about by choosing to study three or four A Levels from a broad list that includes sciences, languages, humanities, arts, maths and more. Students are encouraged to take the Extended Project Qualification (EPQ) alongside their A Levels to pursue independent research in an area of personal interest, and there are extension sessions for those applying to highly competitive university courses or wanting to go beyond standard A Level content. Learning is enriched by trips, conferences and extra-curricular opportunities.



CO-CURRICULAR

Our broad curricular and co-curricular programmes support pupils in developing confidence, creativity, and a lifelong love of active engagement, whether through sport, music, drama, or a wide range of other opportunities, while fostering an understanding that a balanced, healthy lifestyle underpins wellbeing in all its forms.

We believe that co-curricular activities are key to a full and rounded education, contribute to physical and mental wellbeing and help our pupils to develop confidence and skills in creativity, communication, time management, leadership, critical thinking and resilience.

An extraordinary array of clubs and societies means there is something for everyone, from coding to garage band, photography to sign language and much more in between.

Enquiring minds can dig deeper into a subject that ignites their interest and engages them beyond the curriculum through our clubs. And of course, there is the opportunity to take the lead by joining a committee, running activities for younger pupils or by starting a new club or society.

Clubs meet at lunch time or after school and many of the school buses provide a late service to make taking part easy.



COMMUNITY & PARTNERSHIPS

As a forward-thinking, outward-looking school, our ethos of respect for self, respect for others and personal responsibility underpins our connections beyond the school gates.

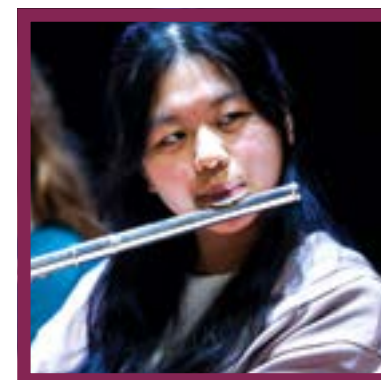
We have a strong track record of delivering sustained, mutually beneficial partnerships with state schools and community organisations that benefit local, national and international communities. Hundreds of pupils each year benefit from enterprising, fun and engaging activities that develop their skills and knowledge while forging new experiences and friendships.

Locally, our partnerships create meaningful impact across Manchester and beyond. One of our longest running programmes, SHiNE Together, provides Saturday morning classes for boys and girls in Years 5 and 6 in an exciting range of subjects. Our musical partnership, Manchester Sings, brings together hundreds of children from our region to celebrate music and recognise the power of community. Meanwhile, our Science Communicators - Sixth Form scientists who deliver exciting

science shows and activities to primary and secondary school partners - inspire younger audiences while developing valuable communication and personal skills alongside their subject knowledge.

Looking ahead, Future Focus represents our commitment to empowering the next generation of young women. This series of conferences aims to inspire confidence, develop self-esteem and improve mental health - equipping participants with essential skills to succeed and flourish in their future lives and careers.

Our reach extends far beyond the UK through our transformative Gambia programme, which has developed over the last 20 years to advance educational opportunities in remote rural locations. We have established a strong partnership with the Mama Tamba Nursery School in Illiasa, a small village in inland Gambia, where we are guided by local contacts who work with village elders to assess needs and advise how we can best support the community.



"Leaders provide a warm, caring and supportive environment. The school has a clear sense of community."

ISI Report 2025

PASTORAL SUPPORT & WELLBEING

At Withington Girls' School, we believe that exceptional education flourishes when both students and staff feel genuinely supported and valued.

PUPIL WELLBEING

By knowing and understanding each pupil as an individual, we can nurture her potential within our exceptionally warm, friendly and caring environment. Withington girls achieve outstanding academic success alongside vital personal and social development.

We work closely with families throughout each girl's time at Withington, helping us identify anything that might impact her personal development so we can offer relevant support at every stage. Through our proactive Personal, Social, Health & Citizenship Education (PSHCE) programme, pupils learn about themselves and the wider world. Our specialist team, including Form Tutors, Heads of Year and health professionals, works together to ensure their wellbeing.

STAFF WELLBEING

We recognise that outstanding teaching comes from staff who feel valued and well-cared for. Our comprehensive wellbeing package includes highly attractive remuneration and pension schemes, healthcare through Simply Health, death in service benefit, and complimentary school lunches. Staff benefit from our fitness suite and classes, on-site parking, EV car charging, library access, and additional PPA time for teaching staff.

This approach to staff wellbeing contributes to our notably stable and happy staff community - colleagues who are genuinely invested in the school's mission and enjoy long, fulfilling careers here. It's this stability that helps create the supportive environment in which our pupils flourish.

NATIONAL WELLBEING AWARD

Withington Girls' School has received the national **Wellbeing Award for Schools**, recognising its strong commitment to pupil and staff wellbeing. The accreditation followed a thorough assessment of the school's pastoral care, inclusive culture and embedded wellbeing practices, with pupils and parents highlighting accessible support and a positive community that underpins both personal development and academic success.



"Pupils reported that if they have any concerns, they are able to access the pastoral team easily, and staff consistently make time to speak with them when needed. They described staff as welcoming and approachable, stating that they never feel unable to speak to someone. They expressed that they never feel "lost in the crowd" and that their individual needs are recognised."

Wellbeing Award for Schools Report

OUR LOCATION

Withington Girls' School is ideally situated in Greater Manchester, one of the UK's most dynamic and culturally rich regions. The school benefits from excellent transport connectivity, with Manchester's direct rail links to London, Birmingham, Bristol, Leeds, and York. Manchester Airport is conveniently nearby, and the school's proximity to the M6 and M62 motorways allows for good road connections.

The school sits within reach of some of Greater Manchester's most sought-after residential areas, including Didsbury, Cheadle, and Altrincham - leafy suburbs that offer the best of both worlds: metropolitan amenities alongside green spaces and a strong community feel.

Manchester's cultural landscape is particularly compelling, with the city attracting world-renowned artists and hosting internationally acclaimed festivals such as the Manchester International Festival. The region is home to leading universities, including The University of Manchester, recognised as a centre of teaching excellence and world-class research.

For those who appreciate the outdoors, the location offers excellent access to the Peak District and Lake District, both within easy reach.

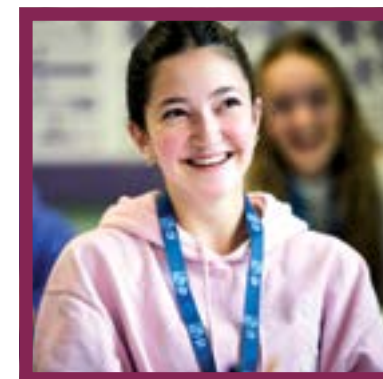
As the birthplace of the industrial revolution, Manchester has always been a place where things happen. Today, that energy translates into a forward-thinking region that provides an exciting backdrop for anyone working and living in the area.



JOB DESCRIPTION

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

JOB TITLE:	Social Media and Digital Content Creator
HOURS:	Full time
REPORTING TO:	Marketing and Communications Manager
DEPARTMENT OVERVIEW:	Admissions and Marketing is a busy and strategically important department, central to the continuing success of the School. The department plays a key role in pupil recruitment and retention, strengthening Withington's market presence, developing and protecting the School's brand, and enhancing its regional, national and international profile. The team works across a wide range of admissions, marketing, communications and engagement activity, using creative and innovative approaches across digital, print, media and other platforms. Admissions and Marketing works closely with colleagues throughout the School and shares office space with the Development team. The Social Media and Digital Content Creator will work particularly closely with the Marketing and Communications Manager, Admissions and Development colleagues, and with staff and pupils across the School, to identify and tell stories that bring Withington to life.
CHILD PROTECTION & SAFEGUARDING:	Withington Girls' School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful candidate must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. The School will carry out online searches on shortlisted applicants and all applicants will be required to provide details of their online profile, including social media accounts, as part of their application. It is the post holder's responsibility to promote and safeguard the welfare of children. You will comply with the Withington Girls' School Child Protection and Safeguarding Policy, and the requirement to report to the Designated Safeguarding Lead any concerns relating to the safety or welfare of children.
BENEFITS:	In addition to providing a warm and inclusive working environment, Withington Girls' School also offers a comprehensive package to its staff. This package includes: • A competitive salary based on the Withington Girls' School Pay Scale • Workplace pension with 3 x death in service benefit and a 10.6% employer contribution • Free School Lunches • Fully Funded Healthcare Plan through Simply Health • Following induction, free use of the fitness suite



JOB DESCRIPTION

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

ROLE OVERVIEW:

The Social Media and Digital Content Creator is a creative, hands-on role responsible for producing engaging, high-quality digital content that showcases the life, character and achievements of Withington Girls' School.

Working closely with the Marketing and Communications Manager, the postholder will play a key role in delivering the School's Marketing and Communications Strategy through compelling storytelling, photography, videography, social media and digital content.

The postholder will have day-to-day responsibility for the School's social media channels, creating and publishing platform-appropriate content that supports pupil and staff recruitment, strengthens engagement with current families and alumnae, celebrates School life and enhances Withington's wider profile and reputation.

A significant part of the role will involve capturing School life through high-quality photography and video. The postholder will take responsibility for ensuring the School has a strong, current and varied bank of visual content for use across digital, print and promotional channels, undertaking photography and videography directly and helping to coordinate external professional support where appropriate.

The role will also involve producing high-quality written and digital content for the School website, parent app, publications, email campaigns, admissions materials, media activity and other communications.

The successful candidate will be creative, curious and highly organised, with a strong instinct for identifying stories and opportunities. They will be comfortable working independently within agreed priorities, while collaborating closely with colleagues across the School to ensure content is timely, accurate, engaging and consistent with Withington's values, tone and brand.

This is a full-time, term time plus 6 weeks role. The role is 37.5 hours per week, the exact working pattern is to be agreed with your line manager, however two of the plus weeks are to be worked on GCSE and A-Level results week. The salary for this role is £26,975 per annum FTE, which is point 11 on the Withington Support Staff Pay Scale. The actual salary for this role is £24,692 per annum. The successful candidate will be expected to work flexibly on occasion, including outside normal working hours, to capture and support significant School events and activities.



JOB DESCRIPTION

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

MAIN DUTIES & RESPONSIBILITIES:

Social Media and Digital Content

- Take day-to-day responsibility for the School's social media channels, creating, scheduling and publishing engaging content tailored appropriately to each platform.
- Develop creative digital content that showcases academic, co-curricular and community life, and celebrates the achievements of pupils, staff and alumnae.
- Maintain a strong pipeline of stories and content from across the School, proactively identifying opportunities rather than relying solely on material being submitted.
- Keep abreast of changing social media trends, formats, algorithms and audience behaviours, bringing forward ideas to strengthen reach and engagement.
- Support digital marketing campaigns, including paid social, email marketing and online advertising, in line with priorities agreed with the Marketing and Communications Manager.

Photography and Videography

- Take responsibility for capturing high-quality photography across all aspects of School life, including academic, sporting, artistic, admissions and community activity.
- Plan, film and edit engaging video content for social media, the School website, campaigns and other digital channels, including short-form formats such as Reels and Shorts.
- Build and maintain a comprehensive, current and well-organised library of photography and video content for digital, print and promotional use.
- Coordinate and brief external photographers and videographers where appropriate, ensuring commissioned work meets the School's requirements and brand standards.
- Ensure photography and video activity is undertaken in accordance with relevant consent, safeguarding and School policy requirements.

Copywriting and Editorial Content

- Produce high-quality written content for the School website, social media, news stories, publications, parent communications, admissions materials, email campaigns and other marketing activity.
- Identify, research and develop compelling stories from across School life, interviewing pupils, staff, parents, alumnae and other stakeholders where appropriate.
- Adapt tone, style and format effectively for different audiences and communications channels.
- Proofread and edit content to a consistently high standard, ensuring accuracy and alignment with the School's tone of voice and brand.



JOB DESCRIPTION

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

MAIN DUTIES & RESPONSIBILITIES:

Website and Digital Communications

- Create, upload and maintain engaging and accurate content across the School website and other digital platforms.
- Support the ongoing development and improvement of website content, user journeys and search visibility.
- Provide content for the parent app and other stakeholder communication channels, working with colleagues to ensure information is timely, accessible and engaging.
- Maintain accurate and up-to-date School profiles, images and information on relevant external websites, directories and sector publications.

Media, Campaigns and Events

- Identify positive news stories and support the preparation of press releases, feature articles and other media materials.
- Support the delivery of marketing and communications campaigns for pupil recruitment, School events, alumnae engagement and appropriate commercial activity.
- Provide live and post-event digital coverage of key School events, including photography, video and social media content.
- Work collaboratively with Admissions, Development and colleagues across the School to ensure significant events and activities are promoted effectively.

Analytics, Planning and Collaboration

- Monitor engagement, reach and content performance across digital channels and use this insight to help improve future activity.
- Contribute ideas, content and creative approaches to the School's wider Marketing and Communications Strategy.
- Work closely with the Marketing and Communications Manager to plan and prioritise activity through an effective content calendar.
- Build strong relationships across the School to ensure that significant achievements, events and stories are identified and communicated effectively.
- Manage multiple projects and deadlines efficiently, maintaining high standards of quality and attention to detail.

As a member of staff at Withington, you are expected:

- To become familiar with, and follow, all school policies
- To ensure awareness of what is happening in and around the school; checking and responding to emails accordingly
- To develop self through CPD and improve IT skills, attending IT training courses in order to maximise effective use of all school systems
- To undertake any other duties that might be reasonably requested by the Marketing and Communications Manager and any member of the Senior Leadership Team



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
QUALIFICATIONS	Educated to A Level or equivalent, with relevant professional experience in digital content, communications, journalism, marketing, media, public relations or a related field.	- Relevant qualification in marketing, communications, digital content, journalism or a related field. - Professional photography or videography qualification. - AMCIS Marketing Diploma or equivalent.	- Contents of application form - Production of the Applicant's original certificates
EXPERIENCE	- Experience of creating engaging content for social media and other digital platforms. - Experience of managing and publishing content across social media channels. - Experience of producing high-quality written editorial content, including news stories, features and digital copy. - Strong practical experience of photography and image editing. - Strong practical experience of filming and editing video content, including short-form social media content. - Experience of using website content management systems. - Experience of supporting digital marketing campaigns and using audience or performance data to inform content. - Experience of managing multiple pieces of content or projects to deadlines.	- Experience within the independent or maintained education sector. - Experience of paid social media advertising and digital campaigns. - Experience of email marketing platforms. - Experience of Adobe Creative Cloud, Canva or equivalent creative software. - Experience of producing press releases or other PR material. - Experience of producing print or digital publications. - Experience of covering live events through photography, video or social media.	- Contents of application form - Evidence of results achieved - Interview - Professional references - Portfolio demonstrating relevant photography, videography, social media and written content.



PERSON SPECIFICATION

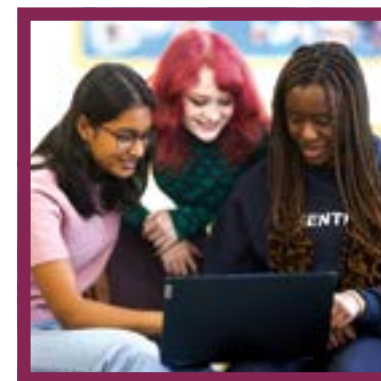
SKILLS & KNOWLEDGE

- Excellent writing, editing and proofreading skills, with strong storytelling ability and editorial judgement.
 - Excellent photography and image-editing skills.
 - Strong video production and editing skills.
 - Thorough knowledge of major social media platforms, content formats and current best practice.
 - Strong understanding of audience engagement, content planning and digital storytelling.
 - Ability to adapt tone, format and style effectively for different audiences and platforms.
 - Good understanding of digital marketing principles and the role of content in supporting campaigns.
 - Ability to interpret basic analytics, engagement and audience data and use this to improve future content.
 - Excellent organisational and time-management skills, with the ability to manage multiple priorities and meet deadlines.
 - Strong interpersonal skills and the confidence to engage effectively with pupils, staff, parents, alumnae and other stakeholders.
 - Sound judgement and attention to detail, particularly when creating and publishing content involving children and young people.
 - AI literacy sufficient to support effective and responsible content creation and marketing activity.
- Knowledge of SEO, PPC and emerging approaches to online search and discoverability.
 - Advanced knowledge of Adobe Creative Cloud, Canva or other creative software.
 - Livestreaming or more advanced video-production skills.
 - Project management skills.
- Contents of application form
 - Interview
 - Practical exercise
 - Professional References
 - Portfolio demonstrating relevant photography, videography, social media and written content.



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
PERSONAL COMPETENCIES & QUALITIES	• Creative, imaginative and curious, with a strong instinct for identifying engaging stories and content opportunities. • Proactive and self-motivated, with the confidence to seek out content from across School life. • Professional, reliable and able to represent the School positively. • Warm and approachable, with the interpersonal confidence to put pupils and adults at ease when photographing, filming or interviewing them. • Highly organised, responsive and able to work effectively in a busy environment. • Able to receive feedback constructively and work collaboratively as part of a wider team. • Tactful and discreet, with sound judgement when handling sensitive information or content. • Committed to keeping abreast of changing platforms, technologies and digital trends. • Committed to ongoing professional development and to equality, diversity and inclusion. • Committed to safeguarding and to maintaining appropriate professional relationships and boundaries with children and young people. • An outstanding ambassador for Withington Girls' School, its ethos and values.		• Contents of application form • Interview • Professional references



THE SUNDAY TIMES SCHOOLS GUIDE

In December 2025, Withington was named Northwest Independent School of the Year for Academic Excellence. This marked the seventh consecutive year the school has received an award from The Sunday Times, including being named as North West Independent Secondary School of the Decade in the 2021 edition of the Schools Guide.

GOOD SCHOOLS GUIDE REVIEWS

Junior School - Last word

"Withington Girls' Junior School ticks an awful lot of boxes. Pupils have to be bright and able to work at a fast pace, but if this is your daughter then the teaching, environment, extracurricular opportunities and sheer exuberance and chutzpah of this place will open doors and opportunities. What's not to like?"

Senior School - Last word

"Withington's motto is 'Ad lucem' (towards the light), a most fitting way of encapsulating the standard of education at this remarkable school. It's an inspiring place where very able girls who thrive on being fully engaged in a broad and stimulating curriculum will shine brightly."

TATLER SCHOOLS GUIDE 2026

"Withington is an undeniably academic establishment: its most recent results saw more than 40 per cent of A-levels graded A, and 55 per cent of GCSEs scoring coveted nines. But if the school encourages students to succeed, it isn't afraid of letting them fail so long as they've had a go.*

And have a go they do: netball and lacrosse are strong and competitive; there are opportunities to practise yoga and dance; and the thriving and eclectic array of clubs, which includes Model United Nations, basketball and an electric harp ensemble, is much-loved by the children, with one saying: 'The number of extracurriculars is massive. I'm constantly wondering what else I can do - although with everything available, I'm never stumped.'"

WELLBEING AWARD FOR SCHOOLS

Withington has earned the Wellbeing Award for Schools (WAS), a national accreditation that recognises our school's commitment to supporting the wellbeing of pupils and staff. The report indicates that Withington demonstrates a mature, embedded and evolving wellbeing culture.

Pupils reported that if they have any concerns, they are able to access the pastoral team easily, and staff consistently make time to speak with them when needed. They described staff as welcoming and approachable, stating that they never feel unable to speak to someone.

Parents shared that they continue to be positively surprised by the breadth and quality of support offered. Although the school is widely recognised for its academic success, they highlighted that it also actively celebrates culture and fosters a strong sense of community.

Staff reported that wellbeing is embedded throughout the entire employee lifecycle. New staff receive a thorough induction that covers all relevant aspects of school life, and additional lunchtime sessions are available during their first term to support transition and integration.

