



Samuel Whitbread Academy Application Pack

Online Marketing & Social Media Assistant





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INTRODUCTION

Welcome to Samuel Whitbread Academy and the Bedfordshire Schools Trust. Thank you for expressing an interest in our current vacancy.

We have collated this application pack to provide you with all the information you should need to enable you to apply for this role.

However, if you would like any further information or would like to make a visit to our academy, please contact:

Emma Saunders

HR Assistant

esaunders@bestacademies.org.uk

Tel: 01462 629900

Samuel Whitbread Academy

Shefford Road, Clifton, Shefford, Bedfordshire SG17 5QS

www.samuelwhitbread.org.uk



ABOUT BEST

The Bedfordshire Schools Trust (BEST) is a multi-academy trust providing exceptional education across our community of 11 schools and five nurseries.

Since forming in 2016, we have grown significantly into one of the largest trusts in the county. We now educate 8,000 children across the area, from nursery age to advanced level study, and have over 1,000 members of staff.

It is our aim to grow the BEST in everyone, and everything we do is driven by our values. We will:

- Always put children first
- Collaborate to support and compete to challenge
- Provide community-based provision
- Have the courage to be compassionate

Our aims can only be achieved if we recruit, retain and develop the highest quality workforce – and we want those we employ to be valued in the workplace.

As a single employer, we are able to offer all our staff a fantastic range of benefits, including an excellent working environment, opportunities for career development and training, and discounts and deals that will help save you money.

Full details can be found in our BEST People staff benefits brochure, available for download from our MyNewTerm careers page, or on our website at www.bestacademies.org.uk/jobs

The formative years of BEST have been a real success story – and we are looking forward to an exciting future, too.



ABOUT SAMUEL WHITBREAD ACADEMY

Samuel Whitbread Academy is a large, rural upper school with approximately 1,700 students including a Sixth Form approaching 450 students. The school is situated on the outskirts of the town of Shefford, in Bedfordshire, and has all the variety and energy of a fully comprehensive secondary school.

In our most recent Ofsted report (March 2023), we were judged as Good by inspectors. We are committed to continuing our journey to reach Outstanding and are constantly striving to develop our practice and raise outcomes.

The size of the Academy and membership of BEST means that opportunities available to staff are incredibly varied and wide-ranging. We have a growing reputation for developing an exciting and innovative culture of research within the Academy and believe high quality CPD for staff and a focus on workload and wellbeing results in confident, compassionate and happy staff who strive to do their BEST.



HOW TO APPLY

We use an application form, rather than asking for CVs, for most vacancies. This ensures all applicants present their information in the same standardised format and tell us only what we need to know.

Apply online via the MyNewTerm website at www.mynewterm.com before the closing date.

Closing date: Midnight on Wednesday 2nd September 2026
Interview date: Anticipated to be week commencing Monday 7th September 2026 (date and time to be confirmed)

BEST is an equal opportunities employer and we are committed to encouraging equality, diversity and inclusion among our workforce.

We are committed to safeguarding and promoting the welfare of children. All offers of employment will be subject to satisfactory pre-employment checks and references, including enhanced Disclosure and Barring Service (DBS) clearance.

Strictly no agencies.

We look forward to receiving your application.



JOB DESCRIPTION

Job Title	Online Marketing & Social Media Assistant
Based at	Samuel Whitbread Academy
Salary / grade range	NJC Scale 2A points 3 – 4 (FTE £24,796.00 - £25,185.00 per annum pro rata; actual £22,636.00 - £22,991.00 per annum. Pay award pending)
Responsible to	Marketing & Communications Lead
Hours	37.00 hours per week, term-time only including five designated staff training days (INSET), plus two additional weeks

Purpose of Role

To provide content and creative design solutions through online platforms to promote and maintain the Samuel Whitbread Academy (SWA) brand.

Duties and Responsibilities

- To assist in the implementation of the school's marketing and communication strategy by undertaking the following, under the direction of the Principal and Marketing and Communications Team:
- Produce, update and monitor content across all school social media platforms.
- Produce and update regular content for the school website.
- Coordinate content to produce a monthly e-newsletter for parents, staff and students.
- Source regular new content, including text, images and/or video, from all areas of the school, to share with the wider community.
- Monitor activity and engagement of all school online platforms.
- Support, maintain and input content on the Samuel Whitbread websites.
- Produce copy for local and/or national news publications to promote school events and positive stories.
- Liaise with BEST Communications Manager to promote appropriate BEST content across website and social media.
- To actively promote and market the SWA brand.



- To manage own workload and use own initiative to solve problems and complete tasks.
- Monitor social channels, respond to routine messages and foster positive engagement among parents, alumni and local community.
- To ensure compliance with, and application of, all current legislation and policies and to keep abreast of new government guidance and policy.
- To maintain confidentiality at all times in respect of school related matters and to prevent disclosure of confidential and sensitive information in line with GDPR.
- Ensure compliance with and application of the academy's requirements with regard to data equality and diversity and health and safety, including demonstrating respect for others, fair and impartial behaviour in dealing with all people and maintaining a healthy and safe environment by taking reasonable care of their own health and safety and that of other persons.
- In line with the academy's policies to: act as a role model for the academy's values both within the team and wider BEST organisation.
- Behave in ways consistent with the Staff Code of Conduct and the Academy's competencies; integrate sustainable development into all areas of work; manage personal and career development.
- To attend staff meetings, participate in performance management reviews and undertake training and development activities.
- To liaise with all stakeholders internal and external to the organisation as required, promoting the best interests of BEST at all times.

Please note, while every effort has been made to explain the duties and responsibilities of the post, each individual task undertaken may not be identified.

Employees will be expected to comply with any reasonable request from the BEST Principals to undertake work of a similar level that is not specified in this job description.



PERSON SPECIFICATION

Job Title: Online Marketing & Social Media Assistant

Attributes	Essential	Desirable
Education and Qualifications	• Good level of numeracy and literacy • 5 GCSEs at grade 4 (Grade C) or above including English	• Specific training, courses or qualifications at level 2, 3 or degree, in marketing and utilising social media platforms
Professional Experience	• Experience/training in writing and producing material for online platforms • Experience in taking high quality photos and short form videos (reels).	• Substantive experience of marketing and advertising on social media platforms to manage and build a brand presence
Professional Skills, Knowledge and Understanding	• Evidence of an ability to communicate effectively with colleagues and students • Ability to work well in a team and collaboratively with others • Ability to work independently and use your own initiative • Good problem-solving skills • Good IT skills and experience of using Adobe creative suite and or Canva. • Ability to write engaging brand aligned copy, proof read and schedule for social media and press	• Confident in Adobe InDesign and Adobe Photoshop
Personal Qualities	• Willingness to be flexible • Ability to prioritise work. • Work with high levels of professionalism	
Physical	• Attend and cover events throughout the year including evening/out of school events; open evenings, result days, performances and sporting events	
Other	• Values and respects the views and needs of children and young people • Appropriate DBS clearance (before post is taken up) • Ability to work with children in regulated activity	• Knowledge of relevant safeguarding/child protection legislation and best practice

We are committed to the safeguarding and promotion of children's welfare and offers of employment are subject to DBS clearance

