



**RATCLIFFE**  
COLLEGE

EST. 1847

Appointment of

# **DIGITAL CONTENT AND MARKETING EXECUTIVE**

Candidate Recruitment Pack

**BEGIN HERE,  
GO ANYWHERE.**

# CONTENTS

**3**

---

Headmaster's Introduction

**5-6**

---

Our Mission Statement  
and Academic Excellence

**8**

---

About Ratcliffe College

**9**

---

The Benefits

**10-12**

---

The Role, Job Description and  
Person Specification

**14**

---

How to apply

**15**

---

Ratcliffe Terms

# HEADMASTER'S INTRODUCTION

Welcome to Ratcliffe College.

I am delighted that you are considering applying for a role at our wonderful school. First and foremost, Ratcliffe College is a fantastic place to work. We are blessed with a beautiful physical environment set in almost 200 acres of rolling Leicestershire countryside. Our staff, teaching and non-teaching, work in harness, daily, to provide a safe, secure, and nurturing environment for the children and young people to enjoy. Our collegiality is built on the foundations of the College's Catholic faith, which welcomes everyone with the same universality of warmth and respect, embracing difference and cultivating an authentic community which values everyone equally.

As a Catholic School with a proud Rosminian heritage which has endured since our Foundation in 1847, our aim is to help young people to achieve their greatest potential, guide their intellectual growth, nurture their God-given talents, and inspire them to live in service to others. Together, we aim to develop honest, confident, responsible, and compassionate members of society, based on the educational values of Blessed Antonio Rosmini, inspired by our school motto, *Legis Plenitudo Charitas* or Love is the fulfilment of the Law.

At Ratcliffe College, Christ is very much at the centre of all that we do. So, if our Mission resonates, and you believe you can be happy and thrive here, I encourage you to apply and join our team of staff as we fulfil our Mission.

I wish you all the very best of luck with your application.

Yours sincerely,

Kind regards,



Mr J. P. Reddin,  
Headmaster.



# BEGIN HERE, GO ANYWHERE.





# OUR MISSION STATEMENT

“Learning and Growing in the Light of the Gospel.”

## With Christ at the centre of our learning we:

- Help young people to achieve their greatest potential.
- Guide their intellectual growth, nurture their God-given talents, and inspire them to live in service to others.
- Aim to develop honest, confident, responsible and compassionate members of society, based on the educational values of Blessed Antonio Rosmini.

## Our core Rosminian values:

1. Legis Plenitudo Charitas: Love is the Fulfilment of the Law.

Our community recognises each individual as a unique part of God’s creation, nurtures in each a sense of dignity and self-worth, and fosters supportive and caring relationships.

2. Rosminian Education pursues the perfection of both human nature and the human person.

Our students’ intellect and talents are formed by a broad and balanced curriculum, responsive to and supportive of students’ needs and aspirations. Our students’ moral integrity is developed through the teaching, celebration and the living of Christian faith.

3. Intellectual integrity leads us to the Truth.

God is the source of all truth. Our staff are encouraged to foster intellectual curiosity, honesty and achievement in their students and within themselves.

## OUR VISION

To be a leading independent day and boarding school, which is financially secure.



SCAN THE CODE  
3-YEAR STRATEGY  
DEVELOPMENT PLAN  
2025-2028.



# ACADEMIC EXCELLENCE

Ratcliffe students enjoy an excellent all-round balanced education, underpinned by the College's core Rosminian Catholic ethos.

While students at Ratcliffe have a broad range of ability, academic success is strongly encouraged, valued and recognised; indeed, the greatly improved academic standards in recent years have proved popular both with parents and prospective parents, as reflected in the numbers of students applying to join the College.

Ratcliffe College has repeatedly ranked in the top 1% nationally for value added results at A Level.

A Level results achieved in 2025:

- 45% of A Level grades A\*/A
- 71% grade B or above.
- Ten percent of students achieved A\*/A\*/A or better.
- One in four students achieved A Level or BTEC grades equivalent to A/A/A or higher.

Over 90% of students typically achieve their first choice pathway for life after School. This includes students taking up places at Oxford, Cambridge, and other highly selective Russell Group universities; for Medicine, Dentistry and Veterinary Science; and at universities abroad.

Scan to view the  
full ISI Inspection  
Report.

**ISI** Independent  
Schools  
Inspectorate





# ABOUT RATCLIFFE

## COLLEGE

Ratcliffe College is a leading, Catholic, independent, co-educational day and boarding school for pupils aged 3 to 18, located in the heart of Leicestershire. Founded in 1847 by the Institute of Charity (Rosminians), the College is rooted in a strong Catholic ethos, centred on respect, compassion, ambition and service to others.

Today, Ratcliffe College educates more than 900 pupils from Nursery through to Sixth Form, welcoming families from across Leicestershire, Nottinghamshire, Derbyshire and beyond. While proudly Catholic, the College warmly welcomes pupils of all faiths and backgrounds who value its inclusive and supportive community.

Ratcliffe provides a broad and balanced education that combines academic ambition with outstanding pastoral care, extensive co-curricular opportunities and a strong sense of community. Pupils are encouraged to develop confidence, independence and resilience, while discovering and nurturing their individual talents and interests.

The College offers a wide range of co-curricular opportunities across sport, music, drama, outdoor education and leadership, enabling pupils to thrive both inside and outside the classroom.

Learning is supported by excellent facilities, dedicated staff and a forward-thinking approach that prepares young people for success in an ever-changing world.

Alongside a large day pupil community, Ratcliffe also offers full-time international and flexible boarding options within a warm and welcoming environment. Boarding remains an important part of College life, supporting both UK and international pupils while enriching the wider school community.

Pastoral care sits at the heart of the Ratcliffe experience. Pupils are supported throughout their educational journey by dedicated tutors, teachers and pastoral staff who work closely with families to ensure every child feels valued, supported and encouraged to achieve their full potential.

The College's Senior Leadership Team is led by the Headmaster, Mr J Reddin, supported by an experienced team overseeing academic, pastoral, preparatory and operational leadership across the College.

# THE BENEFITS OF WORKING AT RATCLIFFE COLLEGE



SCAN THE CODE  
TAKE A LOOK AROUND  
OUR VIRTUAL CAMPUS  
TOUR.



Free lunch and refreshments



Defined Contributions Pension Scheme.



Staff Wellbeing

- Staff Wellbeing Committee
- Free staff social events
- Access to on-site Medical Care
- Ratcliffe College Community Committee
- Access to the School Counsellor
- Free health line for staff and their families



Free parking on-site



Professional Developmental opportunities



Sport and Leisure

- Free use of the on-site gym (at specified times)



# ROLE

# DIGITAL CONTENT AND MARKETING EXECUTIVE

**Reports to:** Head of Marketing and Admissions

**Salary:** Circa £30,000 FTE

**Hours:** 37.5 hours per week

**Contract:** Full-time, based on Campus. Applications from candidates seeking a term-time plus arrangement may also be considered.

**Closing date:** Noon on Tuesday 16<sup>th</sup> June 2026

**Start date:** Late August or September 2026

We are seeking a creative, energetic and experienced Digital Content and Marketing Executive to join our ambitious Marketing and Admissions team. This is an exciting opportunity for a talented storyteller and content creator to play a key role in shaping and growing the College's digital presence.

This is a hands-on and varied role based on campus. Working closely with the Head of Marketing and Admissions to produce high-quality, engaging content across a range of platforms, ensuring it aligns with the College's Strategic Development Plan. From social media posts, short-form video and digital newsletters, to website updates and printed marketing materials, you will help bring the story of Ratcliffe College to life in creative and engaging ways.

We are looking for someone with fresh ideas, strong creative instincts and a proactive approach. The successful candidate will be confident working in a fast-paced environment, using their own initiative and managing a varied workload. No two days are the same; you will be capturing live content at school events and sports fixtures, creating reels, recording podcasts, developing campaigns, and supporting wider marketing activity across the department.

In this role, you will create engaging content that enhances the College's reputation, strengthens brand awareness and supports student recruitment locally and internationally.

The ideal candidate will have experience in social media marketing and digital content creation, with a strong understanding of current digital trends and audience engagement. You will be confident producing content across multiple formats including video, photography, graphics and written copy.

We are looking for someone who enjoys being actively involved in school life and capturing authentic moments that reflect the spirit and experience of education at the College, from Nursery through to Sixth Form.

**We welcome applications from both full-time candidates and those seeking a term-time working arrangement.**

## What you will bring to the role?

- A relevant qualification in marketing, communications, digital media or a related field (or equivalent professional experience)
- Proven experience in social media marketing and digital content creation
- Excellent photography, videography and copywriting skills
- Confidence using AI tools, CapCut, Adobe Creative Suite, Canva and social media scheduling platforms
- A self-starter with excellent organisational skills and attention to detail
- Comfortable working independently and using own initiative
- Enthusiastic, adaptable and able to manage multiple projects and tasks simultaneously
- Willingness to work on campus and flexibly, including some evenings and weekend events

# JOB DESCRIPTION

## Key Responsibilities

### Digital Marketing and Content Creation

- Manage the day-to-day running of the College's social media platforms, including Instagram, Facebook, LinkedIn and YouTube, tailoring content for different audiences and channels.
- Create high-quality digital content across a range of formats, including photography, videography, reels, shorts, graphics, podcasts and written copy.
- Plan and deliver a strategic programme of digital content to support student admissions, engagement and brand awareness objectives.
- Attend College events, productions, trips, fixtures and activities to capture and share live and scheduled content.
- Develop creative campaign ideas and identify opportunities to improve engagement and reach.
- Support the delivery of digital recruitment campaigns to drive engagement and admissions enquiries.
- Produce engaging website news stories, blogs and feature articles that celebrate College life and student achievement.
- Maintain and update the College website, ensuring content is current, engaging and optimised for prospective families.
- Design visual assets and promotional materials using Adobe Creative Suite, Canva or similar tools.
- Support the development and promotion of the College podcast - Ratcliffe RoundUp, including planning, recording and publishing content.
- Manage the College's bi-weekly website newsletter, coordinating and publishing social media and news content from across the school.
- Work collaboratively across departments to ensure a consistent and coordinated digital presence.
- Monitor social media performance and produce termly analytics reports evaluating engagement, reach and campaign effectiveness.

### Marketing and Internal Communications

- Maintain and update internal digital signage across the College campus.
- Support departments with the creation of marketing materials for events, clubs, co-curricular activities and initiatives.
- Update College publications and prospectus materials, working with external design agencies where appropriate.
- Manage the marketing store, including stock control and ordering promotional materials and merchandise.
- Proofread marketing materials and communications to ensure accuracy and consistency.
- Support the Parents' Association with the promotion of events and activities throughout the year.
- Attend and assist with the set up, planning and delivery of Open Events, admissions activities and recruitment events.

### PR and Brand Awareness

- Identify and develop PR opportunities through news stories, media coverage and digital campaigns.
- Act as an on-the-ground storyteller, capturing authentic content that reflects daily school life.
- Build and maintain positive relationships with local and national media contacts and external stakeholders.
- Support integrated marketing campaigns in liaison with the Head of Marketing and Admissions.
- Manage the College's photography bookings and termly schedules, image library, and student photography consent compliance, keeping staff informed of arrangements and updates.
- Assist with award submissions, advertising campaigns and external promotional opportunities.

Please note that this list of responsibilities is not exhaustive and may be amended to meet the evolving recruitment needs of the College. The postholder may also be required to undertake other duties as reasonably requested by the Headmaster, Senior Leadership Team or Head of Marketing and Admissions.

For further information or an informal discussion about the post, please contact Head of Marketing and Admissions, **Mrs Camilla Bradley** on [cbradley@ratcliffecollege.com](mailto:cbradley@ratcliffecollege.com)

# PERSON SPECIFICATION

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Relevant qualification in Marketing, Communications, Digital Media or a related field, or equivalent professional experience</li> </ul>	<ul style="list-style-type: none"> <li>• Qualification or training in photography, videography, graphic design or digital marketing</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills</li> <li>• Strong photography, videography and content creation skills</li> <li>• Confident using social media platforms including Instagram, Facebook, LinkedIn and YouTube</li> <li>• Experience using Canva, Adobe Creative Suite, CapCut and AI tools</li> <li>• Strong organisational skills and attention to detail</li> <li>• Ability to manage multiple projects and deadlines</li> <li>• Good understanding of digital marketing and audience engagement</li> <li>• Competent IT skills and website content management</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in podcast editing, animation or advanced video production</li> <li>• Knowledge of SEO, GEO, analytics and/or paid digital advertising</li> </ul>
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• Experience in social media marketing and digital content creation</li> <li>• Understanding of current digital trends and best practice</li> <li>• Experience creating engaging content across multiple online and social media platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in a school or education</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Commitment to the ethos and aims of the school</li> <li>• Creative, enthusiastic and proactive approach</li> <li>• Ability to work independently and use initiative</li> <li>• Strong interpersonal skills and ability to build positive relationships</li> <li>• Flexible, adaptable and willing to support wider school events and activities</li> <li>• Professional, reliable and able to work collaboratively as part of a team</li> </ul>	<ul style="list-style-type: none"> <li>• Interest in education and storytelling within a school environment</li> <li>• Willingness to support occasional evening and weekend events</li> </ul>



# HOW TO APPLY

1

## COMPLETE AN ONLINE APPLICATION FORM

[Visit our vacancies page.](#)

Please follow the link above to visit the main vacancies page on our school website. Search for the vacancy you wish to apply for, complete the online application form in full and submit it to us before the closing date.

2

## INVITED TO INTERVIEW

If you do not hear anything further within two weeks of the closing date, please assume that you have not been successful on this occasion. Ratcliffe College reserves the right to interview and appoint ahead of the closing date.



# RATCLIFFE TERMS

## Child Protection

Ratcliffe College is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. This role is exempt from the Rehabilitation of Offenders Act 1974, and applicants are required to declare all convictions and cautions (including those which are “spent” unless they are “protected” under the DBS filtering rules), in order to assess their suitability to work with children.

For further information, please see the [Recruitment, Selection and Disclosures Policy](#) and <https://www.gov.uk/government/publications/new-guidance-on-the-rehabilitation-of-offenders-act-1974>

The College is also registered for the processing of personal data in accordance with the Data Protection Act 1998. Such checks are required in accordance with the Recruitment, Selection and Disclosures policy and the Data Protection policy. Copies of these policies may be obtained from the Director of Finance and Operations upon request.

The appointment is subject to satisfactory:

- References, of which one must be from a current or most recent employer if not currently in employment
- Disclosure and Barring Service check (including children’s barred list check if appropriate)
- Open source check
- Proof of identity
- Right to work check
- Qualifications check
- Health screening





EST. 1847

# RATCLIFFE

COLLEGE

Ratcliffe College, Fosse Way, Ratcliffe on the Wreake, Leicester, LE7 4SG



[www.ratcliffecollege.com](http://www.ratcliffecollege.com)



HR: 01509 817089



[HR@ratcliffecollege.com](mailto:HR@ratcliffecollege.com)

