



Langley
SCHOOL



Brief for the position of

DIGITAL MARKETING AND CONTENT MANAGER

CONTENTS

01 BACKGROUND

02 ABOUT LANGLEY

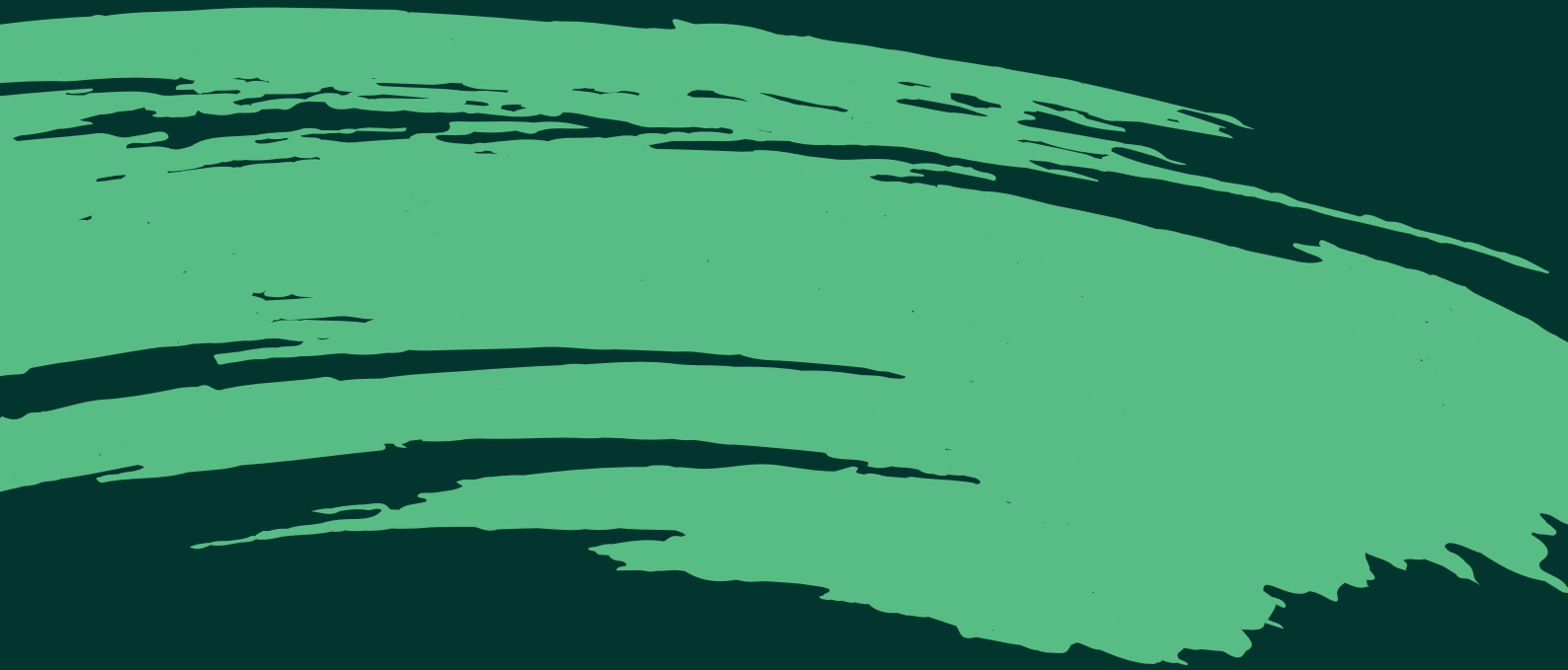
03 THE ROLE

04 PURPOSE & JOB SPECIFICATION

05 SKILLS & EXPERIENCE

06 CANDIDATE BENEFITS

07 HOW TO APPLY



01 BACKGROUND

Thank you for considering this exciting opportunity to join Langley School as our **new Digital and Social Media Manager**. The role will be based **primarily at Langley Senior School** near Loddon, with presence required **at times at Langley Prep School** in Taverham.

Langley School is proud to foster a thriving educational community, nestled amidst the stunning Norfolk countryside. Here, tradition meets innovation, and every pupil is valued, supported, and encouraged to flourish. From our youngest learners embarking on their educational journey in Nursery, to our ambitious Sixth Form students preparing to step confidently into their future, Langley School provides a nurturing environment that celebrates growth, learning, discovery, and achievement.

Our expansive, picturesque campuses—spanning over 100 acres at each site—offer a unique and inspiring setting where pupils can explore, thrive, and develop both academically and personally.

At Langley, we are guided by our core values of **kindness, confidence, curiosity,** and **integrity**. These principles underpin all aspects of school life as we equip our pupils with the skills to navigate the ever-evolving demands of the modern world. Creativity, resilience, and adaptability are at the heart of our approach, ensuring that every pupil is prepared for success.

We warmly invite you to apply for this exciting position, with an opportunity to directly drive admissions into the school, and to increase the profile of Langley in the local, regional and international community.



02 ABOUT LANGLEY

Langley School is a co-educational, inclusive day and boarding school catering to pupils aged from 6 months to 18 years. We are privileged to operate across two stunning countryside campuses: the Pre-Prep and Prep School are located in Taverham, while the Senior School and Sixth Form reside just outside Loddon.

Our beautiful, green campus locations provide ample space for pupils to grow, explore, and thrive in a supportive and inspiring environment. With the vibrant city of Norwich nearby, pupils also enjoy access to a dynamic and culturally rich setting that complements their education.

As one of only nine HMC (Headmasters' and Headmistresses' Conference) schools in Norfolk and Suffolk, Langley offers an exceptional standard of education alongside a variety of boarding options, including day, flexi, weekly, and full boarding.

1 Langley Prep School, Taverham

2 Langley Senior School, Loddon



03 THE ROLE

Langley School seeks to recruit a **Digital Marketing and Content Manager**. We require an exceptional individual to drive our digital and social media presence forward across multiple channels, **commencing in June 2025**.

This position will be **37.5 hours per week on a 52 week contract**. The salary is **£25,681.50 (SS10) to £29,445 (SS15)** subject to experience. The role will be based primarily at **Langley Senior School near Loddon**, with presence required at times at Langley Prep School in Taverham.

We are looking for someone with solid experience in both digital and social media, with capability across both technical and creative content disciplines. Previous experience in education would be a positive, but it's more important that you are good at bringing people, process, and technology together in pursuit of a common goal. Integrated campaign experience is important, with an appreciation of how digital and social channels combine with other channels to drive outcomes. Ideally, candidates will have some experience in photography and videography or be prepared to learn, in order to collate and edit content for amplification across our digital channels.

You'll be leading campaigns that drive growth and engagement. Your expertise in identifying audiences and developing compelling online content, calls to action, tests and creative development will be critical to the role's success. Previous experience of campaign planning and deployment will be necessary, and as we want to ensure we are measuring ROI effectively you should also have some experience in data analysis. You'll work with our stakeholders both inside and external to the school, and you'll get a real buzz from seeing the impact of your work in action. The role reports to the Director of Marketing, Communications and Admissions, and you'll be working closely with staff, agency and freelance colleagues to deliver your objectives.

Langley is a truly special place to work. With dedicated colleagues, a supportive parent body, and curious, motivated pupils, our school community is both stimulating and welcoming. We take great pride in our sense of family and the strong sense of belonging that unites us.



04 PURPOSE & JOB SPECIFICATION

This job specification covers the principal tasks required of the role and is not necessarily a complete list of everything required for the full professional discharge of duties. Key responsibilities include:

Campaign Strategy & Execution

- Plan, design, and manage a comprehensive digital and social campaign calendar, ensuring alignment with key school events (e.g. Sports Day, Speech Day) and broader strategic themes.
- Launch technology-driven campaigns, integrating QR codes with unique campaign URLs (offline to online) and geofencing to enhance reach and engagement.
- Work alongside the events team on flagship events, creating compelling social media content to maximise engagement.

Analytics & Optimisation

- Conduct web analytics analysis and optimisation in collaboration with the Director and agency, leveraging insights to improve digital performance.
- Monitor and refine social media analytics, enhancing engagement and audience interaction across all platforms.
- Improve search engine rankings, ensuring strong visibility for the top 20 search terms across domestic and priority international markets, refining keywords and driving content optimisation across the team.
- Utilise Meta Ads Manager and other ad tools to analyse campaign performance, adjust bidding strategies, and optimise ad creatives for maximum impact.
- Ensure all business listings are consistently updated across relevant platforms for improved discoverability.

Paid Advertising & Growth Strategies

- Develop targeted paid advertising strategies, optimising reach and engagement across platforms such as Meta (Facebook & Instagram), Google Ads, and other digital channels.

- Drive high-impact paid social campaigns, focusing on retargeting, lookalike audiences, and geo-specific targeting for maximum conversion.
- Implement A/B testing for ad creatives, formats, and messaging to continuously refine campaign effectiveness.
- Track and enhance lead generation efforts, ensuring measurable growth in audience acquisition and engagement.
- Optimise campaigns to ensure cost-efficiency and maximum return on ad spend through continuous refinement.

Content Creation & Partnerships

- Produce high-quality multi-media content to enrich storytelling and engagement across all digital platforms.
- Maintain and continuously enhance website content, ensuring relevance, accuracy, and engagement.
- Knowledge of design platforms such as Canva, Photoshop, InDesign to create campaign content.
- Drive value from strategic partnerships (e.g. NCFC, Rugby Festival sponsors, Golf Acad), implementing a robust link-building strategy to strengthen digital authority.
- Aptitude for AI, with willingness to adapt processes and use generative AI to improve effectiveness of campaigns.

Resource Management and Planning

- Oversee and manage external freelance digital resources (both creative and technical) on a day-to-day basis, ensuring cohesive branding and campaign execution.
- Create and publish a social media content plan.
- Review the school's social media and digital presence in line with evolving safeguarding recommendations.

05 SKILLS & EXPERIENCE

- ✓ Proven digital campaign management experience with track record of achievement and delivery
- ✓ Analytical capabilities on platforms such as GA4 in order to produce reports and make recommendations for campaign changes
- ✓ A drive for optimisation across each channel, with good understanding as to how each channel works
- ✓ Ability to use WordPress in order to install and test plugins, make content amendments and updates to the website

- ✓ Understanding of keyword strategy and SEO
- ✓ Exposure to AI and an ability to understand where and how to use AI in marketing strategy and outreach
- ✓ Strong organisational skills, with attention to deadlines and detail
- ✓ Excellent understanding of digital platforms and project management skills.
- ✓ Ability to build strong relationships with key stakeholders
- ✓ Willingness to be “hands-on” and support other work in the team when required



06 CANDIDATE BENEFITS

The successful candidate will enjoy the following benefits from the commencement of their employment:

- ✓ Professional development and ongoing CPD through internal and external training.
- ✓ 24/7 access to the school's comprehensive Employee Assistance Programme, offering support for personal and professional well-being.
- ✓ Complimentary school lunches during term time working days.
- ✓ Workplace pension scheme with Royal London.
- ✓ Covered by the School's Death in Service scheme (3 x annual salary).
- ✓ As a Microsoft Showcase School, academic staff receive a Microsoft Surface Pro device to support their professional responsibilities.
- ✓ Free access to the school's gym facilities at the Loddon campus and swimming pool at the Taverham campus.
- ✓ A truly unique and inspiring work environment, set on a heritage site surrounded by over 100 acres of green space and woodlands.

TERMS AND CONDITIONS

The starting salary for this role will be competitive and commensurate with the successful candidate's qualifications and experience.

Please note that Langley School reserves the right to interview and appoint candidates prior to the closing date of the application process.

PRE-EMPLOYMENT CHECKS

Offers of employment are subject to the following pre-employment checks:

- Receipt of two satisfactory references.
- Completion of child protection screening, including checks with previous employers and the Disclosure and Barring Service (DBS)

07 HOW TO APPLY

Please note that all information within your application will be treated confidentially. In line with GDPR, we ask that you do not send us any information that can identify children or any of your Sensitive Personal Data.

Applications should be received no later than midday on:

Monday 14th July 2025

Shortlist interviews shall take place:

TBC

To apply for this position, please complete the online application process; CVs will not be accepted as a substitution but may be submitted in addition to the application form in order to supply additional background information.

For any further information please contact:

T: 01508 520210

E: HR@langleschool.co.uk



A dark teal silhouette of a castle with three towers and a central archway. The towers have crenellated tops and are supported by pillars. The central archway contains a smaller silhouette of a building with a crenellated roof.

Langley Senior School
Langley Park
Loddon
NR14 6BJ
0044 1508 520 210

Langley Prep School
Taverham Hall
Taverham
NR8 6HU
0044 1603 868 206

langleschool.co.uk

hr@langleschool.co.uk