

DIGITAL MARKETING COORDINATOR

Candidate Information Pack



HUTCHESONS'
GRAMMAR SCHOOL



JOIN ONE OF SCOTLAND'S LEADING INDEPENDENT SCHOOLS

Founded in 1641, Hutchesons' Grammar School is a cornerstone of Glasgow's independent educational landscape, committed to academic excellence and holistic development. Our mission is to provide an outstanding education that allows every pupil to reach their full potential – academically, socially, and personally. Through an inspiring curriculum and an extensive co-curricular programme, we nurture curiosity, creativity, and a lifelong love of learning. Our pupils, encompassing Nursery, Junior, and Senior Schools, excel not only in the classroom, but also in sport, music, drama and beyond. Hutchesons' focuses on ensuring our pupils Belong, can Flourish, and so will Achieve their best, wherever their talents lie. We are proud of our rich heritage and excited for the future.

We are now looking for a Digital Marketing Coordinator for a fixed term of 18 months to help tell our story to the wider world.

THE ROLE

This is an exciting opportunity to join our small and dynamic Marketing, Admissions and Communications team at a pivotal moment in the School's development.

Reporting to the Head of Marketing, Admissions and Communications, you'll lead the creation and delivery of high-quality digital content that reflects our brand, values, and ambition. From managing day-to-day social media, to capturing photo and video content across campus, to driving digital engagement strategies – you'll be at the heart of how we present ourselves to our community and beyond.

KEY RESPONSIBILITIES

- Plan and deliver engaging content across social media (Instagram, Facebook, LinkedIn),
- Capture and edit photography and video content for a variety of channels,
- Write and distribute email campaigns and digital newsletters,
- Play an important role in supporting the development of, population and shape of the school's web site, parent platform and alumni database,
- Lead on short-form video creation (reels, GIFs, etc.),
- Monitor analytics and digital trends to inform content strategy,
- Provide regular feedback and reports to the wider marketing team on performance and engagement,
- Work collaboratively with other departments to showcase achievements,
- Uphold GDPR, safeguarding and brand guidelines at all times,
- Any other tasks deemed necessary by the Head of Marketing, Admissions and Communications.

ABOUT YOU

You're a creative, organised and technically confident digital communicator, with a sharp eye for detail and a flair for storytelling. You understand how to craft engaging content and how to tailor it to different platforms and audiences.





Essential skills & experience:

- Degree or training in marketing, media or a related field,
- Previous work experience in a digital marketing or social media role,
- Strong photography and video editing skills,
- Proficiency in Adobe Creative Suite, Canva, Meta Business Suite, Google Analytics, Microsoft 365,
- Excellent writing and proofreading ability,
- Ability to work independently, meet deadlines, and juggle multiple tasks,
- A collaborative, enthusiastic approach to working with others.

Desirable:

- Experience in education or a similar environment,
- Knowledge of GDPR and safeguarding principles.

What We Offer

- Salary: £28,000–£30,000 per annum
- 20 days' annual leave plus public holidays
- Excellent benefits including:
 - Healthcare
 - Contributory pension scheme
 - Free on-site gym membership
 - Free local parking
- Monday–Friday, 8.30am–4.30pm (occasional evening/weekend work for events with advance notice)
Please note, this role is based on-site at the Senior School at 21 Beaton Road, Glasgow, G41 4NW.

HOW TO APPLY

To apply, please submit your CV and a covering letter stating how you meet the essential and desirable criteria by **Wednesday 3rd September 2025** to recruitment@hutchesons.org.

Interviews are likely to take place on Wednesday 10th September 2025.

Please note, that the successful candidate will be required to undergo a PVG check through Disclosure Scotland.

BE PART OF OUR FUTURE.

Find out more about us at www.hutchesons.org

