



# PENRYN COLLEGE

ACHIEVING through CHALLENGE



**Candidate Pack - Marketing & Comms Manager**



## Message from The Headteacher

Thank you for the interest that you have shown in joining us at Penryn College. As Headteacher, I am proud to lead a school community that is committed to excellence, inclusivity, and innovation. Our motto, “*Achieving through Challenge,*” reflects our belief that with the right support and encouragement, all young people can reach their full potential.

We are passionate about providing a broad and balanced curriculum that inspires curiosity, creativity, and confidence. Together we work tirelessly to create an environment where students feel valued and empowered to take ownership of their learning. Lessons are engaging and underpinned by excellent resources including technology.

We have high expectations of our staff, but in return we provide a supportive and friendly working environment where your feedback is valued and your efforts recognised and rewarded, with ample CPD opportunities and the chance to really make a difference.

Penryn College is more than just a place of learning—it is a vibrant, caring community where every moment matters.

One of the most important things I have learnt in my career is to listen to students. Finding out what our students think and experience in any capacity, whether it’s with our student leadership groups, standing in the canteen queue, or sitting next to them in their lessons. These important interactions tell us what we’re doing right and set our priorities. After all, it’s the reason we came into this profession!

I hope this information pack will give you a good overview of the position and working at our School. There is a strong community spirit here, and all our staff, whatever their role, play an important part in our success. If you have any questions please do contact us, we are more than happy to help.

Warm regards,

Claire Croxall

# About Our School - Vision, Mission & Ethos

Penryn College is a lively, thriving school, and we pride ourselves on our local and national reputation for educational excellence. We work in partnership with national research-led teaching and learning initiatives such as the Arts Council Creativity Collaborative and we are an award-winning Cyber Award School and UNICEF Rights Respecting School. We cater for children and young people aged 11-16 who live in Penryn and the surrounding villages of Constantine, Flushing, Mabe, Mawnan Smith, Mylor, Perranwell and Ponsanooth. Students also join us from Falmouth and other outlying villages and towns.

Originally, Penryn College opened in Falmouth in 1957, and was moved to its present site in 1961. Since that time, there has been a programme of continuous improvement and updating of buildings/classrooms. Our biggest development was the opening of our £24 million College building in 2008. Our PAN for each year group is 210, but the occupational capacity is slightly different for each one. Currently, we are oversubscribed in all year groups.

We want the children of Penryn College to be the best they can be and do the very best they can, whoever they are, wherever they are from, whatever their starting point and wherever they are headed. We want them to be able to meet the challenges of the future. We want them to be flexible, to solve problems, to be resilient and to think for themselves. Most of all, we want them to achieve their dreams.

“Achievement through Challenge” is a tangible part of the life and work of the College. Children have inspiring learning opportunities because teachers open new worlds. The range of rich opportunities in a wide and exciting curriculum, using Cornwall’s natural environment to the full, gives students a thirst to know more, understand more and do more. Building upon their achievements at primary school, students develop purposeful learning habits, including being competent in reading, writing and numbers. They are able to talk openly and confidently about themselves, their progress, their aspirations and their opinions. They learn to understand, value and uphold people’s right to be treated equally. They leave us with a broad range of qualifications which give them knowledge and skills they need for their future, whatever that future might be, and as self-assured, well rounded young citizens, understanding the responsibilities, challenges and opportunities of life in modern Britain and the wider world. They value people for who they are and know that each one of us has a responsibility to give something back. They know where they are headed and how to achieve their dreams.

Penryn College's ethos centers on nurturing happy, resilient, and aspirational students through challenge, aiming for them to reach their full potential in a supportive, inclusive environment that values individuality, mutual respect, and community, underpinned by their motto "Achieving through Challenge" and a commitment to developing well-rounded individuals with strong academic and personal skills.

At Penryn College, we believe that everyone's voice matters. We listen carefully to students, families, staff, and our wider community to help shape the future of our school. This shared approach ensures we create a supportive, inclusive environment where every learner can thrive.



## 01 What parents say ...

"Both of my children are very happy at the school and we're very grateful to have a fantastic school on our doorstep. They are given many extra-curricular opportunities which enable them to grow in confidence and feel part of the school community."

## 02 What students say ...

"There's a great team spirit here. We all get on well with each other and the teachers. We feel safe, and the facilities are amazing!"

"The changes that have been made by all of us have been listened to and have happened thanks to the school staff."



## 03 What staff say ...

"The school does a fantastic job... it enables our young people to thrive and be valued"

"This is a great school to work in... there is a strong sense of community."

## 04 What OFSTED say ...

"Penryn College is a happy and welcoming school."

"Pupils follow an exciting curriculum with a broad range of different opportunities. Leaders are ambitious for pupils and there is an ethos of 'having a go', without fear of failure."



## Working with Us

### The Recruitment Process

- 1. Application:** To apply for a staff vacancy, please visit our website [here](#) and [complete an Application Form](#) and Personal Statement of Suitability (no longer than two sides A4). Demonstrate clearly how you meet the criteria outlined in the Person Specification, providing specific, relevant examples to support your evidence. **Please email completed applications by the closing date to** Becky Withers, HR Manager [bwithers@penryn-college.cornwall.sch.uk](mailto:bwithers@penryn-college.cornwall.sch.uk)
- 2. Shortlisted applicants** will be invited by email to attend an interview. References will be taken up after shortlisting unless you have indicated otherwise.
- 3. Interview Process:** The selection process will include a formal panel interview and a practical assessment designed to evaluate the knowledge, skills, and abilities outlined in the Person Specification. Full details will be provided to shortlisted candidates prior to interview.
- 4. Feedback:** Unsuccessful applicants will be provided with professional feedback
- 5. Taking up post:** The start date is subject to completion of all Safer Recruitment checks
- 6. Additional Information:** For further information, please contact Becky Withers, HR Manager. If you require any reasonable adjustments in order to attend or participate fully in the interview process, please let us know at your earliest convenience so that appropriate arrangements can be made
- 7. Safeguarding:** Penryn College is committed to safeguarding and promoting the welfare of children and young people and expect staff and volunteers to share this commitment. The successful applicant will be subject to an Enhanced DBS and barred list check.

**We reserve the right to interview early should an exceptional candidate apply**

**Closing date: Wednesday 11<sup>th</sup> March 2026 at 8.00am. Interview date: Monday 16<sup>th</sup> March 2026**

**Please note that we are unable to process applications without a fully completed application form.**

Please return your completed application form and covering letter to Becky Withers, HR Manager at [bwithers@penryn-college.cornwall.sch.uk](mailto:bwithers@penryn-college.cornwall.sch.uk) or post to: Penryn College, Kernick Road, Penryn, TR10 8PZ.

Thank you again for your interest in joining our team. We look forward to receiving your application.

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*“The School has a great culture - one that supports staff and the development of teams. I love being part of the team!” Staff Survey 2025*

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## JOB DESCRIPTION

Job Title:	Marketing and Communications Manager
Grade:	I - £31,985 - £40,837 per annum
Hours:	37 hours per week, term time only + INSET + 12 days
Reporting to:	Headteacher

### Main Purpose of Job

The Marketing and Communications Manager will play a key role in promoting the school's identity, strengthening our brand, and ensuring that all communications reflect our values and high standards. The role is responsible for the creation, organisation, and the delivery of high-quality communications and marketing materials across digital, print, and media platforms. This includes website management, social media oversight, event leadership, design work, and the creation of engaging content and events for our students, staff, families, and the wider community.

### Key Duties and Responsibilities

#### General Marketing

- Lead marketing initiatives to support admissions objectives and promote the school's ethos and values.
- Contribute to the marketing budget plan, ensuring cost-effective campaigns and resource allocation.
- Develop marketing materials such as prospectuses, newsletters, and other collateral that reflect the school's culture and excellence.
- Champion storytelling to highlight achievements and positive aspects of school life.
- Work closely with the Head and leadership team to identify opportunities to enhance the school's visibility and reputation.
- Stay informed on emerging trends and innovative communication tools to improve outreach.
- Manage PR opportunities and build relationships with the community including local businesses and ventures, and stakeholders such as parent groups to raise the school's profile.

#### Digital Marketing

- Maintain and update the school's website and social media channels to reflect the school's community
- Oversee all digital marketing activity, including social media, email campaigns, newsletters, prospectus etc.
- Direct and deliver content strategy across digital platforms, ensuring consistent, engaging messaging aligned with school values.
- Manage creation of digital content (video, audio, photography) and maintain the digital asset library; liaise with external agencies as needed.
- Schedule, publish, and monitor social media posts; respond to engagement promptly and professionally.
- Analyse performance metrics and provide reports to inform future campaigns and improve engagement.
- Ensure brand consistency in tone and messaging across all platforms.
- Brief and manage external agencies for campaigns and monitor effectiveness.
- Create and distribute marketing emails, invitations, and surveys; track and report on performance.

#### Event Management

- Collaborate with Admissions and other teams to support recruitment events and community outreach.
- Assist in organising and publicising school events such as Open Mornings.
- Support the organisation and advertising of school events (productions, prize days, sports days, assemblies) and capture photography for marketing purposes.
- Collate newsletters and end-of-term video presentations to showcase school life

## **Digital Communications and Social Media**

- Take full ownership of the school's social media channels, including Facebook, Instagram and Linked In providing daily updates, content creation, scheduling, engagement, and analytics monitoring.
- Develop and deliver high-quality online marketing content, including posts, banners, graphics, stories, video clips, and promotional campaigns.
- Design and schedule daily posts during key periods such as mock exams, public examinations, events, and celebrations.
- Ensure social media content is culturally responsive, inclusive, and reflects our school community.

## **Website Management**

- Maintain full editorial access to the school website and update it regularly with accurate, professional content.
- Ensure compliance with statutory publishing requirements, trust guidelines, and accessibility standards.
- Create and manage up-to-date web pages for both the school and the Trust as required.

## **Design and Creative Production**

- Produce high-quality marketing and communication materials, including:
- Posters, banners, postcards, flyers, and digital screens
- Newsletters and termly staff communications
- Event branding and advertising materials
- Student resources such as conduct cards, report cards, and classroom materials
- Booklets, brochures, and guides for Year 6 transition
- The annual Prospectus
- Year 11 Yearbook and the full presentation for the Year 11 leavers assembly
- Provide creative support for school-wide rebranding projects, including updating templates, school letterhead, and internal communications assets.

## **General Responsibilities**

- Be aware of and adhere to the school's child protection and safeguarding policy and procedure.
- Maintain confidentiality of information acquired in the course of undertaking duties.
- Be responsible for own continuing self-development, undertaking training as appropriate to include yearly whole school training.
- Be committed to equal opportunities
- To undertake any other duties appropriate to the grading of the post as required.

**Date Prepared:** February 2026

**Prepared by:** HR Manager

## PERSON SPECIFICATION

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED
<p><b><u>Qualifications and Experience</u></b></p>	<p>Proven experience in a similar marketing, communications or digital media role, ideally involving responsibility for a school, organisation or brands public profile.</p> <p>Strong graphic design skills, with proficiency in software such as Canva, Photoshop or equivalent design tools.</p> <p>Demonstrable experience managing social media platforms including creating, scheduling, and analysing content.</p> <p>Excellent written and verbal communication skills, with the ability to produce clear, professional, and engaging content for newsletters, posters, booklets and social media.</p> <p>Ability to produce, edit, and publish high-quality photo and video content.</p> <p>Strong organizational skills with excellent attention to details, including the ability to manage multiple deadlines and projects.</p>	<p>Additional certifications in digital marketing, graphic design, or media production.</p> <p>Experience working within an educational setting or school environment.</p> <p>Experience designing branded school materials.</p> <p>Familiarity with event planning or supporting large-scale school events.</p>	<p>Application form/ Interview</p>
<p><b><u>Knowledge</u></b></p>	<p>In-depth knowledge of social media management and marketing strategies.</p> <p>Strong understanding of branding, visual identity, and design principles.</p> <p>Awareness of current digital design and social media trends, with the ability to apply them appropriately in an educational context.</p> <p>Knowledge of video editing techniques, file formats, and best practices for content optimisation.</p> <p>Understanding of accessibility considerations in communications and web content.</p>		



**Penryn College**

## **Achieving through Challenge**

Thank you for your interest in Penryn College. We look forward to welcoming you to our school.

**Address** Penryn College, Kernick Road, Penryn, TR108PZ

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**Email** [bwithers@penryn-college.cornwall.sch.uk](mailto:bwithers@penryn-college.cornwall.sch.uk)

**Website** [www.penryn-college.cornwall.sch.uk](http://www.penryn-college.cornwall.sch.uk)