

Role Profile			
Role	Marketing Officer	School	
Line Management	no	Reporting to	Head of MAC
Internal and External Interactions	Principals, head office, school staff, current and prospective families, outside agencies and community partners.	Hours	
Role Purpose			
<p>We are seeking a proactive and enthusiastic Marketing Officer to support the delivery of local and digital marketing activity to generate a strong pipeline of quality enquiries.</p> <p>This is a hands-on role suited to someone who is keen to use and develop their skills digital marketing, content creation, campaigns and events. You will play a crucial role in bringing the school's story to life, creating engaging content and supporting campaigns that attract prospective families.</p> <p>Reporting to the Head of Marketing, Admissions and Communications (MAC), you will ensure marketing activity supports enrolment priorities.</p> <p>This role is ideal for someone who is keen to learn, enjoys variety, and is happy to get involved in all aspects of school life with a strong focus on top of the funnel lead generation.</p>			
Key Accountabilities			
<p>Digital Campaigns & Lead Generation</p> <ul style="list-style-type: none"> • Work with an agency or in-house specialist to deliver top of the funnel (awareness) marketing campaigns. Ensuring targeted campaigns effectively deliver the right volume of qualified leads. Campaigns are likely to focus on Google Ads, and Meta. • Track and report on campaign performance to ensure activity is successful, working with the Head MAC for clarity on the volume of marketing qualified leads required at key points throughout the admissions calendar. • Alongside the Head of MAC, plan a calendar of digital advertising campaigns aligned to key admissions priorities and activities including open days, peak recruitment periods and the release of exam results. • Work closely with the Head of MAC to maintain a clear understanding of admissions performance against commercial targets, including year group capacity. Continuously adapt priorities to align with student recruitment needs. • Stay curious and up to date with marketing trends, tools and ideas, applying learning where appropriate. <p>Social Media & Website</p> <ul style="list-style-type: none"> • Update, maintain and progress the school website using a CMS system (training provided). A strong focus on continual website improvements with fresh, keyword-rich content, improved UX and simple technical SEO improvement is required to support engagement and enquiry generation. • Apply an understanding of SEO to ensure the website is visible for key search terms used by 			

families locally and internationally.

- Own and manage the school's social media content. Ensure content is on-brand, legally adherent to the region and engaging for current and prospective families. Include a mix of reel, stories, posts and more.

Content Creation & Communications

- Create engaging content across a range of channels, including social media, emails, newsletters, website and marketing materials. Ensuring content reflects the school's brand messages, tone of voice and brand guidelines. Attention must be given to the legal requirements of the region and parent permissions for images of students.
- Support the production of marketing collateral such as brochures, presentations and promotional materials.
- Develop engaging content, including student stories, testimonials and school highlights, working closely with the Admissions Customer Experience Officer to identify and engage families who can act as authentic advocates for the school.
- Deeply understand and evolve brand messaging to ensure that content speaks clearly to the unique benefits of the school and echoes the messages being given by the admissions team during family tours.
- This role will also be responsible for tracking all marketing spending to ensure that activity is delivered within budget.

As the marketing specialist for the school, this role will also support a range of ad hoc marketing activities outside the core remit, working closely with the wider Marketing, Admissions and Communications team.

The post holder is expected to actively contribute towards the school and involve themselves in the life of the school at all levels. This includes, although is not limited to, attending school functions and events which may be held outside of the standard working hours

Person Specification

Key Skills and Competencies

Essential Skills & Competencies

- Strong written and verbal communication skills, with the ability to create clear and engaging content
- Good understanding of digital marketing channels (e.g. social media, paid ads, websites) and the ability to support the delivery of marketing campaigns and activities to generate enquiries
- Content creation skills across multiple formats (e.g. social media, web, email, basic visual content)
- Strong organisational skills, with the ability to manage multiple tasks and deadlines
- Willingness to learn and use marketing tools and systems (e.g. CMS, CRM, ad platforms)
- Strong collaboration skills, with the ability to work effectively across teams
- Understanding of SEO and how it supports website performance
- Experience managing or contributing to social media accounts – a passion for social media either professionally or personally would be an advantage.
- Experience creating marketing assets (e.g. newsletters, brochures, campaigns)

