



**ST EDMUND'S
SCHOOL**
CANTERBURY

CANDIDATE PACK

**MARKETING ASSISTANT
PERMANENT / PART TIME
MAY/JUNE 2026**



WWW.STEDMUNDS.ORG.UK



THE SCHOOL

OVERVIEW

We are a co-educational independent day and boarding school for pupils aged 2–18, offering a warm and supportive environment that values the individual and encourages pupils to explore a wide range of opportunities, whatever their interests or strengths. Located on St Thomas Hill, just five minutes from Canterbury city centre, the School enjoys an attractive setting with far-reaching views across the city. Academic ambition is balanced with a strong emphasis on co-curricular involvement, helping pupils to develop confidence, curiosity and character.

Pupils are respectful of one another and work together to create a cohesive, inclusive and happy community with a strong family atmosphere at its heart. The School is proud of its rich performing arts heritage, including an award-winning Drama Department, a thriving music programme and St Edmund's Choral Society, all of which play an important role in school life.

The Junior and Senior Schools all share the same site, creating a connected and vibrant whole-school community.



OUR ETHOS

Our pupils benefit from a caring and supportive environment, high-calibre teaching and a holistic educational approach that seeks to develop creativity, leadership qualities and original thinking

A broad academic curriculum and extraordinarily diverse co-curricular programme enable pupils to find their path and grow to 'be all they can be'

Our small class sizes enable the personalisation of learning so that pupils receive the attention and academic challenge they need to excel

Every pupil here is known and understood

The school's education of children from ages 2 to 18 helps foster the strong family atmosphere and close-knit sense of community that are at the heart of school life.

St Edmund's is proud of its pupil-centred and ambitious academic ethos. We seek to foster original thinkers with the intellectual and personal skills to be leaders and decision makers in the future

Highly-qualified teachers mean that young people receive inspirational instruction, with vibrant debate and individual attention colouring every classroom

Pupils develop learning skills through project work and research opportunities such as the Extended Project Qualification and the Durrell Essay. We encourage cross-curricular work to promote original ideas and multi-dimensional thinking

Essentially, our pupils are encouraged throughout their time at St Edmund's to aim for and achieve the very highest academic standards of which they are capable.

DETAILS ABOUT THE POST

TITLE	Marketing Assistant
TYPE OF POST	Part-time 20 hours per week (Permanent)
START DATE	Immediate start available -
SALARY	£26,553 pro rata per annum dependant on experience

POST & DEPARTMENT

Introduction	<p>The Marketing Assistant will support the Head of Marketing in promoting St Edmund's School and helping to attract prospective pupils to the Junior School, Senior School and Sixth Form.</p> <p>This is an exciting opportunity for a creative and proactive individual to help showcase life at St Edmund's through digital content, social media, photography, video, events and design.</p> <p>The successful candidate will help communicate what makes St Edmund's such a distinctive and vibrant place to learn, highlighting the opportunities, experiences and community that define everyday school life.</p> <p>We are looking for someone with creativity, enthusiasm and a strong eye for visual content, who enjoys working in a fast-paced and varied environment.</p>
Hours of work	Part-time role with flexibility around working days. Occasional evening and weekend work will be required to support school events, including whole-school Open Days.
Holidays	The position includes 25 days' holiday per annum (pro rata). Holidays are expected to be taken during St Edmund's School holiday periods, including one compulsory week at Christmas.

THE ROLE

KEY RESPONSIBILITIES

Marketing & Communications

- Support the delivery of the school's marketing and communications strategy to ensure campaigns and activities are delivered effectively and on schedule.
- Assist in driving pupil recruitment and retention through marketing and communication initiatives.
- Work closely with the Head of Marketing to develop creative ideas and campaigns that raise the profile of the school.
- Support the promotion of school events including Open Days, induction events, performances, festivals and parent events.
- Assist with parent communications and regular newsletters.

Digital Marketing & Social Media

- Support and maintain the school's digital presence across the website, social media, email marketing and online campaigns.
- Create engaging social media content including graphics, reels, photography, video content and promotional posts.
- Manage and schedule content across social media platforms to increase engagement and brand awareness.
- Support the improvement of the school's SEO and digital footprint through effective online content.
- Monitor social media and website analytics to help inform future campaigns.

Photography & Video

- Support photography across the school, including events and promotional activities.
- Maintain and organise the school's image library.
- Assist with the coordination of external photographers and videographers where required.

THE ROLE

KEY RESPONSIBILITIES

Graphic Design & Content Creation

- Design and produce marketing materials including newsletters, flyers, posters, adverts, presentations and event collateral.
- Draft, edit and proofread copy for a range of marketing and communication materials.
- Use Canva and Adobe Creative Suite to create high-quality digital and print content.
- Ensure all materials remain visually engaging and on-brand.
- Website & Digital Content
- Maintain and update website content to ensure information is accurate, engaging and up to date.
- Work with external website developers and suppliers to support ongoing website improvements.

Public Relations & General Responsibilities

- Support public relations activity including press releases and external communications.
- Liaise with printers, designers and external suppliers for marketing materials and digital requirements.
- Work collaboratively with staff across the school to support marketing and communication needs.
- Comply with school policies relating to safeguarding, health and safety, confidentiality and data protection.

The above duties are not exhaustive and may be amended from time to time in line with the needs of the school.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Educated to first degree level (BA, BSc etc.) in a marketing related subject or equivalent industry/professional qualification • GCSE in English – min B grade 	<ul style="list-style-type: none"> • CIM, digital/social media marketing qualifications
Skills and Experience	<ul style="list-style-type: none"> • Experience creating content for social media platforms including Instagram and Facebook • Experience using Canva and Adobe Creative Suite • Photography and/or videography experience desirable • Ability to create engaging digital content including reels and short-form video • Strong creative eye and attention to visual detail • Previous experience working in a marketing role or team • Strong attention to detail, accuracy in proof reading • Excellent communication skills, written and verbal, with fluency in English • Organised and able to keep on top of many details and prioritise effectively 	<ul style="list-style-type: none"> • Previous experience working in a school or education environment
Knowledge	<ul style="list-style-type: none"> • IT literate (MS packages), with experience of school or data management information systems 	<ul style="list-style-type: none"> • Understanding of the independent school sector • Awareness of the schools system and demographics of the local area
Behaviours	<ul style="list-style-type: none"> • Creative, enthusiastic and self-motivated • Able to work both independently and collaboratively as part of a team • Strong interpersonal skills with the ability to build positive working relationships • Organised and adaptable, with the ability to manage multiple projects and deadlines • Professional, reliable and approachable • A positive attitude with a proactive and flexible approach to work • Understanding of the importance of confidentiality and discretion • Willingness to support occasional evening and weekend events 	

CONDITIONS OF SERVICE

BENEFITS

Workplace Pension Scheme, Employee Assistance Programme including counselling services and financial/legal advice line, Salary Sacrifice schemes such as Cycle2work, subsidised gym membership, retail discounts and cashback scheme, free dining hall lunch provided during term time.

Fee remission is available to all members of staff subject to spaces being available at the discretion of the Governors and subject to change.

SAFER RECRUITMENT

St Edmund's School Canterbury is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

UK GDPR

Personal information provided by candidates will be kept on a secure file in the school and will not be released to third parties outside the school without the permission of the person concerned, except where there is a legal requirement so to do. Retention of personal information is acted on consent, which can be withdrawn by the individual at any time.

APPLICATIONS

The deadline for receipt of application 9.00am Friday 22nd May 2026. Applications should be emailed to recruitment@stedmunds.org.uk.

Applications must take the form of an application form and covering letter including the candidate's suitability for the post with reference to the person specification. The names and contact details (including email addresses) of two referees are required (one of whom must be your current or most recent employer and neither referee should be a relative or someone known to you solely as a friend).

ST EDMUND'S VALUES



We Value....

EACH OTHER

Recognise our responsibility to create a caring and supportive community

We Value....

INDIVIDUALITY

Recognise that everyone is different and has unique needs, strengths and aspirations



We Value....

EXCELLENCE

Commit to being the best we can be

We Value....

INTELLECTUAL CURIOSITY & CREATIVITY

Love learning & seek to foster creative, critical & lateral learning



We Value....

SOCIAL RESPONSIBILITY

Promote the idea that individuals must contribute to the greater good of society

