



## Job Description

1. **Job Title:** Marketing Officer - Communications
2. **Responsible to:** Director of Marketing, Eastbourne College Incorporated (Eci)

### 3. Purpose Of The Role

The Marketing Officer (Communications) will play a central role in shaping how Eastbourne College and St Andrew's Prep communicate with prospective families, current parents, pupils, alumni, staff, and the wider community, helping the schools achieve cut-through and distinction within an increasingly crowded and competitive market.

We are seeking an experienced communications professional and exceptional writer with the ability to craft authentic, impactful communications across a wide range of channels and formats - from feature articles, emails, press releases, and website content to campaign messaging, publications and more.

The successful candidate will bring strong editorial judgement, creativity and a deep understanding of how to craft authentic and impactful communications that resonate with different audiences.

Working collaboratively across both schools, the postholder will develop compelling storytelling, communications planning, and brand messaging that strengthens engagement, supports pupil recruitment, and enhances the reputation and visibility of both schools.

### 4. Key Responsibilities

#### a) Communications and storytelling

- Develop original, creative and engaging and audience-focused content and storytelling across a wide range of communications channels and platforms aligned with brand, messaging, and strategic objectives.
- Write, edit, and coordinate both long and short form copy for publications, newsletters, press releases, email communications, campaign materials, website content, and promotional communications.
- Identify and develop compelling stories that showcase pupil achievement, academic excellence, co-curricular life, community engagement and the distinct character of both schools.
- Develop engaging communications that nurture prospective families and maintain engagement throughout the admissions journey.
- Work collaboratively with colleagues across both schools to source content opportunities and support forward-planned communications activity.
- Attend events to capture content and storytelling opportunities that showcase the life and character of the schools.



**b) Communications planning and messaging**

- Support the development of integrated communications activity across both schools, ensuring messaging is creatively crafted, strategically aligned and audience focused.
- Develop and manage editorial calendars for both schools to ensure a consistent and engaging flow of communications and storytelling activity.
- Maintain clear and organised workflows, file structures, and documentation processes to ensure communications assets and materials can be easily accessed, managed, and reused by colleagues when required.
- Work closely with Designers to ensure copy and creative work seamlessly together across key publications, campaigns, websites and other core marketing materials.
- Lead on the evaluation of communications activity to help identify audience engagement trends, content opportunities and future areas of focus.

**c) Brand and reputation**

- Evolve the schools' brand voice and communications style, ensuring consistency across all marketing, admissions, and stakeholder touchpoints.
- As brand voice guardian ensure all communications maintain a consistent tone of voice, messaging, and brand positioning across all stakeholder audiences.
- Ensure communications and marketing materials remain high-quality, audience-focused, and aligned with strategic objectives.
- Support PR, media relations, and reputation-building opportunities as needed.
- Monitor external communications opportunities and identify ways to strengthen brand visibility and engagement.
- Work closely with the Director of Marketing and Communications in the preparation and delivery of timely and effective crisis communications as required.

**d) General**

- Work collaboratively with the wider Marketing team and Admissions function to support an integrated, efficient, and optimised approach to recruitment and engagement activity.
- Support School events, including Open Days and community or charity events, contributing to a positive experience and strong brand visibility for all stakeholders.

**e) Safeguarding Duties**

- The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact will be to adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy Statement and staff code of conduct at all times.
- The post holder will be engaging in regulated activity. There are particular safeguarding issues requiring attention for this post.
- This role may require the postholder to be aware of protecting the physical safety of pupils and at times be in a setting that requires them to respect the privacy of pupils.



They may be the responsible adult in a scenario and must be aware of all relevant procedures in that setting.

- If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School they must report any concerns to the School's Designated Safeguarding Lead or, if they are the School's DSL, to the Headmaster and relevant agencies

## 5. Person Specification

### Essential

- Degree-level qualification in marketing, communications, journalism, English, or a related discipline, or equivalent professional experience.
- Minimum of three years' experience in a marketing, communications or content-focused role.
- Excellent written communication, editing, and proofreading skills, with strong editorial judgement and the ability to craft authentic, original content beyond AI-generated outputs.
- Experience producing publications, marketing materials, or campaign collateral.
- Ability to manage multiple priorities and deadlines effectively.
- Understanding of brand management, messaging and audience engagement.
- Strong interpersonal skills with the ability to build effective relationships across a wide range of stakeholders.
- Evidence of delivering high-quality communications activity and measurable impact within a current or previous role.
- Ability to use initiative and work independently, while working collaboratively as part of a team committed to high-quality outcomes.
- Strong verbal communication skills.

### Desirable

- Experience working in an independent school, higher education or education environment.
- Experience working within a marketing, communications, PR, or creative agency environment.
- Understanding of PR, media relations, and reputation management.
- Experience planning or supporting integrated marketing or communications campaigns.
- Strong organisational and project coordination skills.
- Familiarity with email marketing platforms, social media scheduling tools, CMS and CRM systems, press focused software and content creation tools.
- Evidence of continued professional development (CPD) in marketing, communications or digital media.

## 6. Terms and Conditions

**Salary:** circa £35,000

**Hours of Work:** Full time, all year round



**Pension:** After three months service you may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department), depending on your level of earnings, however you may also choose to opt in to the pensions scheme. The College will contribute 5% of your gross salary and you will be expected to contribute 3% also. You may choose to opt out of the pension scheme.

**Holiday:** 5 weeks including Bank Holidays to be taken during College holidays.

#### **Other Benefits**

- Life Assurance
- Employee Assistance Programme.
- Lunch during normal working hours
- Access to College sports facilities.
- Free tickets to College productions

#### **7. Application Process**

To apply, please visit <https://www.eastbourne-college.co.uk/contact/employment-opportunities/> and click the 'Apply Now' button to complete the mandatory application form. An up-to-date CV and covering letter may be uploaded with this online application form. Applications will be considered upon receipt, and we reserve the right to withdraw this vacancy.

The closing date for applications is **Friday 03 July 2026**.

For further information, please contact Human Resources on 01323 452288 or email [hr@eastbourne-college.co.uk](mailto:hr@eastbourne-college.co.uk).

#### **8. Safeguarding and Equal Opportunity Statements**

*Eastbourne College (Incorporated) is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to appropriate child protection screening, including checks with past employers and the DBS.*

*Post holders will be engaging in regulated activity.*

*The post is exempt from the Rehabilitation of Offenders Act 1974 and the Charity is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.*

*Eastbourne College (Incorporated) welcomes applications from all sectors of the community as we aspire to attract staff that match the social and cultural diversity of our pupil intake. We consider the most important factor to be the right skills, abilities and attitude for the job which will ultimately improve the wellbeing and education of the pupils.*

*Eastbourne College (Incorporated) is a non-smoking establishment.*