

THE ROLE

The Marketing Officer will support the Director of Marketing, Admissions and Engagement in maintaining and enhancing the profile of St George's School Windsor Castle, ensuring its mission, ethos and core values are communicated effectively to key stakeholders.

The postholder will assist in delivering a consistent and high-quality brand presence across the School, supporting both teaching and non-teaching colleagues. The role includes contributing to the development and implementation of integrated marketing activity across a range of channels, including digital platforms, publications, events and public relations, helping to promote a strong and compelling reputation for the School.

This is a full-time, fixed-term position for a period of one year, working Monday to Thursday 08:30 to 16:30 and Friday 08:30 to 16:00.

The role is based primarily at St George's School Windsor Castle, with occasional travel to St George's Ascot and central London.

The Marketing Officer will work closely with colleagues across the School and wider STAEG network, including the Head at St George's School Windsor Castle, School SLT, School Registrar, wider STAEG Marketing colleagues.

There may be an occasional evening and weekend working to support school events.

This position involves contact with children and will amount to regulated activity as defined by Keeping Children Safe In Education (KCSIE) for safeguarding children and safer recruitment.

St George's School Windsor Castle

St George's School Windsor Castle is an award-winning day and boarding school for girls and boys aged 3-13, offering extensive facilities in a truly iconic setting at the foot of Windsor Castle in Berkshire.

The first standalone prep school in the UK to be designated an IB World School, St George's prides itself on combining a pioneering, world-class, International Baccalaureate curriculum, with exciting opportunities to collaborate across the globe through Round Square, and a school-wide approach which prioritises mental wellbeing, nurturing children to be kind, resilient, inquisitive, internationally minded and 'real world ready'.

In April 2026 it was announced that St George's School Windsor Castle will join with the St Albans Education Group (STAEG) and partner with St George's Ascot to create a new co-educational through school.

The new through school, which is anticipated to be fully operational by September 2028, will offer a seamless educational journey from ages 3 to 18 with access to excellent facilities across two sites.

RESPONSIBILITIES

Main duties and responsibilities

- Support the development of dynamic and engaging content for the school website, parent communications & social media platforms;
- Support the growth of the school's profile through social media and advertising;
- Support the design and production of advertising and publications;
- Support the planning and delivery of whole school and key recruitment events;
- Write regular news stories for a range of media;
- Assist with the design and production of publications, print and online ads, promotional literature, brochures, slideshow presentations and other communications;
- Maintain the School's photo and video library, ensuring GDPR compliance;
- Support the development, delivery and evaluation of communication plans for all phases of the school;
- Support the delivery and evaluation of whole school and recruitment events; and
- Maintain and track the usage of marketing collateral.

Professional Development

- Participate in training and undertake any performance development activities as required for the position.

Additional Information:

- Support for the Group's mission, vision and values and strategic direction;
- Participate actively in the wider aspects of school life; and
- In addition to the above, the post holder will carry out any other professional duties as reasonably required by the Director of Marketing, Admissions and Engagement.

PERSON SPECIFICATION

STAEG schools are vibrant and supported by a diverse and enthusiastic community of staff, pupils, parents and alumni. It is important that our staff reflect the diversity of our community, and we therefore welcome and encourage applications from people of all genders and sexual orientation, those from Black, Asian and other minority ethnic backgrounds, and those with disabilities.

The successful candidate will be required to fulfil all of the duties, as outlined in the job description. In addition to this, the candidate should possess the following competencies which are essential to this position:

QUALIFICATIONS & EXPERIENCE

- Educated to degree level or equivalent, desirable but not essential.
- At least one year's marketing experience.
- Demonstrable experience in digital content creation or campaign execution
- Media or communications qualification, desirable but not essential.

SKILLS & KNOWLEDGE

- Attains and maintains appropriate skills and professional knowledge/accreditations required for the role
- Ability to manage expectations clearly by monitoring own progress against objectives and planning to ensure delivery
- Ability to identify common problems or weaknesses in policy, procedure or protocol that affects service, and escalates these or puts in place solutions
- Ability to think through wider consequences of own actions when assessing multiple demands and completing priorities

PERSONAL QUALITIES

- Warm, welcoming, and professional, behaving with discretion, integrity, honesty and always acting with due consideration of others within the School and STAEG communities.
- Responds effectively to emergencies or last-minute demands on time. Flexible, in approach when dealing with changing situation or priorities
- Team worker, appreciates contribution of colleagues
- Takes personal accountability and ownership for their work, decisions and actions and demonstrates commitment to accomplish work efficiently and to the required standard
- Willing to take on extra responsibility/use initiative to overcome obstacles and ensure timely delivery of service

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PERSON SPECIFICATION (Continued)

PHILOSOPHY AND ETHOS

- A commitment to safeguarding and promoting the welfare of children and young people and to follow the child protection procedures detailed in the School's safeguarding policy.
- Ability to form and maintain appropriate relationships and personal boundaries with children.
- Contribute positively to the overall ethos, objectives and aims of the School.

HEALTH AND SAFETY

- Support Health and Safety training initiatives and to actively participate in this area.