



Marketing and Engagement Assistant

Closing date: Friday, 23 October 2026



Welcome



We are a family-run group of co-educational independent schools in central London, which seek to give an exceptional start in life to more than 2,000 children between the ages of three and eighteen. Every member of the Thomas's community is expected to live by our most important school rule, which is simply to 'Be kind'.

We were founded over 50 years ago with the ambition to re-think London education. Over time, this vision crystallised around three core elements: a strong set of values, with kindness at the heart; a breadth of curriculum, full of art, dance, drama, music and sport; and academic excellence, achieved because of this approach to childhood, not in spite of it.

This is an exciting time as we seek to grow our Admissions & Engagement team. We are looking for skillful, articulate and hardworking individuals who understand what makes our schools distinctive, build lasting relationships, and help us realise our ambitions for the years ahead.

Will le Fleming, Chief Education Officer

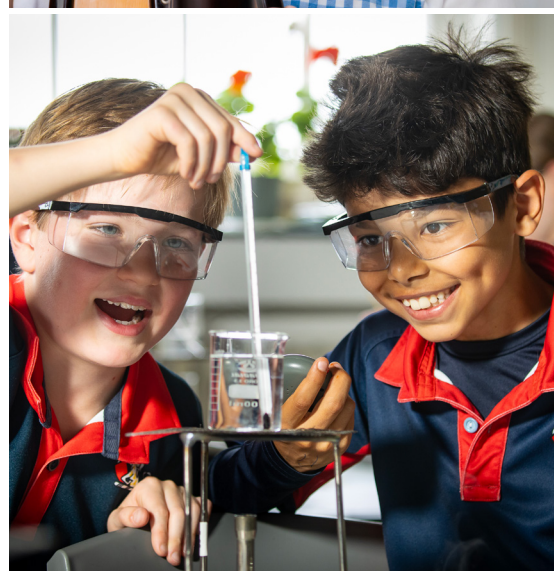
OUR VISION

Our vision is that every Thomas's pupil flourishes as a compassionate contributor to society and a courageous shaper of the future.

To realise this vision, we:

- Champion kindness, community and childhood
- Provide a breadth of experiences that develop lifelong passions
- Equip young people with self-knowledge, inner strength and intellectual curiosity

Together, these commitments create the Thomas's culture of joyful excellence, in which our pupils achieve outstanding academic outcomes **and** build the confidence, character and adaptability to succeed in the world.



The Role

OVERVIEW

The Marketing & Engagement Assistant is an operational role, central to the organisation of the Engagement Team. The post-holder manages daily administrative, creative, and logistical tasks to ensure the smooth functioning of the team as a whole, and is able and required to be involved across the range of exciting projects underway on a weekly basis. The post reports to a named Marketing & Engagement Manager, while liaising closely with the other managers across the team.

A major focus of this role is managing freelance photographers and videographers, coordinating on-site shoots across the school, and maintaining a well-structured digital asset management system to ensure the team has fast access to high-quality, fully compliant imagery. In addition the post-holder will support digital and print content production, marketing campaigns, outreach and relationship management, and the development and maintenance of a powerful brand across multiple formats. It allows the post-holder considerable room to gain experience and develop in capacity across all aspects of marketing and communications activity.

TEAM STRUCTURE

The Engagement Team includes three Marketing & Engagement Managers covering the five schools within the Thomas's group, in addition to helping build the work of the re-launched Thomas's Foundation. One post focuses on two Prep Schools, Thomas's Fulham and Clapham. The second focuses on Thomas's Kensington and Battersea. The third focuses on our Senior School, Thomas's College, and on the Foundation. All three report to the Director of Admissions and Engagement, who is part of the senior Group Leadership Team (GLT), accountable to the Chief Officers and the Board.

In addition to the Marketing & Engagement Managers, the Engagement Team consists of the Digital Website & Content Manager and team of Digital Co-ordinators, who produce dynamic and powerful content to support all marketing activity across the schools, and a Head of Creative and Mid-Weight Designer, who look after most design and Engagement activity, using additional support from agencies as required.

KEY RELATIONSHIPS

- Reports to: Marketing & Engagement Manager
- Internal: Engagement team, Admissions Team, school administration and academic teams
- External: Freelance photographers, videographers, digital agencies, and print suppliers



The Role

KEY RESPONSIBILITIES

Photography & Videography Coordination

- **Freelance Liaison:** act as the main point of contact for freelance photographers and videographers, coordinating bookings, diaries, and briefs for school events, matches, and performances
- **On-Site Shoot Logistics:** manage the scheduling of photoshoots across academic departments, sports, and drama, ensuring each shoot has a clear brief and a clear lead responsible for getting staff and pupils to the right place, in correct uniform, and on time
- **Creative Briefing:** create clear, detailed shot-lists and event briefs for freelancers in conjunction with the Head of Creative to ensure all required marketing assets are captured

Digital Asset Management & Image Curation

- **Library Management:** organise, tag, and upload all new photography and video assets into the school's central digital library
- **Metadata & Tagging:** apply consistent keyword tagging (e.g., department, year group, event type) to ensure the wider marketing team can search for and locate specific images instantly
- **Image Curation:** select, crop, and basic-edit top-tier images from freelance batches to keep "best of" folders updated for upcoming prospectuses, social media, and web updates

- **Consent Verification:** cross-reference all photographed pupils against the consent database to strictly enforce parental image-use opt-outs

General Team & Administrative Support

- **Event Logistics:** provide hands-on assistance during major school events (such as Open Days, Speech Days, and Taster Days), managing signage, setting up promotional stands, and welcoming visitors
- **Invoicing & Budget Tracking:** process freelance invoices, log departmental expenses, and track spending against the photography budget
- **Collateral Inventory:** monitor stock levels of printed prospectuses, banners, and school merchandise, arranging re-prints and deliveries with external suppliers when necessary

MEASURES OF SUCCESS

- **Timely management of photography requests** in line with overarching content strategy, clear briefs set, digital assets such as photography and videography tracked, proactively managed, safely stored
- **Reporting support:** Gathering data accurately for weekly or monthly team performance dashboards
- **Communication:** Responding quickly to team requests and coordinating with external vendors or sales teams



Person Specification

QUALIFICATIONS, EXPERIENCE AND SKILLS

- One to two years of experience in a marketing, administrative, sales or creative support role
- Experience working within a school environment or managing creative freelancers is highly desirable
- Organisational Skills: superb time-management and coordination skills, with the ability to juggle timetables, room bookings, and external vendor schedules simultaneously
- Technical & Digital Skills: proficiency with cloud storage systems and a strong eye for visual content. Basic skills in image-editing software (e.g., Adobe Photoshop, Lightroom, or Canva) and experience with school management databases (e.g., iSAMS) is a major advantage
- Attention to Detail: meticulous approach to data matching, particularly when verifying pupil identity numbers against sensitive photo-consent registers
- Communication Style: energetic, approachable, and highly collaborative, with the confidence to direct pupils, guide external freelancers, and communicate clearly with teachers



ADDITIONAL PERSONAL ATTRIBUTES AND VALUES

Personal Qualities

- High levels of initiative and energy and readiness to work hard
- Ability to manage and thrive on intensity and tolerate and overcome frustrations
- Ability to exercise self-care and prioritise wellbeing
- Enthusiasm, positivity, a readiness to believe in and work towards the best
- Supportive, generous and sympathetic attitude
- Constructive and imaginative approach to problems
- Readiness to learn, share ideas and listen
- Willingness to adapt and change and demonstrate the growth mindset we encourage in students
- Motivated by high standards: taking satisfaction in doing things really well
- A sense of school spirit and recognition that positive and cheerful capability in the face of challenge is at the heart of strong communities
- Recognising the importance of work as a source of meaningful satisfaction and fun

Safeguarding and Young People's Interests

- A commitment to the highest standards of safeguarding in all aspects of practice
- Genuine interest in children and young people
- Genuine interest in pastoral issues and wellbeing
- Commitment to responding to and supporting each student as an individual



Terms and Benefits

- **Salary:** £35-38k per annum depending on experience
- **Benefits:**
 - Continuous Professional Development opportunities
 - Employee Assistance Programme - offering a wide range of benefits to support employee physical, mental and financial health needs
 - Group Personal Pension Plan, administered by Aviva. The employer contribution is set at 5% of salary with the default employee contribution set at 3% of salary.
 - Death in Service Benefit
 - Free school meals during term time when attending school sites
- **Contract:** Permanent, Full Time
- **Location:** This is a full-time role based in our Head Office at Calico House in Battersea, and at our Schools during term-times, with flexibility on working location outside of term time.

The role will be subject to the successful completion of the required employment checks, including an enhanced DBS and reference. Full details of all checks that will be carried out are detailed in our recruitment policy.



Key Dates

Applications are invited from experienced, dynamic and enthusiastic leaders excited by the scope of this opportunity. For further details visit the Thomas's London Day Schools website: thomas-s.co.uk/join-our-team or email hr@thomas-s.co.uk

To apply for this post please go to thomas-s.co.uk/join-our-team and click apply by noon on Friday, 23 October 2026. Should you wish to send a covering letter or supporting statement following your application, please forward it to hr@thomas-s.co.uk

The first round of interviews will take place on Thursday 29 and Friday 30 October. Please note that referees will be contacted prior to the interview.

SAFEGUARDING

Thomas's London Day Schools are committed to safeguarding the welfare of children and young people and expect all staff, volunteers and visitors to share this commitment and work in accordance with our child protection policies and procedures.

All posts are subject to screening appropriate to the post including checks with past employers and the DBS service. The school will undertake online searches on shortlisted applicants and may require applicants to provide details of their online profile, including social media accounts. For details of the checks which will be undertaken as part of our recruitment process, please see our Safer Recruitment Policy which can be found here www.thomas-s.co.uk/policies/ under the 'Thomas's Policy' tab.

This post is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020. As an equal opportunities employer, Thomas's is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity or marriage and civil partnership. Thomas's aspire to have a diverse and inclusive workspace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join the Group.



BE KIND
BE YOU
BELONG

BE THOMAS'S



THOMAS'S LONDON DAY SCHOOLS

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