



# TRENT COLLEGE

## CANDIDATE INFORMATION



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## Welcome

Trent College is an independent co-educational boarding and day school, located in Long Eaton, Nottinghamshire. Founded in 1868, we have been providing a first-class education for over 150 years.

Set in a beautiful 45-acre campus we enjoy state-of-the-art facilities, including modern classrooms, sports facilities, and boarding houses. With traditional foundations and a modern outlook, Trent College is renowned for providing an excellent education for its 1,200 pupils.

The Elms is our Nursery and Junior School which provides a stimulating and nurturing environment to our youngest children, aged 6 weeks to 11 years. The two schools work closely together and share the same vision, aims and ethos. Together, we give the highest priority to the quality of our academic provision. Alongside a strong focus on sports, music, drama and a wide range of co-curricular activities to develop our pupils' character and resilience, to prepare them for the modern world.

Rated 'Excellent' across the whole school by the Independent Schools Inspectorate in 2021, Trent College has a strong academic record, with a high percentage of students achieving top grades in their examinations and going on to study at some of the best universities in the UK and abroad.

We have highly qualified and experienced teaching staff who are committed to providing an excellent standard of education. We also have a large population of support staff, ensuring that our friendly school and beautiful campus operate to the very highest standards.

# CANDIDATE INFORMATION

## Our Location

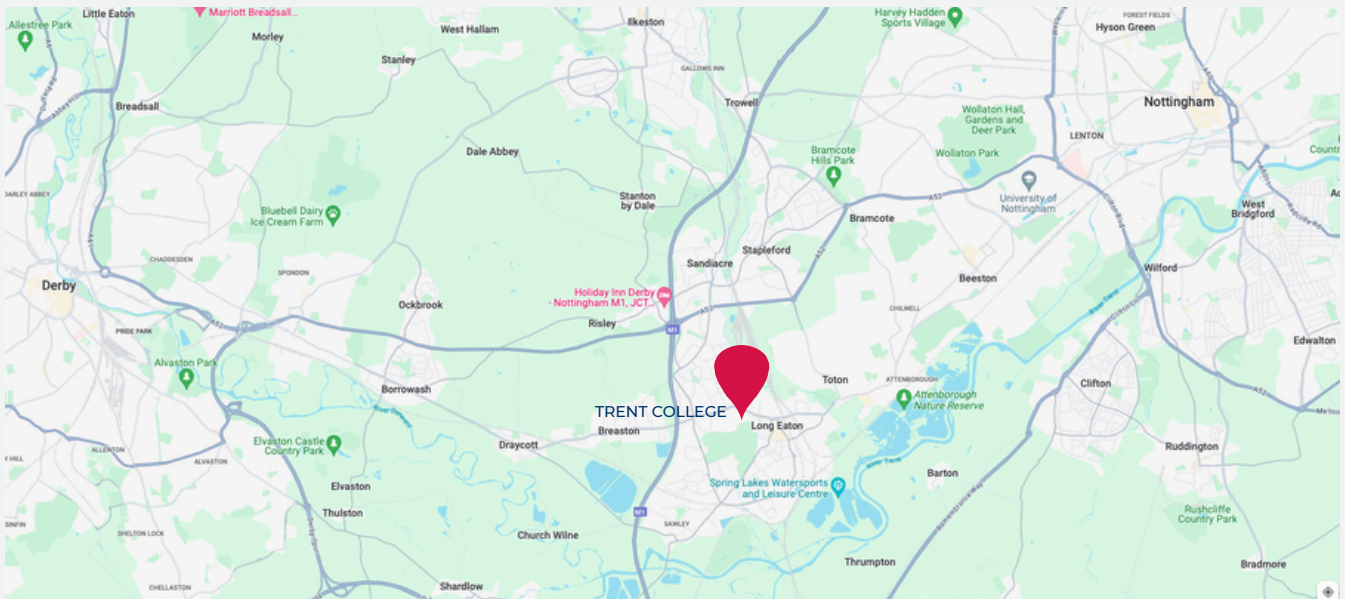
Trent College and The Elms are conveniently situated on the border of Nottinghamshire and Derbyshire.

Ideally located at the heart of the UK's motorway system, we are only 2 miles from junction 25 of the M1, which provides easy access to the M42 and A1.

Reaching Trent College by rail couldn't be easier. Long Eaton boasts its own train station, located 1.5 miles from the schools. Rail routes through Long Eaton run along the Midlands Main Line route, with direct routes to London, Loughborough, Leicester, Birmingham, Nottingham, Derby, Chesterfield and Sheffield.

## Our Local Community

Working in partnership and serving the community are natural and very important values at Trent College and The Elms. We work with many local schools in Long Eaton and the wider Erewash borough to increase opportunities and aspirations, and to share the school's excellent grounds, facilities and specialist staff.



# Marketing Assistant Manager (Digital Marketing & Campaigns)

## Job Description

**Job Title:**

Marketing Assistant Manager (Digital Marketing & Campaigns)

**Reporting to:**

Head of Marketing

**Employer:**

Trent College and The Elms, Derby Road, Long Eaton

**Basis:**

Full time or Part time, Temporary or Permanent

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**About us**

We are a thriving independent school with a strong sense of community and a clear focus on delivering an exceptional experience for pupils and families.

Marketing plays a central role in our success—and you'll be right at the heart of it.

**Main Purpose of the Role**

To lead and deliver the school's digital marketing and campaign activity, driving enquiries from prospective families and supporting conversion to meet pupil recruitment targets.

The postholder will play a key role in planning, executing and optimising integrated marketing campaigns, with a strong focus on digital performance, data insight, and continuous improvement.

**Key Responsibilities****Campaigns**

- Plan and deliver integrated marketing campaigns to drive pupil enquiries and attendance at key events such as Open Days
- Work closely with Admissions to support conversion from enquiry to enrolment
- Lead key recruitment campaigns across the academic year
- Develop campaign messaging, timelines and channel plans

**Digital Marketing**

- Manage paid digital campaigns (e.g. Meta, Google Ads), including planning, execution and optimisation
- Monitor performance and adjust campaigns to improve ROI
- Support the development of landing pages and user journeys to improve conversion rates
- Support the Marketing team's social media output

**CRM & Email Marketing**

- Support the use and development of the school's CRM system HubSpot
- Create and manage targeted email marketing campaigns and nurture journeys

- Segment audiences to improve engagement and conversion

### **Website & SEO**

- Support the ongoing development and optimisation of the school website
- Create and update website content in line with campaign activity
- Contribute to SEO improvements and content optimisation

### **Performance & Reporting**

- Track, analyse and report on campaign and digital performance
- Provide regular insights and recommendations to the Head of Marketing
- Use data to inform future campaign planning and strategy

### **Collaboration & Team Support**

- Work closely with the Head of Marketing, wider marketing team and internal departments
- Support the delivery of integrated campaigns across multiple channels
- Contribute to marketing planning and review meetings

### **Other Duties**

- Adhere to brand guidelines and ensure consistency across all communications
- Maintain awareness of digital marketing trends and best practice
- Attend key school events where required (including occasional evenings/weekends)
- Undertake any other reasonable duties as required

### **Skills & Experience**

#### **Essential**

- Experience delivering digital marketing campaigns
- Experience using analytics and performance data to inform decisions
- Strong organisational and project management skills
- Excellent written and verbal communication skills

#### **Desirable**

- Experience with CRM systems (e.g. HubSpot)
- Experience with paid advertising platforms (Meta, Google Ads)
- Knowledge of SEO and website CMS platforms
- Experience within education or a similar environment

#### **Personal Attributes**

- Proactive, self-motivated and positive
- Analytical with a focus on continuous improvement
- Able to manage multiple priorities effectively
- Collaborative and confident working with stakeholders at all levels



## Terms and Benefits

- Full-time – 37.5 hours per week all year round. Part-time hours or an alternative work pattern may be considered for the right candidate.
- Staff can enjoy free lunches in the Obolensky Dining Hall during term time.
- Free car parking is available on site and staff have access to a cycle to work scheme.
- Staff are able to make free use of the school gym and leisure facilities at designated staff times.
- A flexible retirement plan run by TPT Solutions (formerly The Pensions Trust), including death in service benefit.
- Enhanced sick pay is available to all staff, and enhanced family benefits such as maternity pay.
- Staff are eligible for fee remission for children attending the school, in line with our policy.
- We provide a range of benefits to support staff including counselling and an employee assistance programme.



## Making an application

Candidates who wish to apply for this post should download an application form from our website and email it to [recruitment@trentcollege.net](mailto:recruitment@trentcollege.net). Please also attach a covering letter addressed to Rachael Taylor-Reay (Head of Marketing).

If you have any questions, please email [recruitment@trentcollege.net](mailto:recruitment@trentcollege.net) or telephone 0115 849 49 49 during term time.

We are keen to appoint to this role promptly and encourage early applications.

*Under current legislation, we are required to advise applicants that this appointment will be subject to a satisfactory Enhanced Disclosure with the Disclosure & Barring Service. Details of any criminal record (spent or unspent, due to exemption from the Rehabilitation of Offenders Act 1974) must be disclosed at interview. Only relevant convictions and other information will be taken into account so disclosure need not necessarily be a bar to obtaining a position at Trent College.*