

Nexus Education Schools Trust

Digital Marketing Officer Recruitment Pack



Nexus Education Schools Trust

Job Advert

Nexus Education Schools Trust (NEST) is seeking to appoint a Digital Marketing Officer to join our central team. This is an excellent opportunity for a school leaver or recent Digital Marketing graduate to play a key role in supporting the development and delivery of the Trust's digital media and marketing strategy.

In this role, you will create engaging, high-quality content for both the Trust and individual school websites, as well as our social media channels. Your work will help bring our vision and values to life, promoting NEST as an employer of choice and showcasing our schools as welcoming, high-performing environments for the communities we serve.

We are looking for a creative and enthusiastic individual with a passion for digital communication, who can help us strengthen our online presence and celebrate the achievements of our schools.

Salary	£23,000 - £28,343
Location	Nexus Education Schools Trust Brackley Road Beckenham BR3 1RF www.nestschools.org
Hours	Permanent, Full-time - 36 hours a week (Monday-Friday), 52 weeks per year
Reports to	Chief Executive Officer
Start Date	1st September 2026
Closing Date	19 July 2026 We reserve the right to close the advert early if we receive sufficient applications.
Interviews	Week Commencing 20 July 2026 We reserve the right to interview suitable candidates prior to the closing date.
Contact	If you would like further information on this role and are interested in applying, please contact Tracey Warne at twarne3@nestschools.org or Tel: 020 8289 4767 x150

Nexus Education Schools Trust

Nexus Education Schools Trust (NEST) is a growing Multi-Academy Trust with 19 primary schools and 1 all-through special educational needs school, located across Bromley, Kent, Lewisham and Southwark.

We are proud partners with a number of multi-academy trusts and groups of maintained schools, creating a collaborative network that enhances educational experiences across the region. As part of our commitment to developing outstanding teaching, we also oversee the Thames South Teaching School Hub, delivering high-quality teacher training and professional development in Bromley, Bexley and Greenwich.

At NEST, we believe in the power of collaboration. Our schools are united by a shared dedication to creating a culture of continuous learning, where inclusion is at the heart of everything we do. Each school plays a vital role in building a strong, interconnected professional learning community, driving success across our entire trust.

We are driven by a clear, moral purpose:

“To provide excellence and opportunity for all, transforming lives through education and inspiring the leaders of tomorrow”

Nexus Education Schools Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. The successful candidate will be required to undergo an enhanced DBS clearance.

We're proud to offer:

- Membership of the Local Government Pension Scheme.
- Access to the HSF Assist healthcare programme which includes 24/7 GP Access and emotional and financial support helplines
- Access to high street savings - Access to discounts on restaurants, food deliveries and shopping through Blackhawk Extras
- Access to a cycle to work - Which offers a tax efficient cycle purchase scheme
- Access to a healthcare cash plan scheme which covers routine medical costs.

Digital Marketing Officer - Job Description

Main Purpose of the Role:

- To develop an active and engaging social media profile for NEST Schools across multiple channels
- To deliver a social media calendar/content plan designed to inform, entertain and engage audiences
- To ensure NEST schools engage effectively across digital media channels to maximise pupil numbers on roll in all schools within the Trust.

Roles & Responsibilities

Social Media

- Working with Trust Admin & Digital Manager to lead, create and implement a NEST social media calendar and social media content.
- Using appropriate content creation software, develop graphics, short videos and other types of content designed to engage audiences and improve the social media profile of NEST schools
- Support and advise schools on how to develop their social media accounts and ensuring good levels of activity and engagement
- Support schools with social media queries and provide assistance to resolve technical issues
- Provide training on how to maximise the social media opportunity, including boosting posts to ensure schools use this marketing tool effectively
- Work with schools to plan, deliver and review social media campaigns around Admissions key dates, and other key calendar dates
- Develop ready-to-use social media templates and content plans for schools
- Ensure NEST is branded consistently across all our school's social media posts
- Ensure social media templates and guidance are accessible and kept up to date on the staff portal.
- Report termly on digital KPI

Website

- Review the NEST website and develop new content/pages to increase engagement and visual appeal
- Develop new content to reflect the Trust's vision, values, strategy and objectives
- Update the NEST website regularly with key news from schools
- In conjunction with Robin, conduct regular audits of schools' websites to ensure up-to-date content is published
- Provide website, SEO (search engine optimization) and SEM (search engine marketing to new school staff, as required
- Support priority schools with website content, as required, for example, updating new sections
- Assist schools to drive traffic to their websites
- Report termly on digital KPI

Other

- Be conversant with scheduling tools, content creation software (like Canva), analytics platforms and social listening tools
- Keep abreast of digital communication developments, including competitors' use of social media, new tools etc
- Excellent command of spelling and grammar, plus an eye for detail
- Personal integrity and professionalism

Continuing Professional Development

- Participate in the Trust's Performance Management Scheme.
- Undertake professional development as identified to enhance your role.

Digital Marketing Officer - Job Description

Additional Information

This job description outlines the main duties and responsibilities of the role but is not exhaustive. You may be required to undertake other duties of a similar level as directed by your manager. Reasonable adjustments will be made to support disabled applicants or employees. The job description may be reviewed and amended in consultation with you, and you will have the opportunity to discuss any changes with your line manager. You may be accompanied by a trade union representative if you wish.

Special Conditions of Service

This post is exempt from the Rehabilitation of Offenders Act (1974). The amendments to the Exceptions Order 1975 (2013 & 2020) provide that certain spent convictions and cautions are 'protected' and are not subject to disclosure to employers and cannot be taken into account. Guidance and criteria on the filtering of these cautions and convictions can be found on the Ministry of Justice website. Because the post allows substantial access to children, candidates are required to comply with Trust safeguarding and DBS procedures.

Policies and Procedures

Ensure full awareness of, compliance with, and adherence to all school policies and procedures relating to the management, teaching, and learning within the school.

Contacts and Relationships

Deliver the expected standard and level of service, identifying and reporting any shortfalls or opportunities for improvement. Consistently uphold high professional standards in attendance, punctuality, appearance, conduct, and maintaining positive, respectful relationships with pupils, parents/carers, and colleagues.

Equalities

Actively enforce the Trust's equal opportunities policies and fulfil all statutory responsibilities to ensure fairness, inclusivity, and respect for all individuals in every aspect of service delivery.

Additional points

All staff are expected to comply with academy and Trust policies. Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

The Trust will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition. The job description may be subject to amendment or modification, should circumstances change, changes will be discussed with you in the first instance. Should a disagreement arise, you will be afforded the opportunity of a meeting to resolve the matter with your line manager. You may wish to be accompanied at this meeting by a representative of your Trade Union if you so wish.

Data Protection

Nexus Education Schools Trust (NEST) is committed to protecting your privacy when you apply for a position with us. It is important to us that you can trust us to keep your information safe and to use it in ways that you will think are reasonable and ethical. NEST are the data controller for the information we hold about you, this means we control how your personal information is processed and for what purposes.

For further information please refer to our Data Protection Policy and Privacy Notice

Digital Marketing Officer - Person Specification

Experience & Knowledge

- GCSE Mathematics & English (Level 6 or above)
- Experience of social media content production
- Experience of website administration
- Excellent IT skills
- Experience of Microsoft Word, Excel & Powerpoint
- Excellent communication skills, written and verbal
- Proven understanding of digital and social media
- Knowledge of analytics in a marketing capacity
- Experience of multi-media content production for social media

Skills & Abilities

- Excellent time management skills
- Excellent organisational skills
- Ability to work under pressure and to strict deadlines
- Ability to prioritise tasks
- Ability to work on own initiative, as well as part of a team

Personal Qualities

- Excellent attention to detail
- Creative, contributing new ideas and ways of working to the team
- Ability to develop effective working relationships at all levels
- Flexible, willing and reliable
- Friendly, professional, and welcoming manner.
- Calm under pressure and adaptable to changing priorities.
- Discreet and trustworthy, especially when handling sensitive information.
- Committed to continuous professional development and learning.
- Enthusiastic about contributing to the wider life of the school.

Desirable Criteria

- Degree in Digital Marketing or Media
- A level in Media Studies



Nexus Education Schools Trust

The application process

Nexus Education Schools Trust is committed to safeguarding and promoting the welfare of children and young people in its schools. We comply with the statutory legislative requirements and guidance, including 'Keeping Children Safe in Education', and we follow a rigorous selection process which seeks to discourage and screen out unsuitable applicants.

Safer Recruitment

Our job descriptions and person specifications confirm individual responsibility for safeguarding the welfare and well-being of children and young people. All posts are subject to Enhanced Disclosure and Barring (DBS) checks.

Application Stage

We require all applicants to complete our Application Form which seeks to elicit the information we require to undertake the shortlisting process and to assess the applicant's suitability for the post they have applied for. We do not accept CVs in place of a completed Application Form. We reserve the right to reject any applicant who has failed to fully complete our Application Form.

Shortlisting

Only those candidates who meet the criteria outlined in the person specification will be shortlisted. We carry out online and social media searches as part of our due diligence on shortlisted candidates. If we identify any of concern to us, then this will be raised and explored during the interview.

Interview

1. Shortlisted candidates will take part in an in-depth interview and selection process.
2. Employment references will be sought before an interview.
3. Candidates will be asked to complete a Self Declaration Form in respect of their criminal record and to return this prior to the interview.
4. Candidates will be asked to address any discrepancies, anomalies, or gaps in employment in the application form including their employment history. Candidates will be invited to discuss any disclosures in their self-declaration form and any queries we have arising from the information provided in their employment references and/or our online and social media searches.
5. Proof of right to work in the UK and any relevant qualifications must also be provided at the interview.

Appointment

An offer of employment is conditional upon us being satisfied with the outcomes of all the following checks:

- Verification of the candidate's identity.
- An Enhanced Disclosure and Barring Service Certificate (DBS) including a Children's Barred List check
- An assessment of fitness to work to ensure that a candidate has the health and physical capacity for the job
- Overseas criminal record and overseas professional registration checks where a candidate has lived, worked or qualified overseas
- Verification that the candidate is not the subject of a prohibition order or section 128 direction made by the Secretary of State
- Compliant employment references
- Verification of qualifications and professional registrations relevant to the candidate's role
- Verification of the candidate's right to work in the UK
- Verification that candidates employed in reception classes, or wraparound care for children up to the age of 8, are not disqualified from working in these settings under the 2018 Childcare Disqualifications Regulations.

On appointment and annually thereafter, all colleagues are required to undertake Safeguarding training, Cyber Security training, GDPR training and to reaffirm and disclose any changes to their criminal record, and to read and confirm their adherence to Part 1 of Keeping Children Safe in Education, our child protection and safeguarding policy, behaviour policy and code of conduct (which includes our requirements in respect of ethical and professional standards and professional boundaries). All school based staff will be required to undertake first aid training.



Nexus Education Schools Trust

Our contracts of employment place an ongoing requirement on all colleagues to immediately notify us if they are the subject of a police investigation, are released under investigation, or receive a caution or conviction.

Recruitment of Offenders

All posts within NEST are, (by the reason of The Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended)) exempt from the provisions of the Rehabilitation of Offenders Act 1974. This means that all applicants for employment with the Trust must disclose all unspent cautions and convictions and all unprotected spent cautions and convictions. An explanation of when a spent conviction is unprotected is available on the Ministry of Justice website.

- If relevant information (whether concerning previous convictions or otherwise) is volunteered by an applicant during the recruitment process or obtained through a DBS check, we will consider the following factors before reaching a recruitment decision:
- whether the conviction of other matter revealed is relevant to the position in question;
- the seriousness of any offence or other matter revealed;
- the length of time since the offence or other matter occurred;
- whether the applicant has a pattern of offending behaviour or other relevant matters; and
- the circumstances surrounding the offence and the explanation(s) offered by the convicted person.

If the post involves regular contact with children, it is our normal policy to consider it a high risk to employ anyone who has been convicted at any time of any of the following offences: murder, manslaughter, rape, other serious sexual offences, grievous bodily harm or other serious acts of violence, class A drug-related offences, robbery, burglary, theft, deception or fraud.

If the post involves access to money or budget responsibility, it is our normal policy to consider it a high risk to employ anyone who has been convicted at any time of robbery, burglary, theft, deception, or fraud.

If the post involves some driving responsibilities, it is our normal policy to consider it a high risk to employ anyone who has been convicted of dangerous driving or of an offence of driving under the influence of alcohol or drugs, within the last 10 years.

Probation

All new colleagues will be subject to the NEST probation procedure for four months. The probation procedure is to enable the assessment of a colleague's suitability for the job for which they have been employed, which includes the monitoring and review of their performance of their duties, skills, qualifications, and experience outlined in the job description and person specification and their suitability to work with children and young people.

Equal Opportunities

NEST recognises the value of, and seeks to achieve, a diverse workforce that includes people from all backgrounds. We take positive steps to create an employment culture in which people feel confident about being treated with fairness, dignity, and tolerance irrespective of their differences. This commitment extends beyond the relationship between the conduct of colleagues, potential colleagues, and the whole community. We are committed to the elimination of unlawful discrimination and the promotion of good relations between all.

General Data Protection Regulations

NEST is committed to ensuring that your privacy is protected. By signing a contract of employment, you understand that NEST, and/or agents appointed by the trust, process your personal data, including "special category personal data" as defined in the General Data Protection Regulations (GDPR), for the purposes of the operation, management, security and/or administration, as well as, complying with applicable laws, regulations, and procedures. The information you provide (except equality monitoring information) may be shared with partner organisations that provide services to NEST. Further information on our data protection policy and privacy notices can be found on the NEST website.

www.nestschools.org

Our Trust



Alexandra
Infant
School



CHILDERIC
PRIMARY SCHOOL



HIGHFIELD

Infants' and Junior Schools



John Keats
Primary School



PERRY HALL
PRIMARY SCHOOL



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