

JOB DESCRIPTION

Marketing Officer (London Schools & Services)

Reporting to:	Marketing and Communications Manager
Salary:	£33,030 -£36,159 Plus opportunities for increases based on appraisal cycle, company pension and employee benefits (TCES Salary Band 5)
Location:	TCES Central Services in Wimbledon and other London sites as required (2 days remote working possible)
Contract and hours:	Permanent, Full time (35 hours per week)

Job Purpose

This role will lead the marketing and communications for all in-person London schools and services within TCES Group: TCES East London, TCES North West London, TCES Nurture Primary and TCES Create in the Community. The Marketing Officer will be a dynamic generalist, adept at managing multiple marketing channels and projects simultaneously. They will play a key role in building visibility, trust, and engagement with new and existing audiences across ensuring alignment with TCES's mission, values, and brand identity.

Working within the central marketing team, the Marketing Officer will collaborate closely with service leads, schools, and support teams to deliver innovative and effective marketing campaigns that drive service uptake, referrals, and engagement.

Main duties and responsibilities

Project Leader

- Lead on all marketing and communications activity for TCES East London, TCES North West London, TCES Nurture Primary and TCES Create in the Community.
- Support, implement, and evaluate annual marketing plans and campaign calendars.
- Represent marketing at internal planning meetings and external events where relevant.
- Identify and act on opportunities to grow audience engagement, reach and impact across all channels.

Content Creation & Communications

- Create high-quality, engaging content for a range of platforms and audiences, including:
 - Website copy
 - Prospectuses
 - Email communications and newsletters
 - News stories and press releases
 - Leaflets and printed collateral
- Gather, curate and edit visual and written content such as case studies, testimonials, staff and learner stories.
- Ensure consistent messaging and tone of voice aligned to TCES brand guidelines.

PERSON SPECIFICATION

Digital Marketing & Website Management

- Manage and regularly update service web pages for SEO, accessibility and engagement.
- Plan and schedule targeted email campaigns via CRM systems to segmented audiences.
- Track and analyse digital campaign metrics to inform content optimisation and future activity.
- Monitor and maintain a digital marketing calendar across services.

Social Media & Video

- Develop and manage social media content calendars for school & services.
- Create and edit short-form videos for use on social media and websites.
- Analyse social performance and adapt strategies to maximise reach and engagement.

Event Marketing

- Plan and support events including open days, exhibitions, webinars and conferences.
- Prepare branded collateral, promotional assets, and marketing packs.
- Attend and represent TCES at events as needed, ensuring consistent brand representation.

Project & Stakeholder Engagement

- Coordinate multiple projects, liaising with internal stakeholders and external suppliers.
- Work closely with Headteachers, Service Leads, Family Support Teams, and the admissions team.
- Support external PR agency and brief external designers, videographers, and printers as needed.

Monitoring, Analysis & Reporting

- Monitor the effectiveness of campaigns using digital analytics tools (Google Analytics, social insights, email performance).
- Present regular marketing updates, insights and recommendations to the wider team.
- Maintain a horizon scanning and planning document to identify trends, opportunities, and challenges.

Education and qualifications

- Educated to degree level or equivalent work experience.
- Degree in relevant field, e.g. Marketing, English, Journalism (D).
- Minimum GCSE English and Mathematics graded 4-9 (or A*-C equivalent).

Essential Skills and Experience

- Proven marketing experience across a range of skills and areas, ideally in education, training, therapy or not-for-profit sectors.
- Strong writing, editing and proofreading skills across a variety of formats.
- Confident in using CMS systems, email platforms, and social media scheduling tools. (Hootsuite, Loomly, Dot Digital, Mail Chimp, Pipe Drive).
- Experience in video editing and content creation for digital platforms. Using Platforms such as Premier Pro, Cap Cut or Canva.
- Competent in using data and analytics to inform decisions.
- Excellent project management skills with the ability to balance competing priorities.

Desirable

- Experience in supporting referral pipelines, B2B/B2C service marketing or schools.
- Familiarity with safeguarding and marketing in an educational context.
- Proficient in Adobe Suite including InDesign and Premier Pro.
- Webinar / online and offline events experience.

General Responsibilities

- Actively promote and uphold TCES values, safeguarding commitments, and policies.
- Work flexibly and collaboratively with colleagues across departments and services.
- Undertake other duties in line with the scope and responsibilities of the role.