



WOODHOUSE GROVE SCHOOL

Job Title: Marketing Assistant

Reporting to: Director of Marketing & Admissions

About the Role:

Are you creative, enthusiastic, and eager to develop your marketing career in a vibrant and supportive environment? We're looking for a Marketing Assistant to join our busy team at Woodhouse Grove School.

This is a full-time, year-round position (Monday to Friday, 37.5 hours per week), with occasional evening and weekend work to support events and key school activities. The role includes 8 weeks' holiday per year (including 3 weeks to be taken during the school summer break), with a salary reflecting this allowance.

Salary: £13.45 per hour.

Application by completing Application form and sending a covering letter of no more than 500 words.

Objectives

This is a fantastic opportunity to play a key role in the promotion of Woodhouse Grove School. Your core objectives will be to:

- To support the Marketing team in marketing the school to drive brand awareness and pupil recruitment across all marketing channels.
- Act as a positive and professional ambassador for Woodhouse Grove, offering excellent service to families, visitors and colleagues.
- Build strong working relationships with both teaching and support staff to ensure the smooth delivery of marketing activity.

Key Responsibilities

As part of a collaborative and creative marketing team, your responsibilities will include:

- Supporting the delivery of the School's wider marketing strategy and campaigns.
- Supporting general marketing activity, including press, advertising and promotional campaigns.
- Helping to maintain and develop the School's brand, ensuring consistent use of the logo, visual identity and tone of voice.
- Creating and producing marketing materials across print and digital channels.
- Supporting the production of newsletters, publications and other School communications.



- Managing and developing the School's website, including updating content, creating and maintaining landing pages, writing and updating SEO-focused content and meta descriptions, and ensuring information is accurate, engaging and aligned with the School's marketing objectives.
- Monitoring website analytics and performance, using data and insights to identify trends, improve user journeys, optimise content and support marketing and recruitment activity.
- Managing the School's presence across directories and relevant external websites.
- Supporting photoshoots and video production for marketing campaigns, publications and digital content.
- Organising and promoting School events and recruitment activities, including Open Mornings and exhibitions.
- Managing the School's event ticketing platform to ensure smooth and efficient operation.
- Supporting the marketing and promotion of the School's facilities for external hire.
- Supporting the School's social media and LinkedIn activity, including content creation and scheduling, as part of the wider marketing strategy.
- Managing branded promotional merchandise to support campaigns and events.

You may also be asked to support additional marketing tasks as required by the Director of Marketing & Admissions.

Person Specification

We're looking for someone who is proactive, detail-oriented and passionate about marketing. You should bring the following skills and qualities:

- Strong interpersonal skills with the ability to build positive relationships with colleagues, pupils and families.
 - Solid administrative skills and confidence using Microsoft Office and databases.
 - The ability to plan ahead, manage multiple priorities and meet deadlines.
 - Familiarity with social media platforms and enthusiasm for digital trends and audience engagement.
 - A creative eye and some experience designing marketing materials.
 - Excellent written and verbal communication skills with strong attention to detail.
 - A team player with a can-do attitude and a positive approach to tasks.
 - A professional and approachable manner, always acting as a proud ambassador for Woodhouse Grove School.
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Why Join Us?

This is a fantastic chance to join a progressive school that values community spirit. If you're passionate about gaining diverse marketing experience - and want to play a key role in sharing the unique story of Woodhouse Grove, we would love to hear from you.