



ABINGDON



MARKETING MANAGER

(1 Year Fixed Term Contract from November 26)

Closing Date: 23 September 2026 (Midday)

Interviews: 30 September or 01 October 2026

Early applications are encouraged. We may make an appointment prior to the advertised closing or interview dates.

Job Pack AS02



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Message from the Director of Finance & Operations, Justin Hodges

Thank you for your interest in the Abingdon Schools Group. I am delighted that you are considering working here. As a member of the support staff you would play a pivotal role in supporting the school to deliver the very best academic, pastoral and Other Half opportunities to our students.

Please take some time to look at our website, abingdon.org.uk, as this will tell you a lot about us and give you a taste of the atmosphere. The Abingdon Schools Group is a community of some 1700 students across Abingdon Prep, Abingdon School and the Manor Prep. Boarding is available at Abingdon School from 13+ and boarding houses are full with around 150 boarders. Our Sixth Form has around 360 students and we employ around 500 teachers and support staff across the Group. The Board of Governors oversees the whole Group.

Our schools occupy large and beautiful campuses. The facilities are excellent with recent significant developments including renovated and extended boarding accommodation and a state of the art dining pavilion. Other recent developments include a dedicated Sixth Form Centre, library, Art department and Science Centre. New facilities for Economics and Business Studies; and Computer Science opened in 2020, alongside two additional houserooms for the students. We have also recently added to our extensive sports facilities - both at Tilsley Park and on the senior school campus - these offer some of the best sports resources in the area. The Group benefits from a continuous refurbishment and development plan, adding further impressive facilities to a very well-resourced organisation that also prioritises sustainable development. In September 2026, we will welcome our first co-educational cohorts to the First Year and Sixth Form at Abingdon, with co-educational entry to our Third Year (13+) from September 2028.

Abingdon may be over 760 years old but we are a forward-looking, dynamic school. There is pride and commitment amongst those who work here and we always look for high calibre professionals to join us. I hope that you might see yourself joining this happy and purposeful community.



A handwritten signature in black ink that reads "Justin Hodges." The signature is written in a cursive style.

Justin Hodges
Director of Finance & Operations

About the Marketing & Communications Department

The Abingdon Schools Groups employs around 500 staff across its three schools, Abingdon School, Abingdon Preparatory School and The Manor Preparatory School, as well as Abingdon School Enterprises, which manages commercial activities across all the sites, including Tilsley Park. The Group also engages with around 300 other staff including casual workers, self-employed coaches, visiting music teachers, volunteers and governors, meaning that the HR Department supports a workforce of over 800 staff in total.

Sitting within the broader External Relations department, the Marketing team oversees all brand, advertising, marketing, communications and community engagement activity for Abingdon and Abingdon Prep School. Ours is a small, close-knit team with a hands-on approach and 'can do' attitude. The breadth of work ensures great variety whilst consistently delivering high-quality collateral for both schools.



Job Description

The Role

Location: Abingdon School (with occasional travel to Abingdon Preparatory School) or Tilsley Park

Department: Marketing & Communications

Reports to: Director of Marketing & Communications

We are looking for an exceptional Marketing Manager to join the team on a one-year, fixed-term contract to cover a period of maternity leave. The Marketing Manager will be the day-to-day contact for marketing operations across the Senior and Prep schools. Working closely with the Director of Marketing and Communications and a Digital Content Creator, the successful candidate will help drive marketing campaigns, maintain website channels, ensure strict brand consistency and manage stakeholder communications.

The duties and responsibilities highlighted in this job description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post. Duties will include, but not be limited to:

- **Strategic campaigns:** Work alongside the Director of Marketing and Communications to plan, execute and monitor marketing campaigns promoting specific, strategic objectives or areas of school life (e.g. Open Days).
- **Brand guardianship:** Ensure consistency of branding across the Schools. Ensure the School's brand guidelines are deeply understood, respected and upheld by internal departments and external suppliers.
- **Community engagement:** Working with the Director of Marketing and Communications, organise and run events that will increase parental and wider community engagement.
- **Collateral production:** Working with the Director of Marketing and Communications, generate high-quality print and digital marketing collateral to support school objectives.
- **Cross-School liaison:** Co-ordinate with internal departments, including Partnerships, Alumni Relations and Abingdon School Enterprises (ASE), to promote their initiatives in alignment with overarching school goals.
- **Website management:** Serve as the primary contact for the Senior and Prep schools' websites, overseeing updates, accuracy and structural effectiveness.
- **Digital content:** Collaborate with the Content Creator to plan visual storytelling and schedule campaigns in line with core content pillars. Review platform-ready deliverables from the Content Creator, providing final sign-off on tone of voice, brand alignment and sensitive claims before publication.

Job Description (cont.)

- **Platform evaluation:** Monitor the best use of digital and social media platforms, providing strategic recommendations to introduce promising new technologies or discontinue platforms that cease to be effective.
- **Departmental adviser:** Act as an internal adviser to other school departments operating individual social media channels, ensuring they follow the School's social media guidelines and best practices.
- **Performance analytics:** Monitor, analyse and record statistical data relating to the reach, engagement and overall effectiveness of marketing department activities to inform future strategy.
- **Safeguarding and compliance:** Maintain oversight of pupil image permissions, ensuring that all content featured on the website, social media or print materials complies strictly with school safeguarding and data protection procedures.
- **Out of Hours support:** Provide an out-of-hours point of contact for critical website emergencies or urgent digital updates.
- **Team flexibility:** During school holidays, dynamically contribute across the full range of Departmental responsibilities as required.
- **Ad-hoc duties:** Undertake other tasks and duties commensurate with the grade and nature of the role at the reasonable discretion of the school.
- Support the **Content Creator** with photography of key events and activity.



Person Specific Criteria

Qualifications and experience

- A degree or professional qualification in Marketing, Communications, Business or a closely related discipline (desirable).
- Proven experience in a similar Marketing Manager or Senior Marketing Executive role, ideally within an educational or commercial setting.
- Experience managing or collaborating heavily with digital content creators, photographers or agency partners.
- Demonstrable experience managing website structures and tracking data analytics.

Knowledge and skills

- Excellent understanding of multi-channel marketing campaigns, print production and digital advertising.
- Exceptional attention to detail with the ability to tenaciously protect and enforce brand guidelines.
- Outstanding copyediting, proofreading and interpersonal skills, with the confidence to communicate with other stakeholders.
- Good organisation and time management skills with the ability to manage competing deadlines.
- A strong understanding of GDPR, data protection, and child safeguarding rules regarding media use in schools.
- Displays commitment to the principles of equity, diversity and inclusion
- Displays commitment to the protection and safeguarding of children and young people
- Values and respects the views and needs of children and young people

Please note that this job description is subject to variation to meet the changing needs of the Schools.



Further Information

Hours and weeks of work

This is a temporary, full-time position working 40 hours per week all year round. The standard hours of work are 08.30 to 17.00, Monday - Friday (with a 30 minutes unpaid lunch).

The Marketing Manager will be entitled to 25 days' paid annual leave plus the 8 bank holidays. All year round staff also benefit from 4 additional non-contractual days off between Christmas Eve and New Year during the School's Christmas closure period.

Salary

The salary range for this role is £30,950 to £37,259 per annum depending on qualifications, skills and experience.



Further Information

NOTES

- This role is to start from **Monday 16 November 2026**.
- This is a **fixed term contract** which will end on **Friday 12 November 2027**.
- After successful completion of a **4 month probationary period**, the notice period for this role is **2 months**.
- For an informal discussion about the role please contact **Julia Cooke, Director of Marketing & Communications** initially via email to: recruitment@abingdon.org.uk. Please note this is not part of the selection process.
- Early applications are encouraged and we may make an appointment prior to the published closing or interview date.
- All applicants should apply via our recruitment portal. CV's are not accepted.
- Please note that due to safeguarding reasons, candidates must complete a standard Abingdon application form.
- Closing date is **midday on 23 September**.
- Interviews are expected to be held on **Wednesday 30 September or Thursday 01 October 2026**.



Further Information

Training Requirements

The following mandatory training will be provided: Cyber Security, Equality, Diversity & Inclusion, Fire Awareness, Health & Safety, Prevent, Safeguarding (Triennial) and Sexual Harassment Awareness.

Health and Safety at Work

All staff share responsibility for achieving safe working conditions. The postholder must take care of their own health and safety and that of others, observe applicable safety rules and follow instructions for the safe use of equipment. All staff are required to confirm that they have read and understood the Foundation's Health and Safety Policy.



Benefits of working at Abingdon

Annual Leave:

You'll get 25 days paid time off each year, plus bank holidays (pro rata if part time). Depending on your role, we usually expect you to take your holidays during school breaks, but there can be some flexibility if needed.



92% of our staff say the facilities and resources for staff are good (2026 staff survey)



Working from Home (WFH):

We may be able to offer flexible working from home options, depending on the nature of your role. If this applies, during term time, you may be able to work remotely for up to 20% of your hours (usually about one day a week). Outside of term time, this increases to 40% (around two days a week). Unfortunately, not all roles can be carried out from home.



Christmas Closure:

Our all year round staff can enjoy extra time off over the festive period. We offer up to 4 closure days around Christmas/New Year, dates depend on where the bank holidays fall.

Outstanding Pension Scheme:

We're serious about your future. We offer staff pension choices, including the option to join an enhanced pension scheme with a 6.4% contribution from you and a competitive contribution of 14.1% from us. Staff can also opt for salary exchange for additional benefits.

Death in Service Benefit:

For your peace of mind, all support staff aged 18-70 are covered by a scheme that pays out three times your annual salary to your loved ones in the event of your death whilst employed.



Financial Planning Appointments:

Staff have access to professional financial planning appointment, subject to terms and conditions.

Financial & Family Support



Super Camps Discount:

Need childcare during school holidays? Staff get a discount on courses with Super Camps, and you can use childcare vouchers.



Foundation Grant (School Fees):

If your children attend Abingdon School or Abingdon Prep, you could receive a significant discount of up to 25% on their tuition fees (pro-rata for part-time staff). Admission to the School is subject to availability of places and meeting admission requirements. Ask us for more details if this applies to you.



School Counsellors and Physios:

Staff can also access the services provided by the School Counsellors and the Physios (terms and conditions apply).



Employee Assistance Programme (EAP):

Life can be tricky, so we provide an Employee Assistance Programme. This offers confidential support and resources for anything from mental health to financial advice, plus a Health Risk Assessment tool to help you stay on top of your wellbeing.



Cycle to Work Scheme:

Save money and get fit! We offer a Cycle to Work scheme for eligible staff, helping you buy a bike. Contact us for more information.



Social:

There are regular staff social events and opportunities to join other staff in a range of activities from singing in the choir to playing cricket or football, running in the road relay or even joining in with the staff rock band or staff panto.

Private Healthcare:

Permanent employees can benefit from free private health insurance, giving access to excellent medical care (this is a taxable benefit).



Sports Centre Membership and Theatre discounts:

Stay active and healthy with free access to the gym and swimming pool at agreed times. You'll also get a discounted membership to the Abingdon Sports and Leisure Club, allowing you to attend exercise classes for free. Staff can also benefit from access to discounted or complementary tickets to a wide range of events at the Amey Theatre.



Other Health and Wellbeing Benefits:

Include access to an occupational health provider, free staff 'flu jabs, eye test reimbursement, menopause support and mental health first aiders.



Free Lunch:

Most staff can enjoy a delicious free lunch and refreshments during term time.



Everyday Perks

Free Parking:

We offer free on-site parking and bike storage for all staff (on a first-come, first-served basis).



Staff Development

We offer a range of online and in-person courses to staff for free including first aid, mental health first aid and health and safety courses. Staff completing higher level professional qualifications or CPD may have their courses fully or partly funded.

“ 99% of our staff say they have good working relationships with their immediate colleagues (2026 staff survey) ”

How to Apply

To apply, please go to **MyNewTerm**, our recruitment portal and submit an **application**. Please note we are unable to accept CVs, testimonials or examples of work.

References:

We require at least two satisfactory references, including one from your current/most recent employer. If you've previously worked in a school or with children, one reference must be from the most recent relevant employer where you last worked. If you've been employed by a school, the reference must be from the school's Head. References cannot be from a relative or someone known to you solely as a friend.

For safeguarding reasons, references will be taken up before interview unless you have specifically asked us not to.

Online Checks:

We conduct online searches for all shortlisted candidates to assess their suitability to work with children. Any public information found may be discussed with you at your interview.

Interviews:

If shortlisted, you'll be invited to attend an in-person interview/selection day which will include one or more interviews and will also include one or more tasks (e.g a written exercise) and a tour of the School. If you are invited for interview, further information will be sent to you with your invitation. These stages will also assess your suitability for working with children. Your employment history, including any gaps in employment, will be explored at interview.

Pre-Employment Checks:

If you're invited for an interview, you'll undergo essential checks with HR, including:

- DBS enhanced criminal records check and checks of relevant prohibitions and barring;
- Verification of identity, address, right to work in the UK, and
- Qualifications check.

If you've lived or worked overseas for 3+ months in the last 10 years, please bring original copies of any overseas police checks.

Conditional Offer & Safeguarding

Any job offer is conditional on successful completion of all required pre-appointment checks, including ID check, DBS check, any required overseas checks, barred list checks, prohibitions from teaching and/or management checks (if applicable), satisfactory references, medical fitness, EYFS declaration (if applicable) and verification of qualifications and right to work in the UK. Staff are also required to read and sign to say they have understood key policies including safeguarding and health and safety.

Warning!

It is an offence to apply for the role if you are barred from engaging in regulated activity relevant to children. Providing false information is also an offence and could result in the application being rejected or summary dismissal (if appointed), and possible referral to the police and/or DBS, and/or the Teaching Regulation Agency (TRA).

Questions?

Contact our HR Department at **01235 849136** or recruitment@abingdon.org.uk

We recognise the value of a diverse and inclusive workplace and are committed to equality of opportunity for all staff and job applicants. We aim to ensure that our staffing at all levels and in all roles is diverse and we welcome applications from all backgrounds and all sections of the community.



ABINGDON

**Co-educational independent day and boarding school
for pupils aged 11 to 18 years**