

ABINGDON

MARKETING & COMMUNICATIONS MANAGER

(1 Year Fixed Term Contract from 18 January 27)

Closing Date: 07 December 2026
Interviews will be held as applications are received and suitable candidates shortlisted.

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

ABINGDON SPORTS & LEISURE

Job Pack ASE02(R)



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ABINGDON SPORTS & LEISURE

Message from the Director of Finance & Operations, Justin Hodges

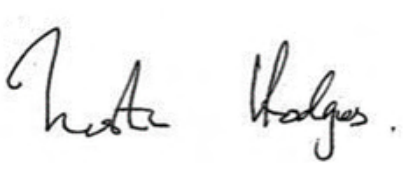


Thank you for your interest in the Abingdon Schools Group. I am delighted that you are considering working here. As a member of the support staff you would play a pivotal role in supporting the Group to deliver the very best academic, pastoral and Other Half opportunities to our students.

Please take some time to look at our websites, 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 1650 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 380 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. We also have new facilities for Economics and Business Studies; and Computer Science, alongside two additional houserooms for the students. Furhermore we have 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 welcomed 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 School may be over 760 years old but we are a forward-looking, dynamic group of schools. 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.



Justin Hodges
Director of Finance & Operations

About Abingdon School Enterprises

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 sport and leisure facilities (the Sports Centre, Tilsley Park and Amey Theatre).

Tilsley Park is an outdoor facility that offers excellent sports pitches, including a full-sized 3G pitch (suitable for football, rugby and American Football), 7v7 3G pitch (which can be subdivided into three 5v5 pitches), three 5v5 3G pitches, two full-sized hockey pitches and an athletics track. It also offers an indoor spin studio, bar and meeting room. New Padel courts are also planned. Tilsley is a very busy facility, particularly in the evenings, and hosts a number of large athletics events, the Abingdon marathon and American Football fixtures.

The Sports Centre offers high quality facilities which includes an 8-lane 25m swimming pool, sports hall, studio, two squash courts, strength and conditioning gyms, hospitality suite, classroom and climbing wall.

Membership packages are available and there is an extensive activity programme including exercise classes, swim school and junior courses. The Centre has partnerships with a range of clubs and organisations such as Abingdon Vale Swimming Club, Oxfordshire Cricket and SuperCamps.

For more information please see our website: abingdon.org.uk/sports-and-leisure/



Job Description

The Role

Location: Abingdon School, with regular presence across ASE venues and activity locations, including Tilsley Park, Abingdon Prep, The Manor and other sites as required.

Department: Abingdon School Enterprises (ASE)

Reports to: Commercial Director

The Marketing and Communications Manager is accountable for the ASE marketing strategy, annual plan, delegated marketing budget, marketing cadence and customer performance measures. The role works closely with the Commercial Director and ASE Leadership Team to translate ASE's commercial ambitions into clear campaigns, customer journeys, content activity, measurement routines and team engagement.

The postholder is expected to combine strategic ownership with practical delivery, including visible attendance at events and customer touchpoints, active content creation, performance tracking and the development of delegated marketing ownership across ASE teams.

The role contributes directly to sustainable revenue growth across ASE's commercial activities by improving awareness, demand generation, conversion, retention, repeat engagement and customer insight. With responsibilities spanning brand, digital presence, campaigns, partnerships, communications and customer insight, the postholder will oversee a consistent, high-quality customer experience. The role is highly visible and field-based, spending regular time across ASE venues and events to observe journeys first-hand and speaking directly with customers and members.



Job Description

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:

Customer Engagement and Business Development

- Curation of the end-to-end customer journey from awareness and discovery through to conversion, retention and advocacy delivered across both digital and physical touchpoints.
- Segment and prioritise audiences, mapping customer engagement across the ASE portfolio including sport, theatre, events, courses and hires.
- Identify and deliver revenue opportunities through packaging, upsell and add-ons embedded in booking journeys, with ownership and tracking.
- Improve sales funnel performance (awareness, enquiry, booking conversion, engagement and reduced drop-off)
- Demonstrate growth in new customers, members and demand at an efficient cost
- Develop proactive outreach activity for priority audiences, partners, community groups, schools, clubs, members and lapsed customers, ensuring activity is planned, tracked and linked to enquiry generation, conversion and repeat engagement.
- Increase retention, repeat engagement and win-back of lapsed customers
- Improve customer satisfaction and service recovery performance
- Maintain regular presence at ASE events, courses, performances, sports activities and customer touchpoints to understand the customer journey first-hand, gather content, observe friction and identify improvements.



Job Description

Brand Management

- Increase brand awareness, market visibility and credibility.
- Act as the guardian and day-to-day owner of a consistent customer-facing language and experience across ASE, helping customers experience ASE as a single, cohesive organisation rather than separate teams or systems.
- In agreement with the Commercial Director, develop and implement ASE's brand positioning, visual identity, tone of voice and customer-facing standards, ensuring these are defined, applied and aligned across ASE.
- The postholder works closely with School stakeholders including Estates and External Relations to ensure brand alignment, approvals and governance are consistent, and that customer-facing communications reflect Abingdon standards.



Job Description (cont.)

Digital Performance and Conversion

- Own the ASE content strategy, ensuring a steady flow of high-quality, on-brand content that drives discoverability, conversion and repeat engagement across all propositions.
- Manage the ASE website, app and social media channels, with accountability for discoverability, clarity of propositions and conversion into bookings and revenue. Ensure content is proposition-led, audience-led and performance-led, with clear measurement (reach, engagement, traffic, conversion contribution) and continuous optimisation.
- Responsible for ensuring digital journeys support seamless booking and self-service, reduce friction and customer drop-off, and provide clear, consistent information before, during and after a visit.
- Increased digital self-service adoption and reduced customer effort.
- Manage ASE's presence on relevant third-party marketing and listing platforms, such as Experience Oxfordshire, Filming in England, venue hire, events and local community sites. Maintain accurate and compelling listings, refresh content regularly, assess ROI using available analytics and enquiry data, and improve listings based on performance insight.



Job Description (cont.)

Operations

- Identify and monitor customer friction and pinch points across ASE, maintaining joint action logs with Operations, Estates and Systems so issues are prioritised, assigned, progressed and reviewed.
- Support the Commercial Director in establishing a practical data management and systems plan to improve customer insight, conversion, retention and customer data quality.
- Own the regular marketing rhythm across ASE, including planning sessions, weekly alignment meetings, feedback loops, idea capture, campaign reviews and forward planning. Ensure teams can contribute ideas, raise requests, share customer insight and understand what marketing activity is live, planned and prioritised.
- Maintain a visible marketing action log covering campaigns, content, design requests, customer feedback, proposition priorities, owners, deadlines and status.
- Create delegated marketing and content ownership opportunities across ASE teams, enabling colleagues to contribute stories, images, ideas, customer insight and campaign inputs within clear standards and approval routes.
- Build simple tools, templates and guidance so teams can take more ownership of local content and customer communication without compromising brand quality or consistency.
- Ensure ASE marketing moves from a reactive request-led model to a proactive planning rhythm, with clear forward campaigns, proposition priorities, customer segments, content themes and commercial objectives.



Job Description (cont.)

Budget, Measurement and Marketing Effectiveness

- Own and manage the delegated ASE marketing budget, agreeing priorities with the Commercial Director and ASE Leadership Team, and ensuring spend is linked to clear objectives, expected outcomes and measurable return.
- Introduce simple campaign-by-campaign spend tracking, including cost, reach, response, conversion and learning, so future investment decisions are evidence-led.
- Include third-party listings and external marketing channels within campaign and channel performance reviews, assessing cost, visibility, referral traffic, enquiry quality and conversion wherever data is available.
- Establish practical methods to measure the effectiveness of marketing activity, including QR codes, campaign links, trackable landing pages, enquiry source capture, booking-source analysis and equivalent digital attribution measures.
- Ensure offline activity, such as leaflets, posters and printed campaigns, is measured as far as practically possible rather than treated as untracked awareness activity.

Reporting and Insights

- Be accountable for key customer and marketing performance measures, including awareness, enquiry generation, website traffic, campaign response, booking conversion, drop-off, repeat engagement, retention and customer feedback. Establish clear performance metrics, reporting and governance to support evidence-led decisions.
- Design customer feedback plan to capture views, insights, prioritise, fix and communicate with existing customers, including proactive outreach to audiences and key contracts.
- Drive acquisition performance outcomes including lead generation, SEO performance and new customer growth targets, ensuring campaigns translate into measurable commercial impact.



Person Specific Criteria

Qualifications and experience

- A degree or professional qualification in Marketing, Communications, Business or a closely related discipline.
- Proven experience in a similar Marketing and Communications 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.
- Experience in managing press and editorial deadlines effectively.
- Demonstrable experience in designing marketing collateral independently, without the use of agencies.
- Demonstrable experience producing an annual Marketing and Communications Strategy and Plan, through to delivery.
- Proven experience managing an annual marketing budget.
- Demonstrable experience in the management and delivery of communications and PR messaging, including the effective and independent use of systems to disseminate communications.

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.
- Excellent understanding of publication and press deadlines, with the ability to manage tight deadlines effectively.
- Able to deal with commercial customers and stakeholders in a positive and constructive way.
- 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.

Further Information

Hours and weeks of work

This is a temporary, full-time position working 40 hours per week all year round.

- Weeks of work: All year round
- Hours of work: 40 hours per week
- Work pattern: The standard hours of work are 08:30 - 17:00 with a 30 minute unpaid lunch break Monday to Friday (Flexibility will be required for Events, some of which may be in the evening).
- Full Time Equivalent (FTE): 1 FTE
- Location: Office based (at Abingdon School)

The Marketing & Communications 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 £37,766 per annum depending on qualifications, skills and experience.



Further Information

NOTES

- This role is to start from **Monday 18 January 2027.**
- This is a **fixed term contract** which will end on **Friday 14 January 2028.**
- 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 **Martin McKenna, Acting Commercial Director** 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 **9am on Monday 07 December.**
- Interviews will be held as applications are received and suitable candidates shortlisted.
- Abingdon is committed to safeguarding the welfare of children and young people and expects all staff to share this commitment. All appointments are subject to a satisfactory enhanced DBS check.



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 School'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)

Time Off & Flexibility



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 & 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.



Financial Planning Appointments:

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



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.

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

Health & 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.

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.

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.

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.

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

Everyday Perks

Staff Development

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

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.

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 Recruitment Team 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

ABINGDON

SPORTS & LEISURE

abingdon.org.uk