

Edge Grove



Marketing Assistant and Content Creator

Dear Applicant,

Thank you for your interest in the role of Marketing Assistant & Content Creator at Edge Grove. This is a part-time position ideally starting on 1 June.

We are seeking a creative, organised and proactive individual who is passionate about marketing, storytelling and digital content creation to help showcase and promote the exceptional work of Edge Grove. Working as part of the School's wider community, the successful candidate will play an important role in communicating the School's values, achievements and distinctive offering to prospective and current families, alumni and the wider community.

This role is central to strengthening the visibility and reputation of Edge Grove, supporting the development of engaging marketing campaigns and high-quality content across a range of platforms, including the website, social media, newsletters and promotional materials. The successful candidate will bring creativity and initiative to the role, helping to capture the everyday life of the School and transform it into compelling stories that reflect the spirit, excellence and opportunities available to our pupils.

We are looking for someone who is a strong communicator both visually and in writing, with an eye for detail and an enthusiasm for creating engaging digital content. The successful candidate will be collaborative and solution-focused, able to work effectively with teaching and non-teaching colleagues to gather stories, celebrate achievements and ensure consistent messaging across all communications. They will be comfortable working in a busy and varied environment, able to manage multiple projects and deadlines while maintaining a high standard of work.

Experience in marketing, communications or content creation would be advantageous, although we welcome applications from candidates at an earlier stage in their marketing careers who demonstrate creativity, strong organisational skills and a willingness to learn. The role will involve engaging with a wide range of stakeholders, including pupils, staff, parents, alumni and prospective families, and therefore requires excellent interpersonal skills and a positive, professional approach.

'Knowing and growing each child through a love, life and learning approach' is the Edge Grove mantra, which articulates the warmth and strength of our diverse child-centred community in which children are at the centre of our thinking. Edge Grove provides children with 48 acres of beautiful estate, heritage buildings, wonderful facilities and the educational space for children to grow and develop. Our pupils feel a strong sense of belonging and pride in our community and devised the School's 16 Core Values, which guide life at Edge Grove. They develop independence and confidence as they move through the School and build the ten core skills identified by the World Economic Forum as essential for the future. We want children to develop their own unique character and creativity in pursuit of future happiness and success, making their prep school years the very best they can be.

The candidate specification, which follows outlines the scope of the role, including key responsibilities and personal attributes, although it is not exhaustive. We hope it provides you with the information you need about this opportunity. If you have any further questions, please do not hesitate to contact me or visit the School website at www.edgegrove.com. If the role described above resonates with you and you would like to help share the story of Edge Grove with our community and beyond, we would be delighted to hear from you.

With best wishes



Richard Stanley
Headmaster

JOB DESCRIPTION

Marketing Assistant & Content Creator

Part time, 28 - 30 hours a week, 5 days a week, term time only.

Position Overview

We are seeking a creative, organised, and proactive Marketing Assistant & Content Creator to support the execution of marketing strategies and day-to-day marketing operations. This role combines marketing administration, digital campaign support, and hands-on content creation.

The ideal candidate has 1–3 years of marketing experience, a strong understanding of digital advertising, and experience managing content across major social media platforms.

Key Responsibilities

Marketing Administration

- Provide administrative support to the Marketing Director
- Coordinate marketing calendars, campaigns, and deadlines
- Maintain marketing databases, CRM systems (hubspot), and reporting documents
- Upload and maintain website articles and timely content checks for accuracy
- Prepare performance reports and campaign summaries
- Support at all marketing events
- Future Schools support
- Creation of weekly parent newsletter
- Management of school app

Content Creation & Management

- Create engaging content for websites, blogs, email campaigns, and landing pages
- Develop and schedule social media posts, captions, and short-form videos
- Assist with scriptwriting and basic video editing
- Design marketing materials using tools such as Canva or Adobe
- Ensure brand consistency across all communications

Digital Advertising Support

- Assist in planning and executing paid digital advertising campaigns
- Support campaign management across Google Ads and social media platforms
- Monitor campaign performance and suggest optimization improvements
- Conduct basic keyword research and audience analysis

Social Media Management

- Manage and schedule content across platforms
- Monitor engagement and respond to comments and messages
- Track social media analytics and growth metrics
- Stay current with social media trends and best practices

Research & Strategy Support

- Conduct competitor and market research
- Keep abreast of local events and news
- Assist with SEO content optimization
- Support campaign brainstorming and creative concept development
- Contribute ideas to improve brand awareness and lead generation

Person Specification

It is **essential** for the successful candidate to have the following qualifications, experience, and personal attributes:

- 1–3 years of experience in marketing, communications, or content creation;
- Strong understanding of digital marketing and paid advertising principles;
- Experience managing multiple social media platforms;
- Excellent written and verbal communication skills;
- Basic knowledge of SEO and content optimization;
- Strong photography and videography skills in order to work independently;
- Strong graphic design and video editing skills;
- Proficiency in marketing and content tools (Google Analytics, Meta Business Suite, Canva and Adobe);
- Strong organisational and time-management skills;
- Analytical mindset with attention to detail;
- Creative thinker with strong storytelling skills;
- Detail-oriented and highly organised;
- Ability to manage multiple projects simultaneously;
- Collaborative team player with a proactive attitude;
- Results-driven and adaptable in a fast-paced environment;
- A professional and credible manner.

It is **desirable** for the successful candidate to have the following qualifications, experience, and personal attributes:

- Educated to a high level in Marketing, Communications, Business, or related field;
- Experience with email marketing platforms and CRM systems;
- Experience of working in an educational setting;
- Evidence of further professional development;
- Understanding and application of safeguarding procedures relevant to a school environment.

What is set out above amounts to a statement of what may be regarded as minimum expectations, not an exclusive summary and may be amended at the reasonable discretion of the Head and Bursar to meet the changing needs of the school.

CHILD PROTECTION

In the context of his/her employment the member of staff will frequently be in the presence of children and will therefore have to have appropriate levels of training in child protection. All members of staff must comply with the School's Safeguarding Policy which is posted on the School's website. If, in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risks to the safety and welfare of our pupils, these concerns must be reported immediately in accordance with the policy

HEALTH & SAFETY

The School takes its obligations under the Health & Safety at Work Act seriously and the post holder will be required to comply with all aspects of the School's Health & Safety policy, particularly in relation to safe working practices. All staff must keep up to date with the School's Health and Safety

policies which are regularly updated and posted.

SALARY AND BENEFITS

Edge Grove offers its staff attractive salaries and pay progression. We reward experience and responsibility and will discuss the salary for this position with candidates at the interview.

Other benefits include:

- ❖ Access to a group personal pension scheme;
- ❖ Free school lunch and refreshments during term time whilst the kitchen is operating;
- ❖ Parking on site in designated areas at no cost, although all vehicles are parked at the driver's risk;
- ❖ Access to an Employee Assistance Programme;
- ❖ Cycle to Work Scheme;
- ❖ Flu vaccination;
- ❖ Eye test vouchers;
- ❖ Use of facilities including outdoor pool in the Summer.

TERMS & CONDITIONS OF EMPLOYMENT

- ✓ All appointments are subject to an enhanced check with the Disclosure and Barring Service and at least two references from past employers, including any school employment during your career.
- ✓ All staff comply with the School's Child Protection and Safeguarding Policy.
- ✓ All staff set an example to pupils and dress appropriately at all times;
- ✓ The School operates a no smoking and no vaping policy;
- ✓ The School takes its obligations under the Health & Safety at Work Act seriously and the post holder requires all staff to comply with all aspects of the School's Health & Safety Policy, particularly in relation to safe working practices;
- ✓ All staff keep up to date with the School's current policies and posted on the staff shared drives;
- ✓ The School reserves the right, for operational reasons, to transfer you to alternative duties. For this reason, it is a condition of employment that you are willing to do so, if requested, from time to time.

DATA PROTECTION

The School collects personal data during the recruitment process, which it adds to the successful candidate's employment record. The School retains application information on unsuccessful candidates for six months after the completion of the recruitment process; after this, it will securely destroy it. For further information on how we use your information and with whom we share it, please refer to the Staff Data Protection Privacy Notice available on our website.

RECRUITMENT & SELECTION

Edge Grove School Trust Limited is committed to safeguarding and promoting the welfare of children and we expect all staff to share this commitment. All applicants undergo child protection screening. This post is exempt from the Rehabilitation of Offenders Act 1974. The School carries out pre-employment checks, seeks references and conducts an Enhanced DBS check and other relevant checks with statutory bodies on the successful candidate.

We comply with the Disclosure & Barring Service (DBS) code of practice and have a written policy on the recruitment of ex-offenders as part of our Recruitment, Selection and Disclosures Policy. If you are shortlisted, you will declare any relevant convictions, adult cautions or other matters which may affect your suitability to work with children. As a result of amendments to the Rehabilitation of Offenders Act 1974 (exceptions order 1975) in 2013 and 2020, some minor offences are now protected (filtered) and should not be disclosed to potential employers, and employers cannot take these offences into account. Guidance will be provided when you are invited to interview.

Please read the Recruitment, Selection and Disclosure Policy which is available on our website and should be read before making your application.

Please fully complete an application form which can be found MyNewTerm or via our website www.edgegrove.com. Please direct any questions to hr@edgegrove.com. Applications must arrive prior to the closing date and time. CVs are not accepted.

Please note that due to the volume of applications we receive, we are unable to provide individual feedback except to those candidates who are invited to interview.

The School is committed to being an equal opportunities employer. To enable us to make any reasonable adjustments please let us know at application stage if you have any special requirements.

To arrange an informal visit to the School or to discuss the role in confidence, please contact the Headmaster via hr@edgegrove.com or 01923 855724.

