



Langley  
SCHOOL



Brief for the position of

# APPRENTICE MARKETING EXECUTIVE

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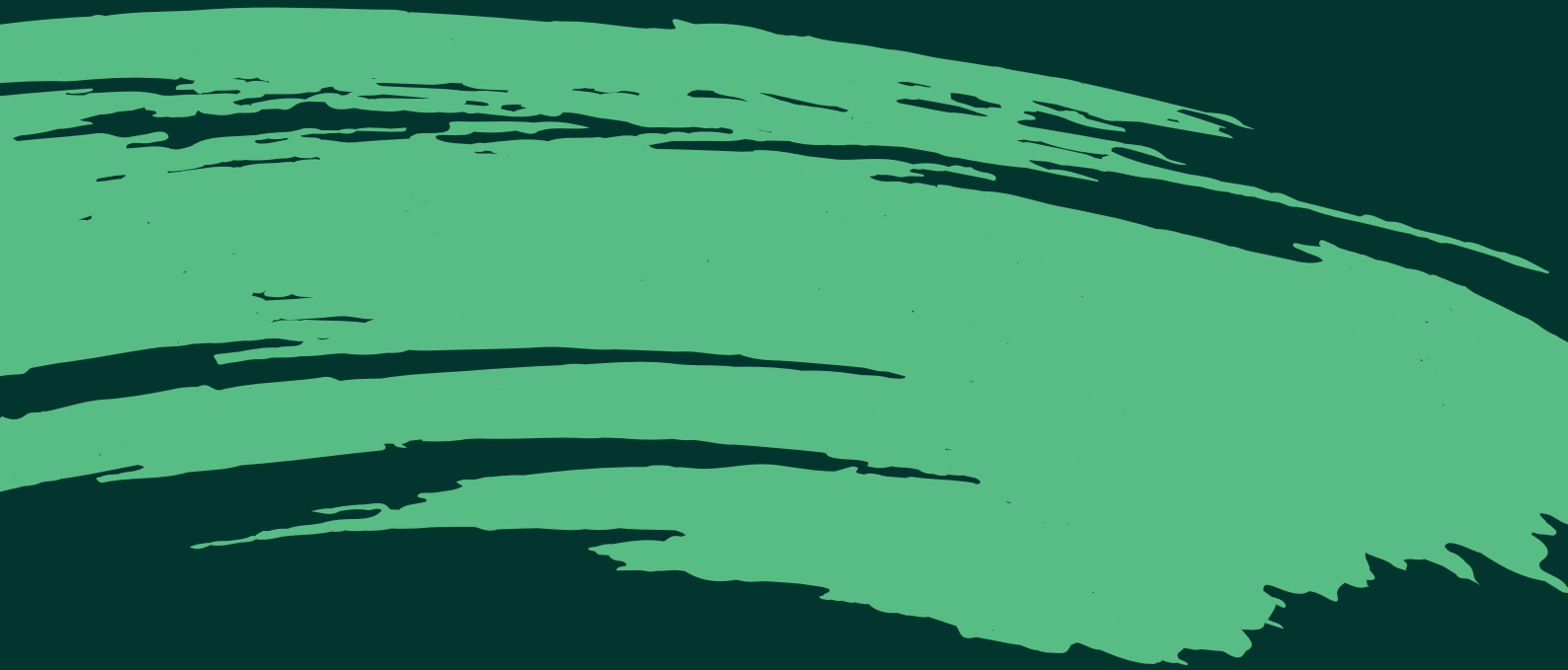
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# 01 BACKGROUND

Thank you for considering this exciting opportunity to join Langley School as our **Apprentice Marketing Executive (Level 4)**.

We are proud to have a vibrant educational community that is nestled in the picturesque Norfolk countryside. Our school is placed where tradition meets digital innovation and where every pupil is valued and encouraged to thrive.

From our youngest learners just beginning their journey in Nursery, to the ambitious young adults joining our Sixth Form, Langley School offers a nurturing environment that fosters growth, learning, and discovery.

Our expansive campuses provide the perfect backdrop for this adventure, offering over 100 acres of green space at each site for our pupils to explore and enjoy.

At Langley, we believe in the power of opportunity and the pursuit of excellence. Our core values - **kindness, confidence, curiosity, and integrity** - are the pillars that support every aspect of school life. We are dedicated to equipping our pupils with the skills they need to navigate the complexities of the modern world, such as creativity, resilience, and adaptability.

If you feel that you have the professional skills to join our dynamic team, then we look forward to receiving your application.



# 02 ABOUT LANGLEY

**Langley is a co-educational, inclusive, day and boarding school from 6 months to 18 years old. We are fortunate to be set on two enviable 100+ acre countryside sites: the Pre-Prep and Prep school are based in Taverham; the Senior school and Sixth Form are just outside Loddon. Both sites have their own Nursery provision from 6 months to 5 years old which staff members use and enjoy. Funded hours are accepted across all EYFS age groups.**

These stunning, green campus locations are a wonderful canvas that allow children space to breathe and grow, as well as enjoying the benefits of being on the doorstep of the vibrant and dynamic city of Norwich.

We are one of only nine HMC schools in Norfolk and Suffolk and offer day, flexi, weekly and full boarding.

1 Langley Prep School, Taverham

2 Langley Senior School, Loddon



## 03 THE ROLE

<b>Site:</b>	Langley School, Loddon, NR14 6BJ
<b>Reporting to:</b>	Marketing Manager
<b>Hours:</b>	37.5 Hours per week, 52 weeks per year
<b>Salary:</b>	£15,600 (National Apprentice Wage which increases, dependent on age, after the first year has been completed.)
<b>Contract type:</b>	Fixed Term moving to permanent upon completion

Langley School is seeking to appoint an **Apprentice Marketing Executive** to support and in some cases lead initiatives across multiple channels. There will be an initial focus on campaign activations and supporting the development of our website and AI capability. Ultimately, you will build skills across all major marketing functions.

We are seeking a committed and diligent individual to support our marketing initiatives across multiple channels. There will be specific requirements around supporting the creation of digital content, creating materials such as newsletters, brochure content and supporting event planning such as Open Days, alumni events and our annual national rugby festival.

We are looking for someone who can juggle the demands of apprenticeship study alongside the needs of a busy marketing department. Previous experience in education would be a positive, but it's more important that you can bring people, process, and technology together in pursuit of our marketing objectives. Creating integrated campaigns across multiple channels is an important part of the job, so you'll be ready to learn how each channel contributes to overall success. Initiatives will often require planning for outputs across multiple channels, e.g. a press release supported by a social campaign and physical brochure or flyer materials.

The candidate should have an appreciation of how digital and social channels combine with other channels to drive outcomes. Ideally, candidates will have some experience in photography and videography or be prepared to learn, in order to collate and edit content for amplification across our digital channels.

The role will be full time and based primarily at Langley Senior School near Loddon, with presence required at times at Langley Prep School in Taverham. Time will be provided to follow the apprenticeship programme, and the role holder will be expected to apply their learnings to the day-to-day work of the team.

Langley is a truly special place to work. With dedicated colleagues, a supportive parent body, and curious, motivated pupils, our school community is both stimulating and welcoming. We take great pride in our sense of family and the strong sense of belonging that unites us.

# 04 PURPOSE & JOB SPECIFICATION

You'll be working on campaigns that drive growth and engagement. You will gain expertise in understanding audiences and developing content and calls to action that will improve our targeting and response from our key segments which include Boarding, International, Early Years, LFA and Sixth Form. You'll work with our stakeholders both inside and external to the school and you'll get a real buzz from seeing the impact of your work in action. The role reports to the Marketing Manager in the Marketing, Communications and Admissions Team, and you'll be working closely with staff, agency and freelance colleagues to deliver your objectives.

This Job Description covers the principal tasks required of the role and is not necessarily a complete list of everything required for the full professional discharge of duties. Key responsibilities include:

## **Campaign Execution**

- Learn how to run a multi-channel campaign, working on key components such as website updating via WordPress.
- Work in project teams on delivering flagship events, ensuring Langley is positioned positively and that delivery is well organised. Support the team in delivering activations, including sourcing merchandise, working with suppliers and internal partners.
- Learn how to analyse campaign data and put in place changes to improve performance.
- Work with Netmatters (our digital agency) to improve Langley's key search engine rankings, ensuring strong visibility for the top 20 search terms across domestic and priority international markets, refining keywords and driving content optimisation across the team.
- Ensure all business listings are consistently updated across relevant platforms for improved discoverability.
- Learn how AI search is impacting visibility, and work with the agency to support us in getting structured data created to improve our visibility.

## **Content Creation & Partnership Support**

- Support the production of high-quality content via multiple channels – print, digital and outdoor. This might include copywriting or creative work such as video content. Support will be provided.

- Maintain and continuously enhance website content, ensuring relevance, accuracy, and engagement.
- Work with platforms such as Canva to create content and design templates for campaigns.
- Possess an enthusiasm to integrate generative AI into content production and investigate ways to deliver time savings through responsible use of AI.

## **General Marketing Support**

- Raise PO's and manage any marketing subscriptions that the team has in conjunction with Finance.
- Manage the merchandise inventory and source original merchandise that aligns with Langley for use in events and for Open Days.
- Support the efforts of the team in administrative functions and general production of simple requirements such as business card creation and ordering and simple poster creation.
- Monitor the marketing inbox on Outlook on a daily basis and ensure each item is allocated.

# 05 SKILLS & EXPERIENCE

- ✓ Willingness to learn how to use analytics platforms such as GA4 (Google Analytics) in order to produce reports and make recommendations for campaign changes.
- ✓ A drive for optimisation across each channel, with good understanding as to how each channel works.
- ✓ Understanding of the principles of safeguarding and its relevance and importance in relation to use of pupil images and identities.
- ✓ Basic understanding of keyword strategy and SEO, with a commitment to improve knowledge during the course of the apprenticeship so that more work can be done in house.

- ✓ Minimum Level 4/Pass Maths and English GCSE.
- ✓ Exposure to AI and an ability to understand where and how to use AI in marketing strategy and outreach.
- ✓ Strong organisational skills, with attention to deadlines and detail.
- ✓ Ability to build strong relationships with key stakeholders.
- ✓ Willingness to be “hands-on” and support other work in the team when required.



# 06 CANDIDATE BENEFITS

The successful candidate will enjoy the following benefits from the commencement of their employment:

- ✓ Professional development and ongoing CPD through internal and external training
- ✓ 24/7 access to the school's comprehensive Employee Assistance Programme, offering support for personal and professional well-being
- ✓ Free school lunches during term time working days
- ✓ Death in service benefit (3 x annual salary)
- ✓ Access to Private Medical Insurance scheme
- ✓ Workplace pension scheme with Royal London
- ✓ A competitive salary, commensurate with experience
- ✓ A collaborative and supportive team
- ✓ The opportunity to help shape a school community
- ✓ Beautiful school grounds and a committed, talented staff body

## TERMS AND CONDITIONS

The starting salary for this role is determined by apprenticeship regulations. Our aim is to support the selected candidate through to successful completion of the qualification with a view to then moving to a full-time, permanent contract, with a competitive salary commensurate with qualifications and experience.

Please note that Langley School reserves the right to interview and appoint candidates prior to the closing date of the application process.

## PRE-EMPLOYMENT CHECKS

All offers of employment are conditional and appointments are subject to the receipt of two satisfactory references, in addition to child protection screening, including checks with previous employers and the Disclosure and Barring Service.

# 07 HOW TO APPLY

Please note that all information within your application will be treated confidentially. In line with GDPR, we ask that you do not send us any information that can identify children or any of your Sensitive Personal Data.

Applications should be received no later than midday on:

**Friday 10 July 2026**

Shortlist interviews shall take place:

**as applications are received**

Please submit a covering letter outlining your suitability for the role together with a completed application form; CVs will not be accepted as a substitution but may be submitted in addition to the application form in order to supply additional background information.

Please email your application to [HR@langleschool.co.uk](mailto:HR@langleschool.co.uk) and note that all information within your application will be treated confidentially.



A dark teal background featuring a stylized silhouette of a castle. The castle has two main towers on the left and right sides, with a central section that is wider and has a crenellated top. Below the towers are several vertical pillars. At the bottom center, there is a semi-circular archway containing a silhouette of a building with a grid-like roof structure.

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