

FHS

Francis Holland Schools

CANDIDATE INFORMATION



MARKETING & COMMUNICATIONS OFFICER

From October 2026 or as soon as possible

ABOUT FHST

Francis Holland Schools Trust (FHST) comprises three leading independent day schools in central London: Francis Holland Sloane Square, Francis Holland Regent's Park and Francis Holland Preparatory School.

For almost 150 years, the Trust has built a strong reputation for delivering an exceptional all-round education for girls. Today, more than 1,400 pupils aged 4 to 18 benefit from an approach that combines academic excellence, outstanding pastoral care and a strong sense of community.

While each school has its own distinctive character, culture and community, they are united by a shared belief that education is for life. Our schools equip pupils to realise their full potential, embrace opportunities with confidence and lead happy, fulfilling lives.

Title: Marketing & Communications Officer

Reporting to: Senior Marketing Managers

Location: Francis Holland Sloane Square and Francis Holland Preparatory School (with occasional travel to other Trust schools as required)

Salary: Circa £40,000 depending on experience

Hours of Work: 9.00am to 5.00pm, Monday to Friday (including a 30-minute lunch break), with occasional early morning, evening and weekend working to support key events

Working pattern: Term-time + 4 weeks or Full-time, depending on preference

THE OPPORTUNITY

We are seeking a creative, enthusiastic and highly organised Marketing & Communications Officer to lead the day-to-day marketing, communications and events activity across Francis Holland Sloane Square and Francis Holland Preparatory School (Francis Holland Prep).

Rooted in values of love, hope and courage, and committed to ensuring every pupil belongs, believes and becomes the young woman she aspires to be, Francis Holland Sloane Square educates around 600 pupils aged 11-18, including a thriving Sixth Form of approximately 140 students. Francis Holland Prep, located in a beautiful Victorian building just a 15 minute walk from Sloane Square, educates around 260 pupils aged 4 to 11.



This role forms part of the Trust Marketing Team, which currently comprises two Senior Marketing Managers, a Digital Marketing Executive, a Graphic Designer, a Marketing & Communications Officer based at Francis Holland Regent's Park and a Head of Admissions (with Marketing) at Francis Holland Prep. The postholder will work closely with Admissions teams across both schools, as well as school leaders, staff and pupils.

Whether you have experience working in a school or are looking to bring your marketing, communications or agency experience into the education sector, this is an exciting opportunity to make a tangible impact. You will help tell the story of two exceptional schools and play an important role in supporting pupil recruitment, retention and reputation.

With the majority of creative work done in house, you will have unrivalled breadth and scope of creative experience including photography, videography, graphic design (training provided as required), copywriting, social media, website development and more. You will also become a lifelong member of a uniquely warm, welcoming and supportive community where your ideas will be heard, your expertise will be valued, your creativity will be celebrated and your professional development will be encouraged.

JOB PURPOSE

The Marketing & Communications Officer will lead the delivery of marketing, communications and events activity for Francis Holland Sloane Square and Francis Holland Prep, working closely with our FHP Head of Admissions (with Marketing).

Working closely with school leadership, staff, pupils and the wider Trust Marketing Team, the postholder will enhance the schools' reputation, support pupil recruitment and retention and ensure engaging, consistent communication with key audiences including current and prospective parents, pupils, staff, alumni and the wider community.



KEY RESPONSIBILITIES

Marketing & Communications

- Deliver day-to-day school marketing and communications activity across digital, print and internal channels.
- Create and curate compelling content that showcases school life, achievements, values and pupil voice.
- Manage and maintain school websites, external directories, social media channels and newsletters, ensuring content is current, engaging and on brand.
- Other marketing tasks, e.g. competitor research, merchandise, administrative tasks.

Content & Brand Management

- Produce and coordinate marketing materials, publications, stories, photography and video content (working with our Digital Marketing Executive, Graphic Designer and Head of Admissions (with Marketing))
- Support press opportunities, awards submissions and promotional campaigns.
- Ensure consistent application of school brand guidelines across all communications and materials.
- Ensure photo, video and digital marketing activity complies with data protection/GDPR and parental photo consent requirements.

Events

- Plan, promote and support key school events, including admissions, community and celebratory events.
- Coordinate event communications, photography, videography and post-event follow-up.
- Represent the schools at selected admissions and stakeholder events.

Admissions & Recruitment Support

- Work closely with our Senior Marketing Manager (Admissions) and Admissions Teams to support pupil recruitment activity and the prospective parent journey.
- Develop marketing content and campaigns that strengthen awareness, enquiry generation and conversion.
- Support the positive end-to-end journey for prospective parents and girls, building compelling 'stories' along the way.

Stakeholder & Community Relations

- Build positive relationships with key stakeholders: feeder schools, senior schools, teaching and support staff, current and prospective parents.
- Champion and celebrate pupil and staff achievements through effective storytelling and communications.

PERSON SPECIFICATION

Essential

- Previous marketing experience.
- Understanding and experience of different social media platforms (particularly Instagram and LinkedIn).
- Excellent attention to detail.
- An eye for design.
- Strong written and verbal communication skills.
- Strong customer service/ social skills.
- Strong IT skills.
- High ethical standards and integrity.
- Enthusiastic and willing to learn.
- Creative, proactive, self-motivated and reliable.
- A team player with a collaborative, flexible, can-do attitude.
- Flexibility to support occasional early morning, evening and weekend events, as required during term-time.

Desirable

- Experience working in the education sector.
- Experience using Adobe Creative Suite (InDesign, Photoshop, Lightroom, Premiere Pro, Acrobat) and Canva.
- Knowledge of OpenApply/ alternative schools' admissions software.
- Understanding of SEO, PPC, Google Analytics website development and digital marketing.
- Photography/ social media experience.
- Experience using Wordpress or other CMS platforms.

REPORTING STRUCTURE

Reports to: Senior Marketing Managers

APPLY

Applications are to be made via our school website which will redirect you to *My New Term*.

Applications Close: 28th September 2026

Longlist: 1st or 2nd October

Shortlist: Latter half of w/c 5th October

Early application is advised. Applications will be assessed in order of receipt, and interviews may occur at any stage after applications are received.

Whilst all applications are judged on merit only, FHS champions diversity and inclusion in the workplace and strongly encourages applications from under-represented groups.

STAFF BENEFITS

- 30 days' annual leave to be taken mainly during school holidays (an annual allowance of 5 days during term time)
- Free school lunch during term time
- Wellbeing Schemes - including EAP Programme and Wellhub.
- Health Schemes including Spark
- Cycle to Work Scheme
- Life Cover
- Interest free travel and computer purchased loans
- A vast range of retail and entertainment discounts
- Free eye-test with Specsavers
- Free flu vaccination jabs
- Outstanding professional development opportunities

Further information about our benefits package is available in the booklet accompanying this job application pack.



FHS

Francis Holland Schools

Francis Holland Schools Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be required to undergo our safer recruitment checks and child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS). This role is classed as regulated activity with children as it involves teaching, training or supervising children on a day-to-day basis and is exempt from the Rehabilitation of Offenders Act, 1974. Francis Holland Schools Trust champions diversity and inclusion in the workplace and strongly encourages applications from all sections of the community. Registered Charity: 312745

