

Norwich School

Marketing Assistant



JOB DESCRIPTION

Job Title: Marketing Assistant
Reports to: Director of Marketing and Communication
Contract: Fixed term, part time, until 9th July 2027

To support the delivery of the school's marketing and communications activities, helping to promote the school to prospective parents, pupils, alumni and the wider community. The postholder will assist with digital marketing, social media, content creation, events, publications and administrative support to enhance the school's profile and support pupil recruitment and retention objectives.

Specific Responsibilities will include:

- Taking reportage and staged photography of day-to-day life
- Creating digital news content capturing life at Norwich School
- Helping to maintain the school's photo library
- Working closely with pupils in the Close Creatives Collective, which is run by the Marketing Department, to deliver on mini creative projects
- Any other tasks to support the Director of Marketing and Marketing Officer.

Safeguarding:

- The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.
- Understand and implement the Child Protection Policies of the school and attend related training.
- Promote and safeguard the welfare of children and young people and ensure that all staff and volunteers share this commitment.

Other

- Participate in training and other learning activities as required; and in the Probation / Professional Development Review process.
- Undertake other similar duties and activities that fall within the band and role; and any other duties as may be reasonably required by the Line Manager or the Head.

Experience

- Experience of administrative support in a professional environment.
- Experience using social media platforms for communication or marketing purposes.
- Experience creating written content for a range of audiences.

Knowledge and Skills

- Excellent written and verbal communication skills.
- Strong organisational skills and attention to detail.
- Good IT skills, including Microsoft Office applications.
- Ability to manage multiple priorities and meet deadlines.
- Ability to work independently and as part of a team.
- Creative approach to content creation and communication.

Personal Attributes

- Professional, positive and approachable manner.
- Enthusiastic and proactive attitude.
- Strong interpersonal skills.
- Commitment to the values and ethos of the school.

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SALARY AND BENEFITS

Salary and Working Pattern

This is a part time, fixed term contract until 9th July 2027. The Marketing Assistant will be expected to typically work 8 hours per week, during term time only. The working pattern will be agreed with the line manager. The salary for this role is £4,050 per annum.

Flexibility in working hours and pattern is required to meet the changing needs of the school.

Pension

Subject to meeting the qualifying conditions, support staff are eligible for the Aegon pension scheme. The school will contribute 8% if the staff contributes a minimum of 4% of their salary into the scheme. Please note that this is a defined-contribution pension scheme.

Healthcare

Staff may benefit from a heavily subsidised private healthcare plan. To join, a full-time member of staff has to contribute £100 per annum. The spouse and dependent children may also join the scheme at the prevailing corporate rate.

Lunch

Staff may enjoy a complimentary lunch in the school's Refectory during term-time.

Salary Sacrifice Schemes

Norwich School offers the Cycle to Work scheme.

NOTE: Please note that Norwich School is located in the centre of Norwich with very limited parking. The successful candidate may apply for a parking space but success will be dependent on availability and on meeting the school's criteria for awarding parking spaces. However, the school is well served by public transport systems. Bus stops are located just outside the Cathedral gates and there are frequent services for the various Park 'n' Ride car parks as well as for other parts of the city and county. The Norwich mainline train station is only 5-10 minutes' walk from the school.