



# POCKLINGTON SCHOOL

Ages 0 to 18



Applicant Pack

Marketing and Communications  
Manager

June 2026





## School Information

**Pocklington School was founded by John Dolman in 1514 as part of a guild whose aims encompassed support for the poor and sick or the parish as well as the foundation of a school “for bringing up the youth in virtue and learning”**

The Foundation was thus based on a commitment to the value of education and to the creation of opportunity for those who would take their place in a society which was finding itself increasingly in need of an expansion of education. Today there is, in the school, a similar commitment to quality of education and the upholding of high standards in all facets of life.

We value our Christian foundation: of course pupils and staff comprise individuals of different faiths and beliefs but there is a desire to aspire to Christian values.

The majority of students are day pupils but there are also boarding pupils across 2 boarding houses accommodating senior and junior boys and girls. The Senior School and the Prep School work closely together, with the facilities across the site available for all ages. The school is fortunate in having good playing fields and plenty of open space and gardens. There are excellent facilities, including a fine theatre, a sixth form centre, a superb library, an Art and Design Centre, a swimming pool and other sports facilities.

We have recently expanded our provision to include a brand new state of the art nursery accommodating babies up to 4 years.

Set in extensive grounds on the edge of Pocklington, 12 miles east of York, we offer a unique working environment based within a historic market town, but close to major cities and heritage coastlines. The East Riding of Yorkshire is a wonderful place to work and live, with one of the local villages, Bishop Wilton having recently featured at number 5 on the Sunday Times' best secret villages to live in list.

Staff are supported by approachable and knowledgeable colleagues. You will be encouraged to undertake development opportunities and will find a friendly and welcoming working environment. We offer a community and family feel, not just a workplace.

# Strategic Education Vision 2020-2026



*The Pocklington Values of Courage, Truth and Trust, along with the nine Virtues which underpin them, are embedded in every aspect of Pocklington School life to sustain, inspire and galvanise the whole School community*

## ETHOS AND VALUES

### A Pocklington Education is:

Academically challenging, supportive and individually personalised

Holistic, broad and full of opportunity

Family and community focussed

Grounded in our Values and Virtues

One that embeds personal and social responsibility

Designed to ensure pupils are adaptable and future-world ready

Inclusive and caring with a Christian ethos that welcomes all faiths and none

## AIMS

### We aim to:

Uphold our Pocklington Values and Virtues in all that we do

Broaden our pupils' horizons and raise their ambitions

Work closely with families in educating their children

Nurture innovation and adaptability and be proud of our tradition

Be a great place to live and work

Ensure our Foundation's long-term future

## STRATEGIC OBJECTIVES

### Our strategic objectives are to:

Foster and deliver teaching and learning of the highest quality

Retain and develop our first-class teaching and support staff

Further improve our outstanding

- sport, music, drama and wider co-curricular program
- boarding, pastoral care and provision for wellbeing

Optimise our pupil recruitment

Cultivate a culture of giving back and increase accessibility to the school

Be sustainable and efficient

Inspire, support and celebrate equity, diversity and inclusion

Extend and deepen our links with our local, national and international community

Continue to grow a technologically capable community



*Aspiration Resilience Integrity Enquiry Creativity Reflection Collaboration Compassion Commitment*

# Employee Benefits

The following are on offer as part of your employment with the Foundation. For further information on anything detailed here, please speak to the Human Resources Team.

## Foundation Benefits:

**Generous Pension Scheme** – We offer competitive employer contribution rates for all staff

**Death in Service Benefit** – 3 times salary or last 12 months salary for casual workers

**Discounted School Tuition Fees for permanent staff** - with the option to spread payments over 12 months

**Discounted Gym Membership** - Francis Scaife Leisure Centre (Pocklington)

**Employee Assistance Programme** – offering a health, wellbeing and counselling service for staff and their families

**Smart Health** – Unlimited access to 24/7 online GP as well as a range of other health & wellbeing experts. Available to you and your immediate family.

**On-site Gym and Swimming Pool**

**Free Lunch** in term time

**Free Staff Room Refreshments** – in term time

**Enhanced Maternity and Adoption Pay** - see the policies on the Extranet under Bursarial, HR & Payroll, Policies

**Enhanced Sick Pay Arrangements** – detailed within the Absences from Work Policy, also to be found on the Extranet

**Annualised Pay where possible** – allowing for easy home budgeting

**Winter car lights & tyre testing** – organised by the Transport Team each January

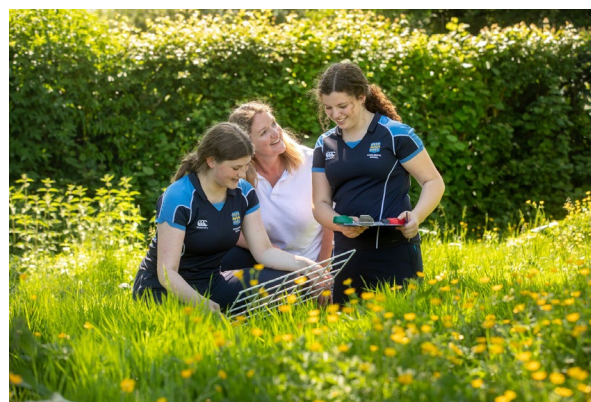
**Internet and e-mail access at work** (subject to appropriate use in accordance with the school policies)

**Free parking**

**Free library services** – including holiday book loans

## HMRC:

**Cycle to Work scheme** - This scheme is offered on a salary sacrifice basis, allowing staff benefit from reduced tax and NI payments.



# Job Information

**Role Title:** Marketing and Communications Manager

**Overall Purpose:** Lead the planning, coordination and evaluation of the Foundation's marketing and communications activity to support pupil recruitment and strengthen the Foundation's profile.

**Responsible To:** Director of Marketing, Admissions and Communications

**Staff Responsible For:** Marketing and Communications Officer

**Salary:** £36,793 per annum



# Job Advert

## **Marketing and Communications Manager** **Full time, working all year round** **Required from August 2026 (or as soon as possible thereafter)**

Pocklington School Foundation is seeking an enthusiastic, organised and results-focused professional to join our forward-thinking External Relations team as Marketing and Communications Manager.

This is an exciting opportunity to join a developing and ambitious External Relations function and play a key role in shaping how the Foundation promotes itself, engages prospective families and supports pupil recruitment. Working closely with the Director of Marketing, Admissions and Communications, the successful candidate will lead the planning, coordination and evaluation of marketing campaigns that support pupil recruitment, strengthen the Foundation's profile and enhance engagement with key audiences.

The role offers the opportunity to develop and drive a structured and data-informed approach to marketing, with pupil recruitment, audience engagement and measurable outcomes at the heart of all activity. Combining strategic coordination with hands-on delivery, the role would suit someone who enjoys turning ideas into action and using data and insight to drive measurable results.

We are looking for someone with experience of planning and delivering marketing activity, strong organisational and communication skills, and the ability to manage multiple priorities within a busy and collaborative environment. Experience of digital marketing, content development and campaign performance analysis will be particularly valuable.

Twelve miles east of York, Pocklington School Foundation offers a unique working environment within a friendly market town, while remaining close to major cities and heritage coastlines. We are a thriving co-educational day and boarding Foundation committed to providing an outstanding educational experience within a strong and supportive community.

For further information please call 01759 322666 or email [recruitment@pocklingtonschool.com](mailto:recruitment@pocklingtonschool.com)

All our current vacancies can be found at: <https://www.pocklingtonschool.com/work-with-us> where you will be directed to apply via MyNewTerm.

**Closing date: 5pm 13th July 2026, Interviews will take place on 23rd July**

*At Pocklington School we strive to inspire, support & celebrate equity, diversity & inclusion, indeed this is so fundamental that it is one of our core strategic objectives. As such we are committed to promoting equality and diversity within our workforce. As part of our recruitment process, we actively encourage applications from individuals of all backgrounds, experiences, and identities, including but not limited to race, ethnicity, gender, sexual orientation, disability and age. We recognise the value of diverse perspectives and believe that a diverse team enhances innovation, creativity and success. We strive to create an inclusive environment where all employees feel valued, respected and empowered to contribute their best.*

*Pocklington School Foundation is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. The successful applicant will be required to undertake an enhanced disclosure via the DBS.*

## Job Description

### MARKETING AND COMMUNICATIONS MANAGER

**Reporting To:** Director of Marketing, Admissions and Communications

**The Marketing and Communications Manager** role is to lead the planning, coordination and evaluation of the Foundation's marketing and communications activity, ensuring a structured and targeted approach, informed by data, that supports pupil recruitment and strengthens the Foundation's profile.

#### Child Protection

The post holder is responsible for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, and will adhere to and ensure compliance with the Foundation's Child Protection Policy Statement at all times.

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 or welfare of children in the school they must report any concerns to the Designated Safeguarding Lead or to the Head.

**June 2026**

## POCKLINGTON SCHOOL FOUNDATION

### Main Purpose

The role is responsible for translating the Foundation's strategic objectives into clear and measurable marketing plans, overseeing the delivery and performance of marketing activity, and ensuring a measurable contribution to pupil recruitment objectives.

### Main Duties

#### Marketing Planning and Coordination

- Translate the Foundation's strategic objectives into structured and measurable marketing plans aligned to pupil recruitment priorities
- Use audience insight, market intelligence and recruitment data to inform campaign planning and marketing priorities
- Lead the development of campaign plans across the academic cycle
- Develop and maintain a clear marketing calendar aligned to recruitment cycles and key events
- Identify opportunities to promote the Foundation locally and through digital channels
- Identify and develop innovative opportunities to increase awareness of the Foundation and engage prospective families
- Ensure marketing activity is planned, prioritised and coordinated effectively across the Foundation in line with recruitment priorities

#### Campaign Oversight and Performance

- Oversee the delivery of marketing campaigns across digital and offline channels
- Hold accountability for campaign performance and return on investment against agreed recruitment and engagement objectives
- Monitor, analyse and evaluate the effectiveness of marketing activity, using data to inform continuous improvement
- Introduce and maintain clear reporting processes to support data-led decision making
- Manage and monitor marketing budgets, ensuring effective allocation of resource and value for money, and supporting delivery of measurable outcomes

#### Digital Marketing and Lead Generation

- Plan and oversee digital marketing activity, including website optimisation, paid campaigns, SEO and lead generation
- Ensure effective use of digital channels to increase enquiries and engagement

## **Content and Brand Oversight**

- Lead the development of content themes, campaign messaging and marketing materials, ensuring consistency of brand, tone and positioning
- Maintain oversight of website and digital channels to ensure accuracy, quality and relevance
- Oversee media and public relations activity, including press releases and engagement with local and relevant media
- Ensure communications reflect the Foundation's values, positioning and priorities
- Act as a guardian of the Foundation's brand, ensuring consistency and quality across all marketing activity and communications

## **Team Leadership**

- Line manage the Marketing and Communications Officer
- Provide clear direction, prioritisation and oversight to ensure effective delivery of marketing activity
- Provide hands-on support, coaching and quality control on delivery where required, ensuring high standards across all marketing output

## **Collaboration and Stakeholder Engagement**

- Work closely with colleagues across Admissions and External Relations to align marketing activity with recruitment priorities
- Work in partnership with the Community Engagement and Outreach Manager to support the promotion of recruitment events and outreach activity
- Build effective relationships with internal stakeholders to support a coordinated approach to marketing

## **External Suppliers and Market Awareness**

- Manage relationships with external suppliers and agencies where required
- Keep informed of developments in marketing practice, competitor activity and audience trends to inform planning and continuous improvement

## **Scope of Role**

- While the role focuses primarily on planning, coordination and performance of marketing activity, the postholder will be expected to contribute to content development and day-to-day delivery, where required

## **General Responsibilities**

- Promote and implement all Foundation policies, particularly those relating to safeguarding, health and safety, and equality of opportunity
- Participate in the Foundation's appraisal and professional development processes
- Act as an ambassador for the Foundation at all times
- Attend occasional evening and weekend events as required
- Undertake any other reasonable duties consistent with the nature and level of the role

## Person Specification – Marketing and Communications Manager

	Essential criteria	Desirable criteria	How measured
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of planning, coordinating and evaluating marketing activity or campaigns</li> <li>• Experience of digital marketing and content development</li> <li>• Experience of monitoring performance and using data to drive improvement</li> <li>• Experience of taking responsibility for the coordination of marketing activity or projects</li> <li>• Experience of delivering measurable outcomes from marketing activity or campaigns</li> <li>• Experience of working with internal stakeholders to plan and coordinate activity</li> </ul>	<ul style="list-style-type: none"> <li>• Experience within an education or similar environment</li> <li>• Experience of supporting or managing others</li> </ul>	Application form and interview
<b>Education and Training</b>	<ul style="list-style-type: none"> <li>• Good standard of education, including English and Math's</li> <li>• Relevant qualification or equivalent experience in marketing, communications or a related field</li> </ul>	<ul style="list-style-type: none"> <li>• Professional marketing qualification</li> </ul>	Application form
<b>Skills and knowledge</b>	<ul style="list-style-type: none"> <li>• Strong organisational and planning skills</li> <li>• Ability to coordinate structured marketing activity across multiple priorities</li> <li>• Strong written and verbal communication skills</li> <li>• Good understanding of digital marketing channels and tools</li> <li>• Ability to analyse data and present clear insights</li> <li>• Understanding of audience segmentation, lead generation and customer journey principles</li> <li>• Strong IT skills, including Microsoft Office</li> </ul>		Application form and interview
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Proactive and results-focused</li> <li>• Able to take ownership and drive activity forward</li> <li>• Collaborative and team-oriented</li> <li>• Able to work with and influence colleagues across the organisation</li> <li>• Creative with a good eye for detail</li> <li>• Adaptable and able to manage multiple priorities</li> <li>• Positive and professional approach</li> <li>• Empathy with the principles, ethos, aims and aspirations of the Foundation</li> </ul>		Application form and interview

**Child Protection:** this post is subject to acceptable references and clearance from the Disclosure & Barring Service as part of the Foundation's commitment to providing a safe environment for our pupils.

# Recruitment Timetable

**Closing Date:** 5pm 13<sup>th</sup> July 2026

**Expected Interview Date:** 23<sup>rd</sup> July 2026

**Expected Start Date:** August / September (subject to notice periods)

Please apply online using the mynewterm applicant tracking system  
<https://mynewterm.com>

This can be accessed through <https://www.pocklingtonschool.com/work-with-us> where you can find out more about working at the Pocklington School Foundation.

Please ensure you read the following policies in the “related documents” section

- application process and safer recruitment guidance
- recruitment of ex-offenders policy statement
- policy regarding disclosure information
- GDPR privacy notice relating to the Recruitment Process

These policies are also available to view on the key recruitment policies page of our website along with our safeguarding children policy  
<https://www.pocklingtonschool.com/work-with-us>

We can also send these to you as a hard copy if requested.

For further information please contact Abby Popely, HR & Recruitment Advisor:  
[PopelyA@pocklingtonschool.com](mailto:PopelyA@pocklingtonschool.com) 01759 322666

Thank you for your interest in working with us and we look forward to receiving your application.

