



Queen's College, London

Established 1848

Marketing Communications Officer

Reporting to the Director of External Relations

The Role

Queen's College, London and Queen's College Preparatory School are seeking an innovative and analytical Marketing Communications Officer to support the Director of External Relations in delivering the school's marketing and communications strategy. The primary focus of this role is to contribute to consistent, high-quality brand presentation across Queen's College London and Queen's College Preparatory School. The successful applicant will work closely with the Digital Marketing Officer and collaboratively across marketing, admissions, and wider school teams.

Key Responsibilities

Marketing and Communications

- Develop and produce internal marketing materials, ensuring consistency with the school's brand guidelines
- Plan and deliver regular communications to prospective families to support pupil recruitment
- Assist in implementing the overall marketing and communications strategy
- Support the creation and coordination of marketing campaigns aligned with admissions objectives

Brand and Design

- Maintain and update marketing collateral and design documents in accordance with admissions timeline
- Ensure visual and messaging consistency across all materials and channels
- Use design tools (including inDesign and Canva) to produce high-quality marketing assets

Publications and Content

- Manage the production of the school magazine, coordinating content, design, and timelines

- Oversee the weekly newsletter, ensuring engaging and relevant content, track engagement
- Oversee the branding and user experience of My School Portal (MSP)
- Collaborate with internal stakeholders to source stories and content
- Research, coordinate and submit entries for relevant sector awards, including gathering content, drafting submissions and managing deadlines

Admissions and Systems Integration

- Use the school's CRM system (HubSpot) to support integration between marketing and admissions
- Develop proficiency in HubSpot, becoming a "super user"
- Support reporting and dashboard creation to track campaign effectiveness and admissions engagement

Data and Insights

- Monitor and analyse marketing data to inform campaigns, events and projects
- Use insights to improve targeting, messaging, and effectiveness of communications
- Contribute to reporting on marketing performance
- Contribute to reporting on admissions pipeline conversions

Events and Engagement

- Support marketing and admissions events (e.g. open days, outreach events)
- Assist with planning and delivery of promotional materials and merchandise for events

Person Specification

The successful candidate is highly likely to have the following skills and experience:

- Experience in a marketing or communications role (education sector experience desirable)
- Strong design skills, with proficiency in Canva
- Experience working with CRM systems (HubSpot desirable)
- Ability to manage multiple projects and deadlines effectively
- Strong written and verbal communication skills
- Highly organised with strong attention to detail
- Interest in data and using insights to drive decisions
- Collaborative team player with a proactive approach
- Willingness to support events and occasional out-of-hours activities
- Professional, adaptable, and committed to high standards

All staff are expected to:

- Be aware of and committed to the ethos and values of Queen's
- Take an active role in the development and implementation of school policies and in the whole life of the school
- Ensure that there are equal opportunities for all
- Adhere to school policies and procedures
- Be fully committed to safeguarding and promoting the welfare of children and young people

Terms and Conditions

- Permanent position
- Full time
- Start date: As soon as possible
- The salary for this role is £40,000 - £45,000 per annum dependent on qualifications, skills and experience
- Normal working hours: 0830 to 1700, Monday to Friday
- Free lunch in the Dining Hall during term time
- Defined contribution pension scheme (up to 10% employer contribution)
- Healthcare insurance (taxable benefit)
- Wellness Allowance
- Cycle to Work Scheme
- Employee Assistance Programme

Queen's College, London is committed to safeguarding and promoting the welfare of children; applicants must be willing to undergo the requisite pre-employment procedures, including checks with past employers and the Disclosure and Barring Service.

During the shortlisting process, Queen's College, London will consider carrying out an online search on shortlisted candidates as part of its due diligence.

This post is 'exempt' from the Rehabilitation of Offenders Act 1974; all shortlisted applicants will be required to declare:

- *All unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974*
- *All spent adult cautions (simple or conditional) or spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020*

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provides that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Further guidance on disclosure can be found [HERE](#).

Queen's College, London recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome applications from people of all backgrounds.