



Graduate Marketing *Content Assistant*

MAKE A PROFOUND IMPACT

Habs

HABERDASHERS'
ELSTREE SCHOOLS

Welcome *from*

Gus Lock, Executive Principal, Habs Elstree

Haberdashers' Elstree Schools (comprises of Haberdashers' Boys' School and Haberdashers' Girls' School) are home to over 2600 students and over 400 staff on one co-educational 100-acre campus.

Our scale creates exciting opportunities, bringing together the expertise of our two schools, alongside our reputation for outstanding academic results, we are leading the way to help lead and shape the educational conversation, locally, nationally and globally, with children always at the centre.

We are Habs because of our students and staff, our campus location and our desire for progress. Our roots lie firmly in our philanthropic founding principles and, with our deep sense of purpose in our community.

We are driven always by our purpose to empower young people to have a profound impact in the world, all underpinned by our four values: ambition, curiosity, courage and community.

We are always looking for like-minded people to join our team who want to make a meaningful difference to the world and support us to deliver our vision to be at the forefront of education.

We look forward to receiving your application.



GUS LOCK
EXECUTIVE PRINCIPAL

Hear more from our Heads [here](#)

Overview

The schools provide a challenging, positive, stimulating and secure community in which students enjoy working hard to fulfil their potential. The co-location of the Schools provides the best of both worlds: an excellent single-sex education within a co-educational environment.

The Schools trace their roots back to the 17th century when the founder, Robert Aske, established the principles that guide it to this day – to give talented and ambitious young people the opportunities they need to succeed in life. We are Habs because of our students and staff, our campus location and our desire for progress. Our roots lie firmly in our philanthropic founding principles and, with our deep sense of purpose in our community.

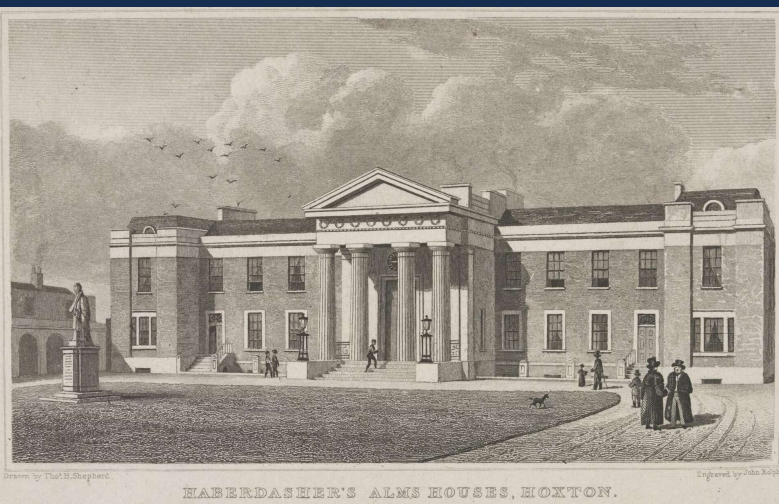
The Schools' priority is the education of the whole person, amongst other bright, well-motivated students, taught by a highly qualified, committed staff. In partnership with parents, it aims to provide every student with the intellectual, cultural, physical, moral, personal and spiritual resources she or he needs to give her or him confidence to go forward in a changing world.

The Schools have a diverse community which nurtures a global perspective and a deep sense of responsibility for the world in which their pupils will lead and succeed. The excellent pastoral care, broad academic curriculum and far-reaching co-curricular provision prepare students for success, wherever their passion may take them.

Our history and governance

Robert Aske was a merchant and Master Haberdasher. On his death, he bequeathed today's equivalent of over £8 million to the *Haberdashers Livery Company*, to build almshouses for poor members of the company and *set up a school for 20 of their sons*.

The Aske Charity was set up and Habs Boys, known as Aske's Hospital, opened in 1690. The Schools Inquiry Commission encouraged increasing provision for girls' education in Britain so Habs Girls was established alongside Habs Boys in 1875.



Haberdashers' Elstree Schools (Habs Boys and Habs Girls) are situated in Elstree, Hertfordshire, 13 miles from central London.

Two leading single-sex schools, educating over 2600 students, aged 4 to 18, on one stunning co-educational 100-acre campus. Both schools enjoy an enviable reputation for academic excellence and outstanding outcomes (ranking in the top 20 independent schools in the country).

Governance

The Schools are part of the Haberdashers' Company and, as such, form part of a wider family of schools. The Haberdashers' family of schools includes 19 schools, ranging from brand new, state academies to a centuries' old independent boarding school, in four devolved groups (Haberdashers' Academy Trust South, Haberdashers' West Midlands Academy Trust, Haberdashers' Elstree Schools and Haberdashers' Monmouth Schools), educating children at primary and secondary ages.



There is active sharing of best practice between all four main 'hubs', and the Company is a recognised voice on the national educational stage. The Haberdashers' Company is highly engaged in the work of the Elstree Schools, including; deputations, the provision of Governors and charitable funding, and cross-hub events in music, sport and other co-curricular activities. There is ongoing work to deliver *The Haberdashers' Advantage programme*, leveraging the enormous Haberdashers' community across all the Schools to benefit students with mentoring, admissions advice, charitable support, character development opportunities and cross-hub experiences.

Habs Boys is led by the Headmaster, Mr Robert Sykes. The Schools are jointly governed, and overseen by an Executive Principal, Gus Lock, and the Habs Executive Group (the EP, Heads and CFO, and other senior staff by invitation). All Professional Services functions are centralised and the schools share a joint timetable which has facilitated co-educational teaching in the Sixth Form.

The schools contain experts in both boys' and girls' education, as well as many who have worked extensively in co-educational schools. Both Heads have worked in single-sex schools for most of their careers and understand the importance of both single-sex education and providing equity for girls' education. We believe this complements co-education and collaboration very well.

Our strategy



Read our Profound Impact strategy in full [here](#)

Habs Boys and Habs Girls share *a joint vision, purpose and set of values*, as well as a completely joint strategic plan.

We are the only school in the area where two single-sex schools are located on one campus together. This offers the best of both worlds for our students; tailored teaching and pastoral care to suit the differing needs of boys and girls from the age of 4 to 16, moving to our unique Sixth Form, offering co-educational A Levels with tailored single-sex pastoral care and leadership opportunities.

Additionally, all students from Reception have regular opportunities to collaborate with their sibling school.

Our 2030 vision is to be at the *forefront* of education.

Being at the forefront of education does not mean simply doing well at delivering the ordinary. It means striving to be *extraordinary*.

Our curriculum is ambitious and innovative. We are preparing our students for futures that are not yet imagined. Creative and critical thinking, problem-solving, deep understanding and an ability to collaborate effectively will be essential to success, not just in work, but in life.

But for us, being at the forefront of education means that students serve more than their own interests. We offer an outstanding education that is fun, exciting and intellectually challenging; developing independence, resilience and a moral compass to create positive change. We are driven always by our purpose to inspire young people to have a profound impact in the world, and are enormously proud of our students, staff, and school communities.

The current strategic priorities for attainment between 2025 and 2030 are:



Aim 1: Learning

We will provide the most exciting, challenging and innovative experiences – bringing a sense of magic and wonder to learning. We will prepare students intellectually, emotionally, socially and technologically to carve out the futures they want. They will become lifelong learners, capable of endlessly adapting to an ever-changing world.



Aim 2: Caring

Every student will be valued for who they are as a unique individual. They will know that Habs always offers kindness and encouragement and that we will proactively nurture and support them. We will also ensure that they understand the importance of protecting and developing their own wellbeing, spirituality and independence.



Aim 3: Exploring

The depth and breadth of our co-curricular programme will be unmatched, offering superb opportunities for each student to excel academically while also pursuing their personal interests and talents. Students will be capable of being both team players and leaders, developing their resilience, self-awareness and confidence they need to take risks and cope with the outcomes.



Aim 4: Partnerships

We will 'open our gates' and expand our horizons, engaging more deeply with a wider range of communities, institutions and individuals – locally, nationally and globally. This will deliver mutual opportunities for discovery, adventure and progress.



Aim 5: Talent

Our reputation will draw the brightest students to us. We will also become an inspirational, diverse and inclusive 'destination employer', attracting world-class teaching and professional services staff. We will retain this talent through excellent personal and professional development opportunities, a strong sense of belonging, and mutual support and respect.



Aim 6: Campus

We will be a responsible 'custodian' of our historic campus to create an outstanding learning and working environment for students and staff. We will reimagine education by being a responsible custodian of our campus; supporting and developing existing buildings and facilities; investing in state-of-the-art, environmentally sustainable facilities which can flawlessly support the delivery of our other aims.

Our values

Our values are what we hold dear as a school, the core beliefs that we stand for.

They help drive all our *decisions and actions*.



Watch our Feeding Curiosity Boys' Prep film [here](#)



Watch our Profound Impact Girls' Senior film [here](#)

We have four values that underpin our schools; *Ambition, Curiosity, Courage and Community*.

Ambition

We are bold and ambitious – for ourselves, but also for others and for the world.

This is underpinned by our altruistic and philanthropic foundation, which drives our values and behaviours. We expect everyone to give their best, to stretch boundaries, and to challenge the status quo. We believe that ambition can be limitless. When combined with courage, curiosity and community, ambition can be a selfless and powerful lever for change.

Curiosity

We create and use every opportunity to engage with the world around us; we ask questions, challenge assumptions, and express our ideas.

Alongside our academic interests and skills, we also love to exercise our imaginations, creativity and spirituality. Our broad and carefully curated curriculum leads us into experiences of awe and wonder – bringing a sense of magic and excitement to learning.

Courage

Exploring beyond our comfort zones enables us to become more self-aware, adventurous, resilient and independent.

We aim high, following our dreams, but we cope well if we don't always succeed. We understand how to balance humility and boldness when speaking out on behalf of ourselves and others. And we are unflinching problem-solvers, continually seeking to change the world for the better.

Community

Habs is one caring, respectful community on one fabulous campus.

Our focus is on belonging and inclusivity: celebrating our differences, not in spite of our differences. Beyond our students and staff, this sense of collaborative togetherness extends to our families, alumni, partner schools, and even the world. We're helping to learn from and empower wider communities – locally, nationally and globally. We bring the world to our door, but we also step through that door into the wider world.

Habs Elstree

*Haberdashers' Boys' School (founded 1690) &
Haberdashers' Girls' School (founded 1875)*



Situated on a 100-acre campus in Elstree, just 13 miles from central London, Haberdashers' Elstree Schools comprise two of the UK's leading independent day schools: Habs Boys and Habs Girls. Each school operates as a through-school for pupils aged 4 to 18 and offers a distinctive, academically ambitious education within a shared setting, blending tradition with innovation.

Together, the schools educate around 2,700 students – approximately 1,450 boys and 1,250 girls – across Pre-Prep, Prep, Junior, Senior and Sixth Form. Admission is selective at 4+, 7+, 11+ and 16+, with the Sixth Form operating co-educationally to offer an enriching and collaborative environment that prepares students for life beyond school.

Academic outcomes at both schools are exceptional, consistently placing them among the top-ranked independent schools in the UK. Each year, students progress to leading British and international universities, including Oxbridge, Ivy League institutions, and top medical schools.

The Elstree campus is shared and exceptionally well resourced, with wide-open green spaces, sports fields, woodlands, lakes and streams. It features state-of-the-art facilities including specialist science laboratories, a new STEM building, a performance space, a Forest School, a Pre-Prep building (opened in 2022), extensive sporting provision (including an indoor swimming pool and climbing wall), and bespoke spaces for art, music, and drama. Students and staff benefit from the largest school coach network in the country, serving the majority of Hertfordshire and North London, and used by approximately 70% of the student body.

Both schools are committed to excellence and diversity, placing academic ambition and pastoral care at the heart of their offer. Pupils at Habs are encouraged to think independently, question deeply, and contribute confidently – supported by passionate, knowledgeable teachers who go beyond exam specifications to inspire lifelong learning.

FIND OUT MORE

Senior School prospectus [here](#)
Sixth Form prospectus [here](#)
Our End of Term newsletter [here](#)

LIFE AT HABS

is an adventure, a thrilling opportunity for discovery and progress. Our priority is the education of the whole person, amongst other bright, well-motivated students, taught by highly qualified, committed staff. In partnership with parents, we provide a challenging, positive, stimulating and secure community.

HABS STUDENTS

are bright, ambitious, globally curious and resilient, with a desire to improve themselves. Students are encouraged to create lasting positive change throughout their lives, for the benefit of themselves, our society and the environment. We are deeply committed to our relationship with the world beyond our gates.

We also know how important it is for them to develop their personal skills and attributes. Alongside our exciting curriculum, this is why we prioritise our outstanding range of co-curricular and partnership opportunities.

We equip our students with resilience, empathy, creativity and leadership – which is why the mark of a Habs education is a person who is kind, confident and inclusive, and who has a strong moral compass.

How we *care*

At Habs, we want our students to *flourish in all that they do*; therefore, we place great importance on the social and emotional health and wellbeing of every student.

At Habs, every member of staff plays a role in supporting the wellbeing, welfare and security of our students. Across both schools, there are many layers of care in place to ensure that every student feels safe, happy and known as an individual. We are proud of our warm and inclusive community, where students enjoy a strong sense of belonging and are empowered to thrive both personally and academically.

We work in close partnership with parents and guardians to provide the support each student needs at every stage of their journey. Our comprehensive pastoral, tutorial and guidance systems help students take responsibility for themselves and others within the framework of our diverse community.

Our PSHE (Personal, Social, Health and Economic education) programme addresses key aspects of self-development and social responsibility, encouraging students to reflect on their role within the school and wider society.



All students are placed in one of six Houses. At Habs Boys, the Houses are named after former Heads of House. At Habs Girls, the Houses are named after former Headmistresses. Our House system brings students together in vertical groups across year groups and is designed to promote resilience, fun, teamwork, and a healthy competitive spirit. It also offers meaningful opportunities for leadership and contribution to school life.

At Habs Elstree, we place pastoral care at the heart of the student experience — supporting each young person to flourish as a confident, compassionate and capable individual.



How we *explore*

While students at Habs are academic high-achievers, they also have an *extraordinary capacity for co-curricular interests.*

We have an outstanding range of co-curricular, trips and partnership opportunities where students develop character, independence, creativity, teamwork and the ability to communicate and motivate others.

Watch a short video from our music students [here](#).



The Schools offer a broad and stimulating co-curricular programme, enabling a wide range of artistic, cultural, outdoor and sporting opportunities for all its pupils.

There are over 160 Clubs and Societies, as well as regular Drama performances and theatre visits. The school's rich musical life comprises a number of choirs, orchestras and ensembles. There are daily opportunities for recreational and representative sport.

We have superb indoor and outdoor sports facilities, plus a wide range of indoor spaces for music, rehearsals, workshops and performances.

Shared facilities across the campus include Lime Tree Studio – a state-of-the-art purpose-built drama studio and rehearsal space, an outdoor sprint track, grass track, two hockey pitches (astro surface), a climbing wall and a bouldering wall, outdoor cricket nets, the Indoor Solai Cricket Centre (including bowling machines and projector screen for video replays), an additional 25m swimming pool, an indoor sports hall, fitness suite and squash courts.

Certain times of the week are dedicated to particular activities. On Wednesday afternoons, Year 11 and Sixth Form students can choose from a wide range of mixed-age fitness and sports activities. On Friday afternoons, students from Year 10 to Year 13 can pursue a wide range of exciting courses and activities including Combined Cadet Force (CCF), Outdoor Education and participation in our award-winning Partnerships programme.

Students enjoy many volunteering and charitable initiatives and there is an annual programme of trips and visits.

FIND OUT MORE

Co-curricular booklet [here](#)
Trips and visits booklet [here](#)

Staff team

The School's staff is drawn from a large catchment area which includes North London, Hertfordshire, Buckinghamshire and Bedfordshire.



This strong community comprises of over 400 employed staff (teaching and non-teaching), alongside visiting music teachers, coaches and volunteers. Staff foster excellent relationships with the students and are committed to supporting the provision of co-curricular clubs, House activities, school trips and other events.

The School supports the continuing professional development of its staff. As well as external INSET courses, a full and varied programme is offered in-house. The School also supports staff in gaining relevant qualifications such as ISQAM, QTS, PhD, as resources allow.

All new staff attend an induction programme offering practical sessions to ease the transition to a new school. New staff are also assigned a staff buddy from outside their subject areas. The School has its own pay scale and, salaries are above the National Pay Scale.

Executive Leadership Team *from September* 2025

Gus Lock, Executive Principal
Liz Karfoot, Chief Finance Officer
Rob Sykes, Headmaster, Boys'
Hazel Bagworth-Mann, Headmistress,
Girls'

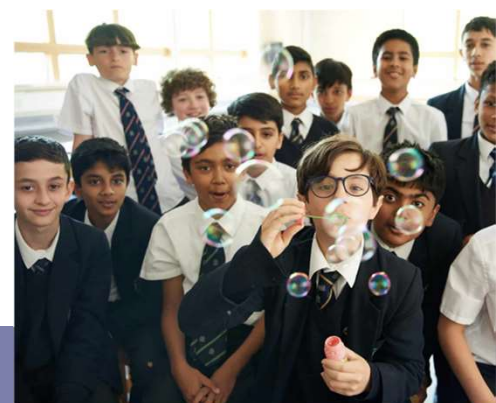
The *role (duties and tasks)*

The Marketing and Admissions department is a dynamic and busy team working together to promote Haberdashers' Boys' and Girls' schools (known as Haberdashers' Elstree Schools).

The Marketing department's primary role is to support Admissions to organise various events and communications including Open Days and other admission related mornings.

The department also supports the Commercial team to help with advertising and promoting venue hire of the schools' facilities and additionally the Development team for fundraising activities and events.

In addition to this, the marketing department supports the overall school with any outwardly facing collateral for example, programmes for events, social channel content and promoting the day to day running of the schools.



KEY RESPONSIBILITIES

- Promoting and safeguarding the welfare of children and young persons for who are responsible and with whom you come into contact.
- Understand we cater to a school and therefore need to be mindful of the way we conduct ourselves in front of students.
- Build and maintain strong relationships with key stakeholders, with a focus on getting to know the individual schools inside out.

PRINT AND PUBLICATONS

Support the creation and management of print materials including:

- Prospectuses
- Curriculum booklets
- Event programmes
- Other parent/pupil-facing collateral

TECHNOLOGY AND INNOVATION

- Confidently utilise AI tools such as Copilot to support content creation, planning, research, and workflow efficiency.

MARKETING

- Set up and manage the termly marketing planner, maintaining visibility of key dates, campaigns, and milestones.
- To implement our tone of voice across all internal and external communications.
- Support brand film production by coordinating logistics such as room bookings and catering.
- Manage the marketing inbox, responding to enquiries and triaging requests in a timely manner.
- Coordinate small marketing requests from internal stakeholders.
- Provide general administrative support, including daily management of the marketing calendar and taking meeting notes.
- To create and adapt templates for digital executions.

BRAND

- Brand guardian for the department and ensure the brand guidelines, tone of voice, correct colours, typefaces, logos and crests are used throughout all marketing material.
- Identify ways to improve all branded material.
- Identify where and when we need to evolve the brand guidelines
- Stay updated on industry trends, especially marketing and content within school education.
- Keep abreast of local and national education news.
- Uphold the ethos and aims of the school.

The *role (duties and tasks)*

DIGITAL AND SOCIAL MEDIA

- Support the Digital Project Manager and execute the digital marketing strategy (including email marketing, SEO / GEO for website and social media content)
- Upload and maintain website articles and content management updates, ensuring accuracy and timeliness.
- Confident in creating social and web copy, capturing the slight nuanced messages.
- Supporting the Admissions recruitment needs with bespoke content on socials.
- Manage organic social media planning, creation and scheduling, ensuring consistent brand voice and strategy.
- Allowing flexibility to slot in reactive content.
- Conduct social listening to monitor brand perception and inform content and engagement strategies.
- Managing external supplies; photographers, web agency and production companies.
- Asset creation using Canva, InDesign, video editing software and copilot.

STRATEGY AND PLANNING

- Support the team to execute the annual digital marketing and communication strategy and budget.
- Support the Digital Project Manager to undertake research to inform future marketing strategy.

TEAM

- To update and highlight your daily workloads to your manager, ensuring deadlines, brief and budget are met.
- Maintain a close working relationship and communication with Marketing Assistant
- Staying abreast of Digital Marketing and Independent School Marketing trends.

ADMISSIONS SUPPORT

- Assist with admissions and school events through coordination of banners, bunting, signage, and ad hoc materials.
- Assist with marketing and publicity for all major school events such as open day.

CONTENT CREATION AND ASSET MANAGEMENT

- To assist with the photography guidelines and application.
- Support the Digital Project Manager with the creation of all briefs to produce high-quality in-house photography and videography for day-to-day activity and key events.
- Support with photography at events across the school and being able to edit and adapt for social media.
- Manage all photography assets, including filing, sourcing, sharing, and maintaining an organised asset library.
- Creation of video content long or shortform.
- Write clear, compelling content across all platforms, including website articles, brochures, newsletters, and social media.
- Support the creation, editing, and adaptation of design assets using Canva, InDesign, and video-editing software.
- Manage the creation of termly newsletters, including writing, editing and repurposing existing content.
- Day to day management of visual assets, ensuring the team are streamlined with image use.
- Confident in approaching staff and students for interviews and capturing general b roll content.



Experience, *skills and qualities*

Habs values its staff. It expects the highest level of professionalism and knowledge of their specialist area, and an ability to communicate their passion to its students.

Staff should inspire trust and confidence, in students and colleagues alike, whilst creating a positive and stimulating learning environment.

EXPERIENCE & QUALIFICATIONS

Essential

- Educated to a degree level within a relevant field such as Marketing, Humanities, Media or similar pathway.
- Ideally Excellent written and verbal communication skills.
- A meticulous eye for detail, especially in adhering to brand guidelines and proof-reading.
- Ability to write dynamic and interesting copy for electronic and printed publications.
- Deliver within agreed timings in a fast-paced environment
- Ability to work both independently and as part of a team.
- Looking for the correct content and context from minimal information provided by staff members outside of the team.
- Experience with social media management and content planning.
- Strong photography and videography skills, with the ability to work independently at events and in day-to-day environments.
- Excellent all-round IT skills including competence with all aspects of MS Office.
- Attention to detail with ability to maintain accurate accounts and stock of merchandise.
- Work efficiently whilst demonstrating creative flair and attention to detail.
- Hardworking, positive and proactive attitude with a willingness to learn and meet deadlines.

- Ability to absorb knowledge and learn very quickly on the job.
- Flexible approach to the ever-changing and different day-to-day work within the schools' evolving Marketing department.
- Ability to prioritise own workload and timings, remaining motivated while working to strict deadlines.
- Ability to interact effectively with colleagues within the Marketing department and Admissions departments, along with other members of other school departments.
- Happy to get involved in roles not specifically outlined within their job description with enthusiasm.
- Able to divert from what was planned for the day to cater to the needs of the school and team.
- Proactive, collaborative, and comfortable engaging with staff and students spontaneously and confidently to be able to film and question them for social content.

Desirable

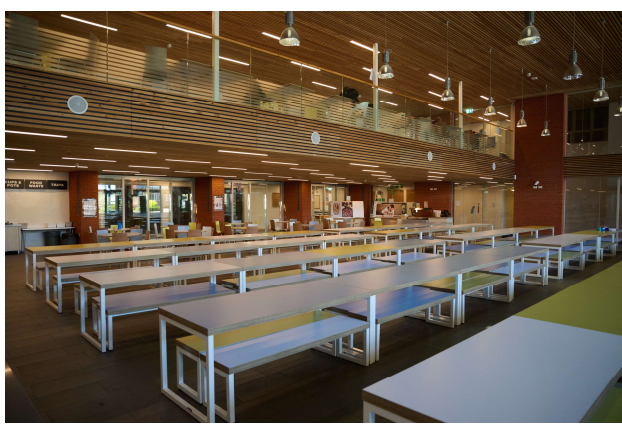
- Knowledge or previous use of Adobe InDesign, Canva and video-editing tools with willingness to learn and grow knowledge on the programme.
- 1-2 years' experience in a Marketing role.

Remuneration

Habs Elstree are two of the leading schools in the country and recognise and reward excellence.

We offer *attractive salaries and pay progression* when compared with the wider education sector and, specifically, with the independent sector.

- A salary of up to £27,000 per annum, depending on experience
- Private Pension Scheme through Aegon
- Additional life insurance cover
- Access to the Employee Assistance Programme (EAP), providing confidential support and advice
- Extensive professional development training opportunities
- Free lunch and refreshments
- Free onsite parking and access to travel on the schools extensive coach network
- Free access to state-of-the-art sports facilities including the gym, swimming pool, and fitness classes
- Wellbeing initiatives and programmes, such as yoga, mindfulness sessions, and health checks
- Access to an online GP service, providing quick and convenient healthcare advice
- Access to Vivup, the staff benefits platform, featuring discounts, financial advice, and wellbeing resources
- Cycle-to-Work Scheme and other green travel incentives including Octopus Electric Vehicles



Application *process*

Haberdashers' Elstree Schools are committed to safeguarding and promoting the welfare of children and young people. Successful candidates will be required to have an enhanced DBS record check.

Before you apply for this role please ensure that you have read our Guidance, which can be found on the [Vacancies](#) section of our website.

Please complete an application through [MyNewTerm](#) before the deadline. CVs will not be accepted.

If you would like to visit the School before submitting an application, please do contact the School.

We are reviewing applications as they arrive and we reserve the right to close the vacancy before the deadline, so please apply as soon as possible.

Please note that due to the volume of applications we receive, we are unable to provide individual feedback except to those candidates who are invited to interview.

Haberdashers' Elstree Schools are an equal opportunities employer and welcome applications from all sections of the community.

Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities and experience).

All applicants should read the Schools' [safeguarding policy](#) and [safer recruitment and disclosure policy](#). Applicants are required to declare any criminal convictions or cautions or disciplinary proceedings related to young people.

Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

N.B. Safer recruitment checks will be made at all stages of the recruitment process.