



POCKLINGTON SCHOOL

Ages 0 to 18



Applicant Pack

Marketing and Communications
Officer

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 Officer

Overall Purpose: Deliver marketing and communications activity across digital and content channels to support the implementation of marketing plans.

Responsible To: Marketing and Communications Manager

Staff Responsible For: N/A

Salary: £27,477 per annum



Job Advert

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

Pocklington School Foundation is seeking a creative, proactive and organised individual to join our forward-thinking External Relations team as Marketing and Communications Officer.

This is an exciting opportunity to contribute to the delivery of marketing and communications activity across the Foundation, supporting pupil recruitment and helping to showcase the day-to-day life of our school community.

Working closely with the Marketing and Communications Manager and colleagues across the Foundation, the successful candidate will create engaging content across digital and print channels, manage day-to-day social media activity, support website development and help deliver marketing campaigns that engage prospective families and key stakeholders. They will play an important role in capturing and sharing the stories, achievements and experiences that make Pocklington School Foundation such a vibrant community.

The role offers a varied and hands-on mix of content creation, digital marketing, photography, videography and campaign support, making it ideal for someone who enjoys storytelling, creating engaging content and bringing ideas to life across multiple channels.

We are looking for someone with strong communication skills, creativity and excellent attention to detail, together with experience of creating digital content and supporting marketing activity. They will be confident using social media platforms, digital marketing tools and content creation software to deliver engaging marketing communications.

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. 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 16 July 2026, Interviews will take place on 27 July 2026

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 OFFICER

Reporting To: Marketing and Communications Manager

The Marketing and Communications Officer

role is to deliver marketing and communications activity across digital and content channels, supporting the implementation of marketing plans under the direction of the Marketing and Communications Manager. Focused on the execution of marketing activity, including content creation, digital channels and campaign delivery.

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 Duties

Content Creation and Digital Delivery

- Create engaging marketing content across digital and print channels, including social media, website, email communications (including newsletters) and campaign materials
- Identify, capture and develop engaging content that reflects and promotes the day-to-day life of the Foundation, including academic, co-curricular and pastoral activity
- Capture and edit photography and video content to support marketing activity
- Support the development and maintenance of a content calendar to ensure a consistent and balanced flow of content across channels
- Ensure all content is accurate, high-quality and aligned to brand guidelines, tone of voice and Foundation positioning

Website and Digital Channels

- Maintain and update website content, ensuring information is accurate, current, user-focused, optimised for search visibility and aligned to marketing priorities
- Manage day-to-day social media activity, including scheduling, posting, audience engagement and monitoring performance
- Support the delivery of digital marketing campaigns, including paid and organic activity
- Use insights and platform trends to inform content creation and improve engagement

Campaign Delivery

- Deliver marketing campaigns and activity under the direction of the Marketing and Communications Manager
- Support the scheduling and coordination of campaign activity
- Ensure timely delivery of agreed marketing outputs

Events and Engagement Support

- Support the promotion of events and outreach activity in collaboration with the Community Engagement and Events Manager
- Attend key events to support delivery, including content capture and preparation of marketing materials

Data and Reporting Support

- Monitor and report on key marketing metrics (e.g. social media engagement, website performance), supporting evaluation of content and campaign activity
- Support the collection and organisation of marketing data to inform reporting
- Support the use and maintenance of CRM systems, ensuring accurate data and effective tracking of enquiries, engagement and prospective family journeys

General Marketing Support

- Maintain organised digital assets, content libraries and marketing materials
- Provide administrative support to ensure the effective delivery of marketing activity

Scope of Role

- The role is focused on delivery and implementation of marketing activity
- The role includes responsibility for content creation and day-to-day management of digital channels
- The role contributes to the delivery of marketing plans and campaigns under the direction of the Marketing and Communications Manager and does not hold primary responsibility for strategy, budget management or campaign planning
- All activity is delivered in line with priorities and direction set by the Marketing and Communications Manager

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 Officer

	Essential criteria	Desirable criteria	How measured
Experience	<ul style="list-style-type: none"> • Experience of creating digital content (e.g. social media, graphics and video) • Experience of using social media and digital platforms for marketing purposes • Experience of supporting or delivering marketing activity 	<ul style="list-style-type: none"> • Experience within an education or similar environment • Experience of using a CRM system to support marketing activity, enquiry tracking or customer journeys 	Application form and interview
Education and Training	<ul style="list-style-type: none"> • Good standard of education, including English and Maths 	<ul style="list-style-type: none"> • Relevant qualification or equivalent experience in communications, marketing, or a related field 	Application form
Skills and knowledge	<ul style="list-style-type: none"> • Strong written and verbal communication skills • Good organisational skills and attention to detail • Good IT skills, including Microsoft Office • Experience using digital tools such as social media platforms, CMS (website) systems, design tools (e.g. Canva, Adobe) and content scheduling or analytics tools • Ability to work to briefs and deadlines 		Application form and interview
Personal attributes	<ul style="list-style-type: none"> • Creative and proactive • Willingness to learn and develop • Team-oriented and collaborative • Flexible and adaptable • Positive and professional approach • Strong attention to detail • Empathy with the principles, ethos, aims and aspirations of the Foundation 		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 16th July 2026

Expected Interview Date: 27th 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 01759 322666

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

