



# Beachborough

## Job Description

POSITION	Marketing & Administrative Assistant
REPORTS TO	Marketing & External Relations Manager
LINE MANAGES	N/A
Hours / Contract	37.5 hours per week, 10am to 6pm, 52 weeks per year

### The role:

To support the Marketing & External Relations Manager in the strategic delivery of marketing and communications, while raising and maintaining the profile of the school locally and nationally as a leading independent prep school.

This varied and exciting role uses multi-channel marketing techniques to promote Beachborough School to parents, pupils, alumni, and the wider community. Occasional evening and weekend working will be required.

The role also supports the Head's Executive Assistant & Office Manager with front-of-house and administrative responsibilities.

### Key marketing responsibilities

Assist the Marketing & External Relations Manager in delivering the school's marketing strategy, providing day-to-day support while proactively contributing ideas and helping to implement campaigns across a range of channels.

### Social media and content creation

- Manage and grow the school's social media channels (Instagram, Facebook, LinkedIn)
- Create and schedule engaging content aligned with strategic priorities, ensuring consistency in tone, values and key messaging
- Work closely with teachers, using the school planner to identify key moments across the academic year to showcase the "Beachborough Experience"
- Ensure brand consistency across all content

### Photography and videography

- Build strong relationships with teachers and staff to assist in capturing authentic day-to-day school life
- Photograph and film key school moments and events

- Edit images and video content for use across digital platforms and marketing materials

### **Design and marketing materials**

- Responsible for copywriting, proofreading and branding across all online and printed publications
- Liaise with external suppliers to obtain quotes and coordinate print, photography and videography projects
- Design engaging marketing materials for digital and print using tools such as InDesign and Canva
- Ensure all materials align with brand guidelines and tone of voice

### **Website content management**

- Update and maintain website content, including news stories, blogs, events and key information, ensuring all content is up to date
- Support ongoing website development

### **Communications**

- Manage the design, content and distribution of the weekly parent newsletter
- Produce the annual school publication, *The Beachburian*
- Maintain marketing and communications areas of the school portal and app
- Support the development and delivery of alumni communications

### **Event support**

- Support and attend all marketing and alumni events (including but not limited to Beachborough Triathlon, Eventer Challenge, Explorer events) with some occasional out-of-hours working required

### **Market awareness and insight**

- Monitor social media performance and suggest improvements to engagement and content
- Support competitor and market analysis

### **Key administrative responsibilities**

Support the Head's Executive Assistant & Office Manager in ensuring the smooth and efficient running of the school's front office and provision of administrative support.

- Provide reception/front-of-house support, including telephone, email and parent/pupil enquiries
- Undertake general administrative tasks
- Undertake school tours as required
- Cover for reception when required

### **Out of term time**

- Support the Registrar with admissions tasks, including managing the inbox, responding to enquiries and booking tours
- Provide phone cover and responses to general enquiries

- Support uniform enquiries
- Provide general administrative support as required
- Provide assistance with preparing the school for the term ahead

*The above list of duties is for guidance only and should not be considered a complete statement of duties. The job holder may be required to undertake any other reasonable task as requested by the Head, Bursar, or Marketing & External Relations Manager. Furthermore, for Beachborough to remain at the forefront of 'best practice', new responsibilities may be added in the future following discussion with the post holder.*

### **Essential skills & experience**

- Experience in marketing, communications, administration or a related role
- Excellent written communication and proofreading skills
- Strong content creation skills (written, visual and digital)
- Proficiency in social media management (Instagram, Facebook, LinkedIn)
- Ability to manage multiple projects and meet deadlines
- Strong organisational skills and attention to detail
- Basic photography and video editing skills
- Experience using design tools such as Canva and/or Adobe InDesign
- Proficient in Microsoft Office

### **Desirable skills & experience**

- A degree in marketing, communications or similar
- Experience working in an education or school setting
- Knowledge of admissions processes or parent engagement strategies
- Experience with website CMS platforms
- Ability to analyse social media metrics and campaign performance
- Adobe Creative Suite experience (Photoshop, InDesign, etc.)
- Understanding of brand management and storytelling

### **Personal Qualities**

- Warm, welcoming and approachable manner, with a genuine commitment to providing excellent customer service.
- Professional, courteous and able to act as a confident & positive first point of contact for parents, pupils, staff and visitors.
- Flexible and adaptable, willing to support a variety of administrative and operational tasks across the school.
- Trustworthy, reliable and able to maintain confidentiality at all times.
- A collaborative team player who is willing to contribute to the wider life of the school.

## **Safeguarding**

At Beachborough, safeguarding and promoting the welfare of children is everyone's responsibility. Everyone who comes into contact with children and their families and carers has a role to play in safeguarding children. In order to fulfil this responsibility effectively, all practitioners should ensure their approach is child-centred, considering at all times what is in the best interests of the child.

The post holder must adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy 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 (DSL).

## **Equal Opportunities**

Beachborough School is an equal opportunities employer and welcomes applications from appropriately qualified persons regardless of gender, marital status, sexual orientation, race, ethnic origin, colour, nationality, religion, disability or age. Candidates will be assessed against relevant criteria only, including skills, qualifications, abilities and experience.

In accordance with the Equality Act, Beachborough School seeks to treat those with disabilities as favourably as those without disabilities and will make reasonable adjustments wherever practicable to avoid placing those with disabilities at a disadvantage.

Reviewed: June 2026