



CATERHAM
SCHOOL

DIGITAL MARKETING & CONTENT EXECUTIVE

Full time, permanent role
52 weeks per year
To start: ASAP



Tes Schools Awards 2023

Winner

Independent Senior School of the Year



ABOUT CATERHAM

Caterham is consistently recognised as one of the leading co-educational schools in the country. We are committed to providing an environment in which all pupils are challenged to be the best they can be, and one in which pastoral care and well-being underpin academic, co-curricular and sporting excellence.

We believe in providing an education for life for all Caterhamians and we seek to ensure that the learning experience at our school blends the best of tradition with the exciting opportunities provided by new technology. Learning how to learn is a key facet of a Caterham education and is an essential skill for life in the twenty-first century. We believe that a truly excellent school is about more than academic achievement alone: it is also about developing a passion for learning; a capacity for independent and critical thinking; self-awareness and resilience; self-confidence without arrogance and genuine interests that extend beyond the confines of the classroom.

At Caterham School we focus on developing the whole person, aiming to ensure that each pupil leaves here ready for the challenges of life at university and beyond, and understanding their responsibilities towards others. We want our pupils to leave Caterham well equipped to engage positively with a rapidly changing world as accomplished problem solvers and innovators, confident in their ability to lead and with a clear appreciation of and respect for the views and potential of others.

Caterham School's Summer School offers a truly global experience for students aged 11–17, combining academic challenge and excellence with cultural enrichment and adventure. Our flagship EDGE Programme is unique to Caterham and focuses on developing future-ready skills such as critical thinking, creativity, communication, and digital literacy. Students explore Artificial Intelligence, tackle real-world projects, and build confidence through leadership and problem-solving activities. Alongside EDGE, we offer Oracy (public speaking and debate) and EAL (English language) courses, complemented by sports academies, cultural excursions, and outdoor learning experiences.



CANDIDATE PROFILE AND RESPONSIBILITIES

Join Caterham School's Summer School team as a Digital Marketing & Content Executive and play a key role in bringing a global student experience to life. Working at the heart of our international programmes, you will create engaging digital content, manage social media channels, and support impactful campaigns that showcase the creativity, innovation, and energy of our Summer School.

Alongside this, you will help deliver a seamless admissions journey, connecting students, families, and partners from around the world with Caterham.

What Makes This Role Exciting

- Build a personal portfolio of real marketing campaigns and content
- Gain experience with a global audience
- Work in a creative, fast-paced environment
- Develop skills in social media, branding, and international marketing

Key Responsibilities:

Digital Marketing & Content

Create and publish engaging content across Instagram, Facebook, LinkedIn, WeChat and other platforms

Capture and showcase the Summer School experience through posts, stories, and video

Maintain and update website and social content

Support the delivery of marketing campaigns and promotional materials (digital and print) ensuring brand consistency and adherence to brand guidelines

Monitor performance and engagement, using analytics to improve content and campaigns

Work with internal teams and external agencies on design and advertising

Admissions & Customer Experience

Respond to enquiries from international students, families, and agents

Support the full application process, ensuring accuracy and professionalism

Maintain CRM records (through OpenApply) and ensure GDPR compliance

Communicate with applicants on offers, payments, and pre-arrival information

Liaise with the main school admissions team to support future enrolment pathways

Operations Support

Prepare welcome materials and pre-arrival communications

Assist with logistics such as transfers and excursion planning

Support delivery during peak periods including arrivals and registration



SKILLS & EXPERIENCE

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This role may be ideal for a recent graduate in marketing, communications, or a creative discipline who wants hands-on experience and real responsibility.
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Strong written and visual communication skills
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Interest in social media, content creation, and digital marketing
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Organised, proactive, and able to manage multiple projects
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Comfortable using tools such as Microsoft Office, WordPress, Adobe InDesign and Canva or similar
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Familiarity with social media platforms and content trends
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Customer-focused with a professional and friendly approach
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(Experience in admissions and/or education is helpful but not essential.)
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TERMS & BENEFITS

We pride ourselves on the best support and care for our Academic and Professional Services staff – a school is only as strong as those working within it. As such, our staff enjoy a range of benefits and enjoy the strong sense of community that pervades the School.

Salary

Circa £30,000 per annum depending on qualifications and experience. Salaries are reviewed annually on 1st September.

Hours

This is a full time role 37.5 hours per week, Monday to Friday, 52 weeks, with a one hour unpaid break per day.

Annual Leave

Five weeks paid annual leave in addition to Bank Holidays pro rata.

There is a probationary period of 12 months and the appointment is subject to employment vetting checks including a satisfactory references and a Disclosure and Barring Service check.

Counselling and Legal Advice Service

A free, confidential 24 hour telephone service available 365 days per year.

Fee Remission

Discount available on school fees. Please contact the HR department for full terms and conditions.

Subsidised Sports Centre Membership

Subsidised Membership to Caterham School's Sports Centre with extensive fitness suite, 25 metre indoor pool, sports hall and programme of fitness classes.

Pension Scheme

Professional Services staff are eligible to join a stakeholder pension scheme, this includes an employer's contribution of up to 10%.

Cycle Scheme and Tusker Car Scheme

A salary sacrifice scheme which provides vouchers available for a wide range of suppliers and includes e-bikes and accessories. Further details regarding the car scheme is available from the school.

Caterham School Benefit Hub

Offering a wide range of discounts across a wide range of global and national brands and local deals.

Health Cash Plan Scheme

Membership of BHSF Cash Plan Scheme, which reimburse bills for everyone healthcare treatments.



APPLICATION PROCESS

You can complete the application online via
the school website at:

<https://www.caterhamschool.co.uk/about/careers/support-staff-vacancies/>

If you have any questions or queries, please contact
Vicky Goodwin, HR Business Partner: hr@caterhamschool.co.uk
or call 01883 343123

This appointment is to begin as soon as possible

The closing date for applications is 9:00am on Friday 26 June 2026.

Applications will be reviewed as they are received. The School reserves the right to appoint at
any stage of the recruitment process; early applications are therefore encouraged.

Caterham School is committed to safeguarding and promoting
the welfare of children and young people and expects all
staff and volunteers to share this commitment. All offers of
employment are subject to an enhanced DBS check.

Child Protection

The School is committed to safeguarding and promoting the welfare of children and 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 School's child protection policies 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
School's Designated Safeguarding Lead. The School may carry out online searches on
shortlisted applicants and all applicants will be required to provide details of their online profile,
including social media accounts, as part of their application.





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