



## Job Description

1. **Job Title:** Marketing Officer - Digital and Campaigns
2. **Responsible to:** Director of Marketing, Eastbourne College Incorporated (Eci)

### 3. Purpose Of The Role

Working across both Schools (Eastbourne College and St Andrew's Prep), the Marketing Officer (Digital and Campaigns) will lead the day-to-day management and development of our websites, with a particular focus on content, user experience and digital storytelling. Central to the role is the ongoing evolution of our websites as a core brand touchpoint and the primary first experience for prospective families, ensuring it reflects the quality, ambition, and values of the School through an engaging and seamless digital journey.

The postholder will also be responsible for maximising the effectiveness of the Schools' CRM and delivering integrated marketing campaigns, ensuring a consistent user experience and measurable outcomes.

### 4. Key Responsibilities

#### a) Website management and content

- Manage and develop our websites as key brand and recruitment platforms - ensuring content remains engaging, accurate, user-focused, and strategically aligned.
- Create, edit, publish, and continually optimise website content and copy, managing and authoring Marketing-owned pages while working collaboratively with internal stakeholders as an enabling partner across their respective areas of the website.
- Work with external partners to create localised website experiences tailored to key international recruitment markets and priority territories.
- Carry out regular reviews and governance of website pages to optimise performance, search visibility, user experience, accessibility and conversion.
- Support SEO, GEO, digital PR, and backlink activity to strengthen the School's visibility, authority, and discoverability across search and AI-driven platforms.
- Monitor and manage third-party websites, directories, and external platforms to ensure School information, listings, and brand messaging remain accurate and consistent.
- Manage and prioritise a pipeline of website development and content requests, allocating resources in line with strategic priorities, impact, and business need.
- Project manage the ongoing evolution and future re-platforming of our websites, working closely with external agencies and suppliers to ensure successful delivery and launch within agreed timelines and objectives.
- Responsible for the management of website cookie policies, consent frameworks, and digital compliance requirements, ensuring all digital activity aligns with GDPR and wider data protection standards.



**b) CRM integration and digital journeys**

- Support the integration and ongoing development of our CRM platform and its connection with the pupil record system from a marketing perspective.
- Create, and embed digital forms that support admissions, events, and wider engagement activity.
- Work closely with colleagues and external partners to improve automation, data capture, user experience and reporting capabilities across our digital platforms.
- Set up and manage CRM campaigns for domestic and international audiences, ensuring performance can be effectively monitored, measured and reported.

**c) Campaign coordination and delivery**

- Coordinate the delivery of integrated marketing campaigns across digital, paid channels and OOH ensuring campaigns are delivered on time, aligned with strategic objectives, and optimised for audience engagement and conversion.
- Work collaboratively with the Marketing Officer (Communications) to ensure campaign messaging and creative assets are consistent across all touch points.
- Support the Director of Marketing with media buying and the delivery of strategic paid digital advertising campaigns across social media and paid search.
- Create and maintain campaign launch playbooks to ensure communications, digital assets, and deployment requirements are delivered consistently, efficiently, and on schedule across all channels.
- Monitor campaign performance and provide reporting, insights, and recommendations to improve future activity and effectiveness.

**d) Marketing performance and reporting**

- Demonstrate strong CRO capability by analysing user journeys and data, testing and refining digital touchpoints, and using insight to inform content, design, and messaging to improve conversion outcomes.
- Input into the creation of marketing KPIs/OKRs aligned to School objectives, recruitment activity, and audience engagement.
- Use general website data analytics tools to create measurement frameworks, performance reports and dashboards for internal use.
- Ensure campaign performance is accurately tracked and measured across all reporting frameworks

**e) External partners and suppliers**

- Act as the first point of contact for external websites, CRM, and digital agency partners.
- Manage relationships with external suppliers and agencies, ensuring projects and deliverables are aligned with agreed objectives, timelines, and quality standards.

**f) General**

- Work collaboratively with the wider Marketing team and Admissions function to support an integrated, efficient, and optimised approach to recruitment and engagement activity.
- Support School events, including Open Days and community or charity events - contributing to a positive experience and strong brand visibility for all stakeholders.
- Management of digital and campaign budgets.



#### g) Safeguarding Duties

- The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact will be to adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy Statement and staff code of conduct at all times.
- The post holder will be engaging in regulated activity. There are particular safeguarding issues requiring attention for this post.
- This role may require the postholder to be aware of protecting the physical safety of pupils and at times be in a setting that requires them to respect the privacy of pupils. They may be the responsible adult in a scenario and must be aware of all relevant procedures in that setting.
- 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 or, if they are the School's DSL, to the Headmaster and relevant agencies.

#### 5. Person Specification

##### Essential

- Degree-level qualification in marketing, or equivalent professional experience.
- Minimum of three years' experience in a marketing role, ideally with a strong digital focus.
- Experience managing website content using a CMS.
- CRM experience.
- Strong knowledge and understanding of digital marketing, strategy and execution.
- Knowledge of SEO, GEO and accessibility standards.
- Experience managing and delivering paid digital advertising campaigns across social media and paid search platforms.
- Evidence of delivering measurable results and impact within a current or previous marketing role.
- Understanding of website analytics and digital performance reporting.
- Strong interpersonal skills and ability to work collaboratively.
- Ability to manage multiple projects and deadlines.
- Exceptionally well organised with strong attention to detail.
- Excellent communicator - written and verbal.
- Ability to use initiative and work independently, while working collaboratively as part of a team committed to high-quality outcomes.
- Budget management experience.

##### Desirable

- Evidence of continued professional development (CPD) in marketing or digital communications.
- Experience working in an independent school, higher education or education environment.
- Experience of working within a marketing, digital, or creative agency environment.
- Experience of WordPress, and/or Hubspot.
- Experience integrating and/or managing CRM systems and digital enquiry journeys.



- A broad understanding of website development and CMS functionality, with the confidence to liaise effectively with external partners and independently manage or evolve elements of the website within the scope of the role.
- Experience with web design software.
- Familiarity with email marketing platforms and social media scheduling tools.
- Understanding of brand management and governance.

## 6. Terms and Conditions

**Salary:** circa £35,000

**Hours of Work:** Full time, all year round

**Pension:** After three months service you may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department), depending on your level of earnings, however you may also choose to opt in to the pensions scheme. The College will contribute 5% of your gross salary and you will be expected to contribute 3% also. You may choose to opt out of the pension scheme.

**Holiday:** 28 days per annum including Bank Holidays pro rata to be taken during College holidays. Pay for this is included in the salary.

### Other Benefits

- Life Assurance
- Employee Assistance Programme.
- Lunch during normal working hours
- Access to College sports facilities.
- Free tickets to College productions

## 7. Application Process

To apply, please visit <https://www.eastbourne-college.co.uk/contact/employment-opportunities/> and click the 'Apply Now' button to complete the mandatory application form. An up-to-date CV and covering letter may be uploaded with this online application form. Applications will be considered upon receipt, and we reserve the right to withdraw this vacancy.

The closing date for applications is **Friday 03 July 2026**.

For further information, please contact Human Resources on 01 323 452288 or email [hr@eastbourne-college.co.uk](mailto:hr@eastbourne-college.co.uk).

## 8. Safeguarding and Equal Opportunity Statements

*Eastbourne College (Incorporated) is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to appropriate child protection screening, including checks with past employers and the DBS.*

*Post holders will be engaging in regulated activity.*



*The post is exempt from the Rehabilitation of Offenders Act 1974 and the Charity is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.*

*Eastbourne College (Incorporated) welcomes applications from all sectors of the community as we aspire to attract staff that match the social and cultural diversity of our pupil intake. We consider the most important factor to be the right skills, abilities and attitude for the job which will ultimately improve the wellbeing and education of the pupils.*

*Eastbourne College (Incorporated) is a non-smoking establishment.*