

Job Description

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

3. Role Overview

We're looking for an experienced Marketing and Communications Officer to join our ambitious Marketing team. This is a varied, hands-on role where you'll create compelling integrated marketing campaigns, bring our brand to life through authentic storytelling, manage key digital channels and help shape how thousands of prospective families experience our Schools.

4. The Opportunity

No two days are the same. Working alongside an experienced and supportive team, you'll take ownership of a diverse portfolio of marketing activity while making a measurable impact. A typical week might include:

- Interviewing pupils, staff or alumni for a news story or feature article.
- Writing copy for a new campaign and email subject headers for A/B testing.
- Updating and optimising website content.
- Analysing campaign and website performance.
- Mapping the customer journey and building out digital comms journeys in our CRM.
- Meeting colleagues across both Schools to uncover and share stories.

5. Key Responsibilities

a) Content and storytelling

Champion authentic storytelling across the organisation, working collaboratively to uncover compelling stories, develop clear messaging frameworks, and create engaging content that delivers a consistent, impactful brand experience across every touchpoint.

b) Website and digital

Help manage and develop our websites, ensuring they are engaging, accessible, optimised for search and functioning effectively - while creating a frictionless user experience that integrates seamlessly with our wider digital ecosystem.

c) Marketing campaigns

Support the planning, delivery and evaluation of integrated marketing campaigns. Overseeing advertising and external listings to ensure consistent and impactful messaging that reaches the right audiences and results in the right outcomes.

d) CRM

Help launch our new CRM and maximise its capabilities by managing audience data and mailing lists, planning targeted communications, monitoring performance and gathering insights to feed continuous improvement.

e) Brand

As a brand guardian ensuring consistent, high-quality application across all communications and touchpoints.

f) Performance and insight

Monitor campaign performance, website analytics and user behaviour, using data and insights to continually improve our marketing activity and inform future decision-making.

g) Planning and organization

Adopt a proactive and organised approach to planning your workload, managing competing priorities with minimal supervision while collaborating closely with colleagues to deliver the team's wide range of projects and day-to-day activity.

h) 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

6. About You

We're looking for an experienced marketing professional who is ready to make an immediate impact. You'll be an excellent communicator, a great copywriter and someone who enjoys taking ownership, solving problems and continually improving the impact of your work. You are confident working autonomously, know when to seek guidance or escalate issues, and recognise the importance of effective teamwork and collaboration.

Essential Experience and Skills

- Degree in Marketing, Communications or equivalent working experience.
- Minimum of five years' experience in marketing, communications or digital marketing roles.
- Excellent written communication, editing, and proofreading skills, with strong editorial judgement and the ability to craft authentic, original content beyond AI-generated outputs.
- Experience managing website content using a CMS and working with external web development agencies.
- Experience delivering fully integrated marketing campaigns.

- Experience using CRM platforms and marketing technology.
- Strong understanding of GEO, digital marketing and content strategy.
- Experience analysing websites and campaign performance.
- Excellent project management, organisation and stakeholder management skills.
- Evidence of delivering measurable marketing outcomes, with the ability to discuss the impact of your work at interview.

Desirable Experience

- Education, values-led sector or commercial agency experience.
- WordPress/Craft and HubSpot/Mailchimp.
- CRM implementation or optimisation.
- Website migrations.
- PR and media relations.
- Digital accessibility and GDPR.
- Agency management.
- Brand governance.

7. Terms and Conditions

Salary: £35,000 - £40,000 per annum (dependent on level of experience)

Hours of Work: Full time, all year round

Working arrangements: This is a predominantly **site-based** role. As we continue to develop our Marketing team, we believe the best marketing comes from being immersed in the life of our Schools. Building relationships, discovering stories first-hand and maintaining a visible presence across our campuses are fundamental to success in this role. While occasional flexibility may be possible where appropriate, this is not a hybrid position.

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: 5 weeks plus Bank Holidays to be taken during College holidays.

Other Benefits

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

8. Recruitment process

- **Stage one: In-person interview**

Meet the Marketing team, discuss your experience and learn more about the role (60 mins)

- **Stage two: Practical task/exercise**

Complete a written exercise to show your critical thinking and showcase your skills (40 mins).

- **Stage three: Video call**

Final video conversation to discuss your approach to the task and talk through your work and answer any final questions (45 mins)

9. Ready to apply?

If you're ready 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. Applications will be considered upon receipt, and we reserve the right to withdraw this vacancy.

A letter of application (addressed to the Director of Marketing), evidencing your suitability for the post against the job description and person specification described above, and an up-to-date CV should be uploaded with this online application form. Applications submitted without a covering letter will not be considered.

The closing date for applications is **Wednesday 05 August 2026**.

If you'd like to find out more before applying, Carly Marsh, Director of Marketing, would be happy to have an informal and confidential conversation about the role, the team and our ambitions. **No agencies please.**

For further information, please contact Human Resources on 01323 452288 or email hr@eastbourne-college.co.uk.

10. 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.