



from the Headmistress
Mrs Maria Young MA PGCE

MARKETING MANAGER JOB DETAILS

Background to the School

Farnborough Hill is an independent Catholic day school and a member of the Girls' Schools Association, Independent Schools' Association and CISC. It welcomes pupils and staff of all faiths and no faith, provided they are in sympathy with the ethos of the School.

Located on the Hampshire/Surrey border, the School has excellent transport links, both by train and road being about a 10 minutes' walk from Farnborough Main railway station.

Farnborough Hill is committed to the education of the whole person. The School places great emphasis on the all-round personal growth of its pupils. It aims for academic excellence as well as ensuring that pupils play a full part in school life and have the opportunities to develop their co-curricular interests.

The School offers Academic, Art, Drama, Music and Sports Scholarships at 11+ as well as means-tested bursaries for families in need of financial assistance. Sixth Form Scholarships are awarded on the basis of open examination, as well as for excellence in Creative Arts, Music, Performing Arts and Sport.

In 2025 our A level pupils once again achieved impressive results with an excellent 50% of all grades at A*/A and 76% A*-B. Our GCSE results were also excellent with 48% of grades awarded at 9-7.

The School's aim is to engage wholeheartedly in all activities, challenges and opportunities. This is achieved through our pastoral care and encouragement of each individual. This is a strength of Farnborough Hill and we see it as an essential part of our caring, Christian ethos. Parents greatly appreciate this and see it as an important ingredient when choosing to send their daughters here.

The School is housed in the historic home of the ex-Empress Eugenie of France, to which much purpose-built school accommodation, such as the sports hall, swimming pool, Art and Design Technology Centre, modern laboratories, theatre, a music suite and hockey all-weather pitch have been added, with an inspiring new Sixth Form Centre which opened in September 2022. These facilities sit within approximately 65 acres of parkland making it a tranquil and inspiring place to work, alongside a forward-looking and ambitious Senior Leadership Team and Governing Body.

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"EDUCATING THE WHOLE PERSON"
since 1889



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The post of Marketing Manager

This is an exciting opportunity for a creative but strategic marketing professional to play a central role in the future growth of Farnborough Hill. As part of the Marketing and Admissions team, you will work alongside the Creative Executive and Registrar to develop impactful campaigns and create engaging content using data and audience insight to support pupil recruitment and raise the School's profile.

With responsibility for advertising, feeder schools, PR, digital content and brand, you will help tell the Farnborough Hill story across a range of audiences and channels including the delivery of inspiring experiences for prospective families, from events to school tours whilst also building strong relationships with feeder schools.

This varied role offers the opportunity to bring fresh ideas and creativity to a welcoming and distinctive school community and make a tangible difference to how Farnborough Hill is seen and experienced.

Key responsibilities:

- Shape and deliver an ambitious marketing strategy to engage prospective families and strengthen the School's position in a competitive market.
- Develop our existing feeder school strategy, developing relationships and creative outreach initiatives that strengthen our recruitment pipeline and introduce more families to the Farnborough Hill experience.
- Create outstanding marketing campaigns and collateral across all channels, bringing our story and brand to life in fresh, imaginative and compelling ways.
- Create memorable experiences for prospective families through marketing and conversion activities that showcase the School's distinctive character
- Oversee our social media presence, ensuring a dynamic and authentic digital voice that captures the energy of school life and connects with our target audiences.
- Be an ambassador for Farnborough Hill, welcoming prospective families and delivering engaging school tours that give them a genuine feel for our community, values and ethos.
- Build strong creative partnerships, managing relationships with external agencies and suppliers to ensure high-quality work, fresh thinking and excellent value for money.
- Support the wider Farnborough Hill brand, contributing creative marketing expertise to the work of the Farnborough Hill Foundation and Farnborough Hill Ventures in consultation with the Alumnae and Development and Commercial Managers.
- Champion and protect our brand, ensuring consistency across all communications and providing creative guidance and support to colleagues on projects that influence the School's reputation and public profile.

Summary person specification

- Relevant marketing experience, ideally within an independent school or another values-led organisation and a strong understanding of marketing and communications.
- Creative and digitally confident, with experience in social media, digital marketing and creating engaging content and collateral using tools such as Adobe Creative Suite, InDesign and Microsoft Office.
- An excellent communicator and storyteller, with strong written and verbal communication skills and proven copywriting ability.
- Highly organised and commercially minded, with strong project management skills, confidence working with data and digital systems, able to manage competing priorities.
- A natural relationship builder, able to develop positive and effective relationships with a wide range of stakeholders, colleagues and external partners.
- Proactive, enthusiastic and collaborative, bringing energy, creativity and initiative with the highest standards of professionalism, integrity and discretion.



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The role reports to the Director of Marketing and Admissions and works very closely with the wider Marketing and Admissions and Alumnae and Development teams. The postholder will also perform such duties as may reasonably be directed by the Director of Marketing and Admissions, including some duties outside normal school hours and away from Farnborough Hill, where required.

The appointment will be made from 1 September 2026, or as soon as possible thereafter. This is a full-time, term time only plus Inset days role, plus four weeks in the school holidays, with normal hours of work Monday to Friday, 8.30 am to 4.30 pm including a one-hour unpaid lunch break. The role will involve attendance at events which fall outside of normal working hours and may require occasional local travel.

The salary will be competitive, in the range £32,000 to £35,000, dependent upon qualifications and experience. In addition, the School offers: free on-site parking, contributory pension scheme, 'Death in Service' (four times salary paid to next of kin as a lump sum), fee remission for a daughter attending the School, in line with the current policy, subject to the usual standards and procedures for admission.

All members of staff are expected to be in sympathy with and supportive of the ethos of the School as set out in the Mission Statement. All members of staff are expected to be fully involved in the life of the School, contributing to co-curricular activities and undertaking responsibility in the tutorial teams.

Farnborough Hill is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Successful applicants will be required to undergo the appropriate DBS Code of Practice check.

Further information about the School can be found on our website. www.farnborough-hill.org

If you require any further information about this post or the School please telephone Melanie Clark, the Headmistress's PA, in the first instance, on 01252 545197.

To apply please complete the Application Form, which is available from our website, and submit it to the Headmistress via email to HMSec@farnborough-hill.org

Please apply as soon as possible as applications will be considered upon receipt; we reserve the right to interview/appoint before the closing date.

Closing Date: 9.00 am on Tuesday 1 September 2026 – however if interested in applying for the role please submit your application as early as possible as it will be considered upon receipt

Interviews: Interviews will take place on a rolling basis and may take place prior to the closing date

Start Date: September 2026 or as soon as possible thereafter

Farnborough Hill is committed to the safeguarding of children and young people and the relevant DBS Code of Practice checks will apply.