

Candidate Information Pack



Marketing Officer

(Full time, full year)

About the School

Marymount International School, London, is an independent, Catholic, day and boarding, IB school for girls ages 11-18. We welcome bright, curious and motivated students from many different cultures and backgrounds, and we are proud to be the first all-girls' school in the UK to offer the International Baccalaureate programme, positioning ourselves as a leading school that consistently achieves excellent results.

At Marymount students learn in a supportive and inclusive environment, where they are encouraged to grow with confidence – academically, personally and socially. Our seven-acre campus, just twelve miles from central London, offers a peaceful and inspiring place for both students and staff to learn, teach, and collaborate.

We value who our students are just as much as what they study. Whether exploring ideas in our STEAM Hub, debating in class, performing on stage, or learning a new language, our students are encouraged to develop curiosity, creativity, critical thinking and teamwork. With over 40 nationalities represented, Marymount is a diverse and internationally-minded community, where different perspectives are welcomed and celebrated.

As part of a global network of 21 RSHM schools, we benefit from shared projects, exchanges and festivals, which further daily life at Marymount.

Our holistic approach to education helps student to thrive in every area of school life and prepares them for success beyond Marymount. Our graduates go on to excellent universities around the world, as global citizens prepared to contribute positively and make a difference in the world.

Marymount International School is a friendly and happy school where staff are valued and enjoy a professional and supportive working environment. Staff development is a high priority and there are many opportunities for CPD.



ABOUT THE ROLE

We are seeking a highly organized, personable, and proactive **Marketing Officer** to join our Marketing and Admissions Department. This role will support the School's mission and strategic objectives through the delivery of engaging and effective marketing and communications across a range of digital and offline channels. Working within the framework established by the Head of Admissions, Marketing and Communications, the postholder will coordinate content creation, internal communications, campaign execution, event promotion, channel management, and reporting.

This pivotal role carries responsibility for delivering key areas of work independently, requiring strong organizational skills, initiative, and a commitment to excellence. You will:

- Own the end-to-end delivery of assigned campaigns, communications and content workstreams within agreed briefs, budgets, deadlines and approval routes.
- Manage the routine publishing rhythm across social media, website, email and internal channels.
- Coordinate contributors, stakeholders and suppliers, following up proactively and resolving operational issues.
- Maintain accurate calendars, records and first-line performance reports; escalate risks and sensitive matters
- Contribute ideas and delivery insight while operating within strategy, brand standards and priorities set by the Marketing Executive.

The ideal candidate will combine strong organizational and administrative skills with a warm, professional manner. You will be a capable all-rounder with an interest in marketing, excellent attention to detail, and confident IT skills, especially with social media platforms.

Marymount International School London is a friendly and happy school where staff are valued. There is a professional and supportive working environment with many opportunities for CPD. This is a full-time, all year-round position. The normal hours of work will be from 8am to 5pm, Monday to Friday inclusive with a 45-minute unpaid lunch break each day and at such further times and for such periods as are necessary for the proper performance of duties. A degree of flexibility will be required for this role.

Marymount International School London is committed to safeguarding and promoting the welfare of children and young people. **The post is subject to an Enhanced DBS check and full safer recruitment checks including satisfactory references and social media check.**

Marymount International School, London, is proud to be an Equal Opportunities employer and welcomes applications from all sections of the community. Our Marymount family is richly diverse, with many different backgrounds and cultures represented. This diversity is valued and respected. All job applicants will be considered solely on their ability to do the job.

MAIN DUTIES AND RESPONSIBILITIES

1. Campaign planning and delivery

- Turn approved campaign briefs into practical delivery plans, schedules, content requirements, asset lists and stakeholder actions.
- Coordinate assigned recruitment, Open Day, scholarship, taster, assessment, alumnae, community and School-life campaigns from preparation through follow-up.
- Create, adapt and quality-check campaign assets for relevant channels, securing approvals and maintaining accurate version control.
- Monitor campaign tasks, deadlines and costs; identify delays or obstacles at an early stage and recommend practical solutions to the Marketing Executive.
- After each campaign, record the results and final costs, gather relevant feedback and summarise lessons and recommendations for future activity.

2. Content creation and editorial coordination

- Research, write, edit and format clear, engaging content for newsletters, blogs, web pages, emails, social posts, event materials, prospectuses and other collateral.
- Proactively source stories, quotes, photography and video from students, staff, parents and alumnae, obtaining appropriate permissions and approvals.
- Edit and caption images and short-form video, and prepare accessible, channel-appropriate content that follows brand and tone-of-voice standards.
- Maintain the editorial and content calendar, coordinate contributors, and follow up on missing copy, assets and approvals.
- Support the School yearbook workflow, coordinating content, deadlines, proofing and stakeholder follow-up to an agreed production plan.
- Draft routine press materials, award submissions and employer-brand content under the Marketing Executive's direction.

3. Communications

- Coordinate and deliver day-to-day stakeholder communications, including parent letters, staff bulletins, newsletters, notices and internal updates, ensuring all communications are accurate, timely and on-brand, in line with agreed schedules and approvals. Maintain an audit trail of final versions.
- Maintain, and update as required, approved templates, distribution lists and internal communication channels to ensure compliance with brand guidelines and identity.
- Monitor recurring communications needs and feedback, suggesting practical improvements to channel use, timing and workflow.

4. Social media and website

- Manage the daily social media workflow across the School's agreed platforms, including scheduling, publishing, monitoring and first-line community management.



- Maintain accurate, current, and accessible website content through the CMS, completing routine updates and coordinating more complex changes.
- Monitor online comments and messages, respond to routine enquiries within agreed guidance, and promptly escalate sensitive or reputational issues.
- Support the practical set-up and monitoring of paid campaigns, including asset preparation, tracking links, budget pacing checks, and supplier liaison.
- Administer the digital asset library, including file organisation, metadata, usage rights, consent status, retention and secure archiving.

5. Events and engagement delivery

- Coordinate marketing and communications support for Open Days, Graduation, alumnae events, overseas trips, community events and other priority activities.
- Manage event communications, registration or RSVP tracking, attendee information, signage, collateral, photography and post-event follow-up as assigned.
- Attend key events and capture timely content, ensuring materials and activity are on-brand and operationally ready.
- Coordinate approved materials and collateral for feeder-school visits, recruitment fairs, educational advisers and agreed international recruitment activity.

6. Reporting, administration and quality control

- Maintain campaign trackers, content libraries, consent records, contact or distribution lists, supplier details and organized digital files.
- Compile routine analytics from social, web, email, paid media and event systems; check data quality and produce accurate first-line summaries.
- Flag trends, anomalies and delivery outcomes to the Marketing Executive, contributing practical recommendations from channel and stakeholder experience.
- Proofread and quality-check outputs for accuracy, brand consistency, accessibility, permissions and technical functionality before publication.
- Support CRM-enabled marketing by building approved audience lists, campaign records, tracking links and scheduled communications,

7. Working relationships and service delivery

- Build productive relationships with colleagues across the School and provide responsive, professional guidance on briefs, deadlines and required inputs.
- Liaise with designers, printers, photographers, videographers, and other suppliers to deliver defined outputs to specifications.
- Manage competing requests against agreed priorities, communicating constraints and escalation needs clearly.
- Provide occasional reception or general operational support where required, without displacing the role's core marketing and communications responsibilities.

8. Additional duties and expectations

- As part of the Administration Team, provide support during peak periods or staff absence, including Reception cover.
- Attendance and support key School events, including occasional evening and weekend activity as directed by your Line Manager
- Carry out other duties commensurate with the responsibilities of the post, as directed by your Line Manager, the Headmistress, or the Bursar
- Ensure pupil content is planned and used in accordance with safeguarding, consent, data protection and retention requirements.
- Undertake relevant training and continuous professional development.

SAFEGAURDING

The successful candidate would be expected to:

- be highly committed to safeguarding and promoting the welfare of children and young people.
- be knowledgeable about child protection procedures and reporting protocols.
- be able to create safe, supportive, and respectful learning environments for all students.
- model professional conduct to prevent misunderstandings or misinterpretations.
- attend all required safeguarding training and adheres to the School's safeguarding policies.

MISSION & ETHOS

The successful candidate will demonstrate:

- a strong alignment with the mission, vision, and values of Marymount International School.
- dedication to academic excellence within a holistic educational framework.
- support for the Catholic ethos and RSHM values of the school.
- genuine commitment to student wellbeing, character development, and community engagement.
- a willingness to contribute actively to the spiritual, co-curricular, and pastoral life of the school.

The Person

Education and Qualifications

- Degree level candidate preferred but not essential if compensated by relevant experience
- Basic graphic design or video editing skills (desirable)
- Experience in a school or educational environment (desirable)

Skills & Experience

- Proven experience in social media management, digital content, or internal communications
- Comfortable using social media management tools, CMS platforms, SharePoint, and Microsoft Office Suite
- Excellent written and verbal and communication skills (English)
- Excellent attention to detail
- Good interpersonal skills to build relationships with parents, pupils and colleagues



- Ability to work independently and collaboratively within a team
- Solutions focused with strong initiative
- Strong organizational skills
- Ability to multi-task and manage multiple deadlines while remaining calm under pressure
- Pro-active, able to make suggestions for improvement and change
- Willing to learn new skills and take ownership of CPD

Personal Attributes

- Committed to upholding the school's ethos and values in all communications
- Proactive, solutions-oriented, able to work independently
- Flexible and adaptable during peak periods, overlapping campaigns or changing priorities
- Think logically and 'on your feet'
- Collaborative, with strong interpersonal skills for working with internal and external stakeholders
- Friendly and professional manner

HOW TO APPLY:

To apply, candidates should complete the [School Application Forms](#) together with a cover letter addressed to Mrs Margaret Giblin, Headmistress, Marymount International School, London. Please email these (both as PDF files) to Ruth Bowley, Deputy Bursar, at hr@marymountlondon.com. Mrs Bowley can also be reached by calling the Business Office on 020 8949 0571, ext. 204.

Closing date for applications: Friday 2 October 2026

Interviews: 6, 12 or 13 October

Early applications are encouraged and will be reviewed upon receipt. Shortlisted candidates may be invited for an interview before the closing date. We reserve the right to appoint in advance of the closing date

Salary: Dependent on skills and experience (please email hr@marymountlondon.com to discuss)

Start date: ASAP



Marymount
INTERNATIONAL SCHOOL LONDON

Staff Benefits at Marymount

Enrolment
into Pension
Scheme

Free lunch
and
refreshments

Personal
insurance
scheme

Free staff
parking on
campus

School fee
discount &
access to
childcare
vouchers

Ongoing
professional
development

Cycle to
work scheme

Employee
assistance
programme

Use of state-
of-the-art
fitness suite



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