



Mill Hill
EDUCATION GROUP

Social Media Marketing Officer

Candidate Information Pack

Instilling values, inspiring minds

INTRODUCTION

We are seeking a dynamic, creative and proactive Marketing Officer to join the Mill Hill Education Group Marketing Team. Reporting to the Group Marketing Manager, this role will play a key role in delivering the Group's marketing strategy, with a particular focus on social media, photography, videography and digital storytelling across all five Mill Hill based Schools and Mill Hill Education Group's channels.

This is a hands-on, content-led role centred on capturing and showcasing the day-to-day life and spirit of the Group's schools. The successful candidate will work across multiple sites to produce engaging, high-quality visual content that enhances brand visibility, supports pupil recruitment and engages a wide range of stakeholders.

Strong attention to detail, a creative mindset and a willingness to take initiative are essential. The role requires excellent interpersonal skills, flexibility and the ability to work methodically under pressure. The successful candidate will ensure that the Group's brand is consistently and accurately represented across all channels and that all outputs adhere to brand guidelines while bringing creativity and fresh ideas to content creation.

Occasional evening and weekend work will be required.

Closing date for applications: 9:00am on Thursday 2 July 2026

The School reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

Key facts about the role:

Salary

UP TO £31,000

Hours

40 HOURS PER WEEK 8AM-5PM

Contract Type

PERMANENT

Pension

SUPPORT STAFF PENSION

Holidays

25 DAYS

Reporting to

MEGAN ROBERTS
GROUP MARKETING MANAGER

Other useful information

BASED IN MILL HILL SCHOOL, NW7 1QS

Mill Hill Education Group

A charitable collection of independent schools. Its aims of instilling values and inspiring minds has been a key focus since the founding of Mill Hill School in 1807. All schools share an educational philosophy around developing thoughtful and responsible pupils with a global outlook. School life combines academic rigour with a breadth of opportunities to develop young people able to flourish in an ever-changing world.



Job Description

CONTENT CREATION & SOCIAL MEDIA

- Capture high-quality photography and videography across Group schools including lessons, events and co-curricular activities
- Create, edit and publish engaging content across social media platforms
- Produce short-form video content aligned to platform trends and best practice
- Edit photography and video using Adobe Creative Suite, Lightroom, Canva or similar tools
- Design graphics, posters and video content for digital channels
- Ensure all content aligns with Group or individual school brand guidelines
- Manage and maintain social media content calendars
- Monitor performance and produce reports to inform future activity

CONTENT COORDINATION & PLANNING

- Organise and maintain a Group-wide content schedule to ensure key events are captured
- Coordinate and manage the schedule for professional photographers across the Group
- Collate photography and video submitted by staff, reviewing and quality checking content before publication
- Ensure all content meets brand standards, safeguarding requirements and photo consent policies

STORYTELLING & ENGAGEMENT

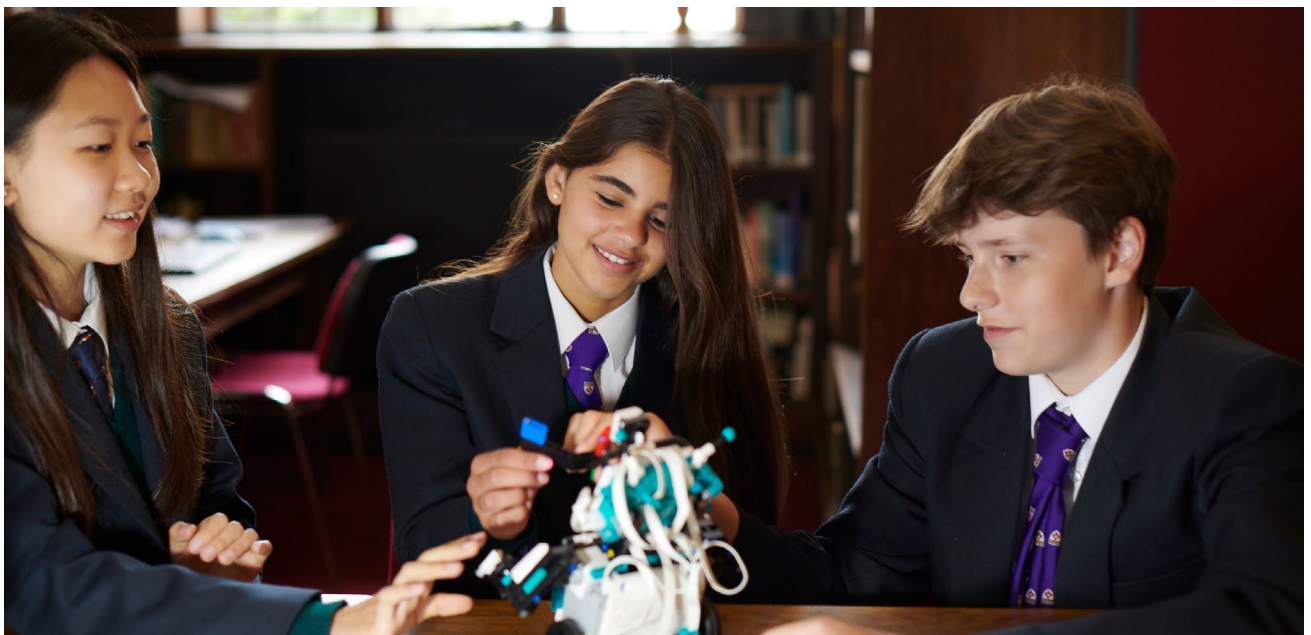
- Liaise with staff, pupils and the wider school community to identify content opportunities
- Attend events and activities to capture content
- Develop engaging content that reflects each school's identity while maintaining Group consistency

WIDER MARKETING SUPPORT

- Support delivery of marketing campaigns and initiatives
- Assist with website updates and third-party listings
- Contribute to brochures, newsletters and presentations in line with brand guidelines
- Support Open Mornings and other events
- Maintain and organise the digital asset library
- Monitor competitor activity

GENERAL

- Ensure consistency, accuracy and brand compliance across all channels
- Support SEO and digital best practice
- Work collaboratively with Marketing and Admissions teams
- Undertake additional duties as required



Personal Specification

QUALIFICATIONS AND SKILLS

Desirable

- Educated to Honours degree or equivalent professional qualification
- Digital Marketing, Media, Communications or related qualification

Essential

- Excellent written and verbal communication skills with the ability to create engaging content across a variety of digital channel
- Excellent attention to detail and ability to review and quality check visual and written content
- Strong organisational and planning skills
- Ability to multi-task and prioritise work effectively
- Experience of working in a fast-paced environment
- Proficiency in MS Office including MS Excel, MS Word and MS Outlook
- Strong understanding of social media platforms and digital content trends
- Experience using Canva or Adobe Creative Suite to create visual content

EXPERIENCE AND KNOWLEDGE

Desirable

- Experience of working in an educational environment or multi-site organisation
- Knowledge of CRM systems
- Understanding of SEO, Google Analytics and social media reporting tools
- Experience using content scheduling or planning tools

Essential

- Experience in a marketing, social media or digital content role
- Experience managing social media platforms in a professional context including Meta platforms
- Strong photography and videography skills including editing
- Experience using video editing tools such as Premiere Pro or similar
- Experience creating a range of digital content including graphics, video and social media assets
- Experience coordinating content across multiple stakeholders or locations
- Experience reviewing and selecting content submitted by others for publication

ABILITIES, SKILLS AND ATTRIBUTES

- Ability to build and maintain effective working relationships with staff and stakeholders across multiple sites
- Able to work independently as well as part of a team
- Demonstrates discretion, tact and professionalism
- Shows initiative, drive and a proactive approach to content creation and planning
- Creative with a strong visual eye and attention to detail
- Highly organised with the ability to manage content schedules and competing priorities
- Adaptable and calm under pressure
- Reliable and professional with a positive can-do attitude
- Strong communication skills both in person and in writing



How To Apply

1

If you would like to apply for this role, please complete an application using the Apply button below.

APPLY

2

Our Guidance Notes for Applicants can also be found on the portal. Please complete the application by **9.00am on Thursday 2 July 2026**.

Please note that we are unable to accept applications unless they are made on our own application form. Due to the large number of applications the School receives, please be aware that only shortlisted candidates will be contacted to be invited for an interview.

The Mill Hill Education Group reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

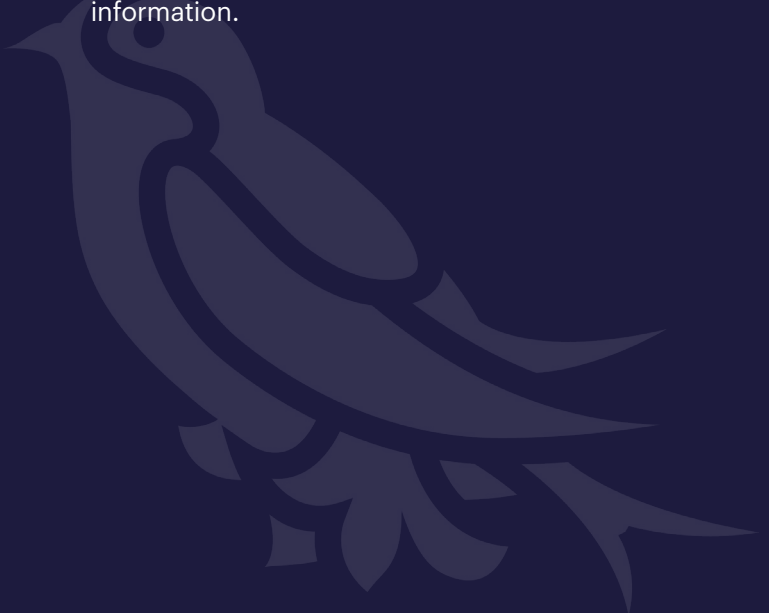
The Mill Hill Education Group is committed to safeguarding the welfare of children. As part of our Recruitment Checks, the appointed candidate will be subject to a Social Media and Enhanced DBS Check.

The Education Group apply for an Enhanced Disclosure from the Disclosure and Barring Service (DBS) for all positions at the schools which amount to regulated activity. The role you are applying for meets the legal definition of regulated activity with children.

If you are successful in your application you will be required to complete a DBS Disclosure Application Form. Employment with the schools is conditional upon the schools being satisfied with the result of the Enhanced DBS Disclosure. Any criminal records information that is disclosed to the schools will be handled in accordance with any guidance and/or code of practice published by the DBS. It is an offence for person barred from working with children to apply for this post.

The Mill Hill Education Group is committed to Equal Opportunities and welcomes applications from all sections of the community. Any offer of employment will be subject to satisfactory DBS checks and the production of documentary evidence showing your entitlement to work in the UK.

Successful applicants will also be expected to keep up to date with annual safeguarding training, DfE guidance and School specific safeguarding information.



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inspiring minds.



The Mill Hill Education Group is the brand name for The Mill Hill School Foundation.
Registered in England: number 3404450
Registered office: Walker House, Millers Close, The Ridgeway, Mill Hill, London NW7 1AQ
Registered charity number: 1064758.
