

Marketing Manager

Recruitment Pack



SOMERHILL
We grow amazing people



Welcome to Somerhill

We have a very special school here with a unique offering: the 'best of both worlds', the 'ideal mix' and the 'place I always dreamt of finding' are the comments we often hear from our parents or visitors. With co-educational learning until age 7, Somerhill offers single-sex classroom lessons until children leave us for senior schools, allowing uninhibited learning and bespoke strategies for the older girls and boys with all the benefits of a co-educational setting.

Our philosophy for the children at Somerhill is straightforward: happy children want to learn. Children are happy if they can play, participate widely and start to master skills of whatever kind, and our stunning setting and outstanding facilities offer endless opportunities for the children to find something that makes them smile.

We believe this offers you the perfect glimpse into our school life. However, to fully appreciate the extraordinary education that we offer and see our vision of confident, curious, and resilient children realised, we invite you to visit us at Somerhill. You will see that this really is an exceptional learning environment where we grow amazing people!



beautifully unique

Our unique school

Somerhill is set in a stunning 400-year-old Jacobean mansion surrounded by 150 acres of beautiful parkland. You will be hard-pressed to find a more glorious setting for a school! We have excellent facilities including a multi-purpose sports hall, astroturf, indoor swimming pool complex and purpose-built music suite to name just a few.

Ours is a mixed ability school. Teachers really invest in the children and know them well, with lessons carefully planned to cater to all abilities.

We have very bright and capable pupils and send more pupils to grammar schools each year than any other local school. Destinations include Tonbridge Grammar School, The Judd School, and The Skinners' School. Some pupils are awarded scholarships at independent schools such as Tonbridge School, Sevenoaks School, Walthamstow Hall and Sutton Valence School at 11+/13+.

We also cater to children who find aspects of their learning more challenging and currently approximately 40 pupils receive additional support.

Located just to the south of Tonbridge, we are readily accessed by a slip road off the A21.

Between the ages of 2 and 7 years, girls and boys are together in the classroom. This environment promotes uninhibited development at an age when playing and learning are often synonymous. From 7 to 13 years, children benefit from a single-sex classroom environment, where girls and boys learn in different and bespoke ways. The moment classes finish, everyone is together - at break and lunch as well as for sports, music, clubs and activities. This really is the best of both worlds for our children.

endless opportunities

'Positive mental health is given high priority' and 'the welfare of pupils is given prime importance.'

ISI – February 2024.

Taking a holistic approach to education, we nurture academic, personal, spiritual, social and moral growth, enabling our pupils to become confident, curious and resilient individuals going out into the world.

We encourage our pupils to work hard and take pride in their achievements, to think independently, to face up to challenges, to accept responsibility, to develop a broad range of skills and interests and to show concern for others and the environment.

To put it simply: *we grow amazing people.*

Our school values



pastorally focussed



Marketing Manager

The package

Competitive salary (depending on experience and qualifications)

Generous benefits package including:

- Annual leave of 25 days plus bank holidays
- Pension scheme
- Group Life Insurance
- Income Protection
- Use of swimming pool and facilities at dedicated times
- Lunch provided free of charge during term time

Employment status: Full-time (Monday to Friday), all year round, 8.30am-4.30pm. Flexibility is required to fulfil the role's requirements to attend open days and other Marketing and Admissions events out of hours and at weekends.

Reporting to: Headteacher

Required from: As soon as possible

Closing date for applications: 21 August 2026

Interviews: Early September 2026

Applications should be submitted using the official [application form](#).

we grow amazing people

Job description: Marketing Manager

We are looking to recruit an enthusiastic, willing, and highly experienced individual who would relish the opportunity to work with us to plan, design and deliver our marketing strategy and activities. The role will report to the Head and will work closely with the Registrar, Communications Manager and Admissions Assistant.

Purpose of the role

The Marketing Manager plays a pivotal role in strengthening Somerhill's visibility, reputation and pupil recruitment pipeline. The postholder will support the SLT in the development and delivery of the school's marketing strategy, ensuring consistent brand identity, effective digital communication, and creative, impactful promotional activity across all channels. This is a varied role and the successful candidate will be happy to roll their sleeves up and get involved in the everyday administrative, as well as strategic deliverables. Prior experience of working in a similar role in the independent education sector is desirable.

Strategic leadership and planning

- Deliver the SLT's annual whole school marketing plan and strategy, as aligned with Somerhill's strategic vision.
- Lead brand positioning, ensuring a strong, consistent voice across all internal and external communications.
- Manage the marketing budget, ensuring effective use of resources and clear return on investment.
- Conduct regular market research and competitor benchmarking to support strategic decision-making.
- Produce regular reports for SLT and Governors, including KPIs on engagement, reach and admissions-related performance.

Digital marketing and planning

- Lead the school's digital marketing strategy, including SEO, paid campaigns, social media and email marketing.
- Oversee the school website, ensuring content is engaging, accurate and optimised for search and user experience.
- Monitor analytics (Google Analytics, social media insights, advertising dashboards) and report on digital performance.
- Create high quality multimedia content (video, photography, graphics) to support campaigns and storytelling.
- Stay current with digital trends to ensure the school continues to innovate.

Marketing communications and creative production

- Produce and manage school publications including newsletters, prospectus, event programmes, event banners and magazines.
- Create out-of-home advertising - engaging and targeted advertising at local train stations, billboard and shopping centres.
- Write engaging copy, tailored to different audiences across print and digital platforms.
- Manage relationships with external creative partners (designers, photographers, printers), ensuring high standards and timely delivery.
- Ensure compliance with safeguarding, GDPR and image use protocols.
- Identify opportunities to promote the profile of the Head.

Events and admissions

- Support the Registrar in organising and coordinating open days and other events.
- Update marketing collateral and communications to aid conversions and onboarding within the admissions pipeline.
- Analyse campaign effectiveness and data related to admissions pipeline to inform future initiatives.
- Oversee all marketing events and ensure their effectiveness.
- Work with staff to capture and share newsworthy stories celebrating school life.

Other duties

- Degree-level education or equivalent relevant experience.
- Marketing qualification (CIM/IDM) desirable.
- Experience in digital marketing, social media management, content creation and analytics.
- Experience working in a school or education setting desirable but not essential.

Skills and competencies

- Excellent written and verbal communication skills including literacy with experience of publications/print.
- Strong understanding of brand management and audience focused messaging.
- Proficient in Adobe Creative Suite, Canva, CMS platforms, CRM/admissions systems and analytics tools.
- Awareness and commitment to inclusive Marketing practices.
- Ability to manage multiple projects, prioritise effectively and work to deadlines.
- Strong stakeholder management skills and ability to collaborate across the school team.

Personal attributes

- A genuine interest in working within the education sector.
- A strong team player who can support others in the school.
- Happy to work at all levels required in the role including strategy, operational and administrative tasks.
- Ability to see tasks through to completion.
- Flexibility and resilience - this is a fast moving, focused environment where priorities can change.

Employee Benefits



Support

Professional support through regular appraisals and CPD opportunities



Pension

Generous defined pension contribution scheme



Salary

Competitive salary package, regularly benchmarked



Reward

Staff recognition and reward opportunities



Cover

Group life assurance



Well-being

A range of well-being activities including fitness classes, tennis and book club. Free access to all on-site sports facilities on dedicated days



Lunch

Free hot lunches, salad bar and refreshments during term time

Conditions

Format of applications

Formal applications will only be accepted via the official Somerhill Application Form which will be published alongside this pack. All completed applications should be sent to recruitment@somerhill.org. A tour will form part of the interview process but please visit our website for further information: www.somerhill.org.

Child protection

All staff have a responsibility for promoting and safeguarding the welfare of children with whom they come into contact and are always required to adhere to and ensure compliance with the school's Safeguarding Policy Statement. If, in the course of carrying out their duties, a member of staff becomes aware of any actual or potential risks to the safety or welfare of children in the school, they must immediately report their concerns to the Designated Safeguarding Lead.

Safer recruitment and offer conditions

Somerhill is an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. The successful applicant will be offered the role conditionally, subject to the satisfactory completion of a number of background checks including but not limited to: an enhanced DBS check with the children's barred list check, the taking up and verification of references, the verification of career history and medical fitness to undertake the role. The complete list of required checks will be provided to the successful candidate.

Health and safety

Under the Health and Safety at Work Act 1974 and subsequent legislation, the school is obliged to provide you with a workplace and working conditions which, so far as is reasonably practicable, are safe and without risk to health. You are required by health and safety legislation to take reasonable care for your own health and safety and for the health and safety of others.

Further information

We are an equal opportunities employer and we welcome applicants from all backgrounds. We celebrate the diverse backgrounds that make up our community and consider it important that people from a diverse range of backgrounds are represented in our setting.

This job description is not intended to be a comprehensive statement of procedures and responsibilities, but instead sets out the principal expectations of the school in relation to the post holder's professional responsibilities and duties. We are looking for an individual who is adaptable, flexible, and willing to carry out the wide range of duties that are likely to be required to make a success of this role. Please note we reserve the right to close prior to the application deadline or extend the deadline depending on the number of applications received. Early applications are encouraged.

If you require any additional information, please do not hesitate to contact Jess May at recruitment@somerhill.org for any general queries.





SOMERHILL

A beautifully unique independent prep school for girls and boys aged 2-13

Somerhill, Tonbridge, Kent, TN11 ONJ | 01732 353124 | recruitment@somerhill.org | somerhill.org