



RECRUITMENT PACK FOR THE ROLE OF **Marketing Officer**

As soon as possible

EMPLOYMENT STATUS	Permanent Full Time
SALARY	£30,000 to £32,000 gross p.a depending on experience
CLOSING DATE FOR APPLICATIONS	09:00 on Wednesday 30 September 2026
INTERVIEW DATE(S)	Tuesday 6 October 2026



KEY FACTS

Type of School: Co-educational, boarding and day

Age range: 11 – 18

Number of pupils: Approx. 560

Percentage of boarders: Approx. 51%

Percentage of international pupils: Approx. 24%

Fees per term: Boarding £12,906–£16,617 and day £7,326–£8,521

Memberships: HMC (The Heads' Conference)

BSA (The Boarding Schools' Association)

ISC (Independent Schools Council)

ISI result summary: RHS met all the standards and regulations in the January 2025 inspection.

Read the excellent full report here:

royalhospitalschool.org/about/isi2025



THE ROYAL HOSPITAL SCHOOL



WELCOME

Thank you for your interest in applying to work at the Royal Hospital School (RHS).

RHS is an independent co-educational boarding and day school for 11 to 18-year-olds, providing an outstanding, full and broad education enriched by a unique naval heritage. Founded in 1712 in Greenwich, London, it moved to its spectacular site, set in 200 acres of Suffolk countryside overlooking the River Stour, in 1933.

Today we place a strong emphasis on providing pupils with the knowledge and skills to prepare them for the future. We seek to understand each young person's strengths, to help them make the right choices at the right time and ensure their education becomes the foundation for their happiness and success.

However, RHS is more than just a school and has an important role in this region providing facilities to a wide range of individuals and organisations. Today the school is operational for almost the entire year, as a school in term time but also as a conference facility and residential centre for international schools. As such the school plays an important role in the economy of this region. We are also a community with some colleagues and their families living onsite and this sense of community is strong and encompasses all staff, pupils and parents, creating a warm and supportive environment.

Our employees can access some of the best facilities in the country and are encouraged to contribute to the life of a busy boarding school. There is an extensive range of additional staff benefits, from free lunch during term time to access to various sports facilities.

Situated on a beautiful site in the Suffolk countryside, yet only 55 minutes from Central London by train, RHS is a very special place to work. We welcome applications from the creative, the passionate and the kind, and those from under represented groups, who are keen to contribute to our warm and friendly community.

I very much look forward to receiving your application.

Steve Dixon
Acting Headmaster

NAVIGATING SUCCESS

The Royal Hospital School (RHS) was founded in London in 1712 by the Royal Naval Crown charity, Greenwich Hospital, to educate the children of the Hospital's pensioners and prepare them for a life at sea. Many went on to become famous admirals, explorers and pioneers. We are immensely proud of our historic, royal and naval links, and discovery, exploration and challenge continue to shape our ethos. The traditional values of loyalty, commitment, courage, respect, service and integrity have underpinned the school's core aims and philosophy from the very beginning. Three hundred years later, they are as relevant to the education provided now as they were then.

Divisions remains one of the school's historic traditions, and pupils parade in a whole school event on a small number of occasions each year, complete with guard of honour and marching band. The sense of teamwork, camaraderie, and being part of something bigger than oneself instils feelings of pride and belonging to the whole school community.

RHS inspires pupils to have the courage to be ambitious for their futures and the commitment to pursue whichever path they choose. We challenge pupils of all academic abilities, steering them to look beyond the moment and beyond the confines of the classroom, and to approach life with an open and receptive mind. It is through thinking creatively and taking the initiative that they discover their influence, strengths and ambitions and establish the skills they need to pursue purposeful and fulfilling lives.

Everyone can achieve the most exceptional things but we are all different. That is why we focus on the individual,

getting to know every one of our pupils and finding out what motivates them, enabling us to navigate them through their critical and formative years.

It is this focus on personal challenge and individual guidance that enables pupils to develop into self-reliant, socially responsible adults with enviable open-mindedness and resilience, qualities which are so sought-after by employers and important in life.

In 2025, the school joined the Inspired Learning Group (ILG), opening a new chapter focused on long-term growth and a positive, sustainable future.



TEACHING AND LEARNING

Pupils are not educated simply to pass exams but to enjoy the adventure of learning and to develop a lifelong appetite for knowledge. The curriculum is broad and balanced, combining the best of academic traditions with the latest subjects and technologies. Our Sixth Form curriculum includes 23 different A Levels and 3 Level 3 BTECs, allowing pupils to select a learning path that suits their interests and skill set. Our Lower School curriculum includes 'Compass' lessons: a bespoke course unique to RHS that encompasses elements of education that equip pupils for 21st century living: Personal, Social and Health education, digital literacy, critical thinking, study skills and careers.

Digital devices have been embedded in our teaching and learning since 2013 and we are committed to this approach, with every pupil and teacher now using a Microsoft Surface in classrooms and for planning. The school has consistently been recognised as a beacon for education technology having previously been an Apple Regional Training Centre, and being recognised as a member of the EdTech 50, as well as a Microsoft Showcase School in 2025.



In August 2025, the school achieved an exceptional set of A Level and BTEC results, with 46% of grades at A*-A or Distinction*-Distinction, 69% at A*-B, 32% attaining the points equivalent of three A grades or better, and 86% of BTEC grades awarded at Distinction* or Distinction.

At GCSE, the school achieved outstanding outcomes, with 34% of grades at 9-8, 56.3% at grades 9-7 (an increase of over 5%), and 97.8% at grades 9-4, alongside 7 pupils achieving all 8s and 9s, 20 pupils gaining nine subjects at grade 7 or better, and 43 pupils securing six subjects at grade 7 or better.

Pupil success comes in many forms and post-school options for the leavers of 2025 range from top UK universities to higher degree apprenticeships, to direct entry into various careers.



CO-CURRICULAR

Great importance is placed on pupils balancing their academic work with interests and achievements outside the classroom and every child is encouraged to become fully involved in school life, to challenge themselves and to try something new. This involvement helps to produce confident, interesting, well-rounded individuals who will contribute to society in life beyond school.

Sport is a key feature of the RHS co-curricular programme, with pupils gaining success in an increasingly diverse range of sports. As well as high degrees of pupil performance in the main team sports, RHS is renowned for its sailing. All Year 7 pupils learn how to sail and our Sailing Academy attracts sailors from around the world, and consequently the school community contains many pupils who are world and national leaders in their class and age group.

The school is well-known for its musical excellence and music is embedded in the school's wider culture and ethos. Over 400 pupils learn to play at least one instrument and there is an orchestra, 80-strong chapel choir, chamber choir, ceremonial marching band, concert band, big band and numerous ensembles, including many rock and pop groups.

All teaching staff contribute to our co-curricular programme, and as a result pupils can choose from over 80 activities and clubs each week. From our strong CCF and Duke of Edinburgh's Award programmes, to cooking, climbing, music, sport, art and design, STEM and so much more, there really is something for every child (and teacher!).



FACILITIES

Staff often remark on the enviable location and wonderful facilities available at RHS. The school was purpose-built in 1933 and its progressive design enables us to benefit from fantastic spaces, with some of the most inspiring views.

Over the last 90 years, the school has continued to invest in its infrastructure, providing modern, well-equipped classrooms alongside other impressive teaching spaces. Classrooms are all equipped with modern technology and the school recently invested in upgraded Wi-Fi, to ensure seamless digital access.

The investment in larger projects in recent years has focused on aspects that will benefit the most pupils, including our climbing wall, refurbished fitness suite and weights room, and the library, a beautiful modern study and learning space at the heart of the school.

In 2025, the school was delighted to open a brand new Sixth Form Centre, Sailing Hub and RHS Clubhouse, as well as a transformed Greenwich Hall.



WELLBEING



2023-2024

As a school we prioritise the importance of wellbeing in our whole community, including that of pupils, staff and parents, and are committed to promoting and protecting positive emotional wellbeing and mental health. Our aim is to help our pupils build strong foundations that foster good wellbeing for life.

The school is fortunate to have a large and well-resourced Health staffed by registered nurses, it also accommodates a daily doctor's surgery, a dental surgery and a wide range of specialist medical services including counselling and physiotherapy.

ENVIRONMENTAL SUSTAINABILITY



Staff and pupils actively identify and put into practice more environmentally sustainable ways of living and working, supporting and encouraging this both within and outside the school community. We have a proven track record of environmental responsibility and aim to further reduce our carbon footprint and renew our Gold Carbon Charter Award.



JOB DESCRIPTION

Marketing Officer	
Salary band	£30,000-£32,000 gross per annum, depending on skills and experience
Department / reporting to	Marketing Manager
Hours per week / weeks per year	Full time, 52 weeks per year Normal hours of work are from 08:30 to 17:00 Monday to Thursday and 8:30-16:30 Friday. Some degree of flexibility will be required, including occasional evening and weekend working Flexibility to work-from-home for up to one day per week during term time, with scope for more frequent home working during non-term time, where operational requirements allow.
Employment status	Permanent, full time
Purpose and objectives of role	Reporting to the Marketing Manager, the Marketing Officer will support the delivery of the School's marketing objectives, working closely with colleagues across Marketing and Admissions and the wider School to drive pupil recruitment and commercial engagement, and strengthen brand awareness. The postholder will ensure that the School's brand, values and opportunities are communicated clearly, consistently and effectively across the full range of marketing activity, supporting both domestic and international pupil recruitment and the wider reputation of the School. We are committed to continuous improvement and, as such, the responsibilities and priorities of the role may evolve over time.
Key areas of responsibility, tasks and duties	Support the planning and delivery of integrated marketing campaigns to drive domestic and international pupil recruitment, as well as engagement with the school's commercial streams, with particular focus on: WEBSITE • Manage the day-to-day maintenance of the School website, ensuring content is accurate, current, engaging and aligned with brand and recruitment priorities. • Create and update landing pages and website content to support marketing campaigns, recruitment priorities and key events. • Support the School's search engine optimisation (SEO), ensuring website content follows best practice and identifying opportunities to improve organic search visibility and performance. • Work with internal colleagues and external suppliers to support ongoing website development. • Use website analytics to identify opportunities to improve content, user journeys and conversion. EMAIL • Coordinate and deliver email marketing activity to prospective families and other agreed audiences. • Create engaging, targeted email communications, including newsletters and campaign communications.

	• Support effective audience segmentation and build automated email journeys to support timely, targeted communications. • Monitor email performance and use data and insight to improve engagement and effectiveness. LITERATURE & COLLATERAL • Coordinate the creation, production and updating of the School's marketing literature and collateral, across print and digital formats. • Ensure materials are accurate, engaging and consistently reflect the School's brand, values and key messages. • Liaise with relevant colleagues, designers, printers and other suppliers to deliver materials to agreed deadlines. • Maintain oversight of existing collateral, ensuring materials remain current and fit for purpose. PRESS & AWARD ENTRIES • Identify opportunities to promote the School, its pupils and achievements through relevant local, regional and sector media. • Draft and coordinate press releases and other media content as required. • Identify relevant awards and opportunities for external recognition and coordinate compelling, high-quality submissions. • Maintain an appropriate record of media coverage, awards and external recognition. TEAM & SCHOOL CONTRIBUTION • Work collaboratively with colleagues across Marketing and Admissions and the wider School to support shared objectives. • Build effective working relationships across the School to support the delivery of marketing activity. • Contribute flexibly to wider Marketing and Admissions priorities during busy periods and at key points in the recruitment cycle. • Support relevant School and recruitment events, including occasional evening and weekend activity where required. • Act as a positive ambassador for RHS and undertake other reasonable duties consistent with the level and purpose of the role. SAFEGUARDING • To adhere to School policy on safeguarding and undertaking/updating training as required. • To ensure the safeguarding and well-being of children and young people at the School in accordance with School policies. The Royal Hospital School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.
Benefits	• A contributory pension scheme • Generous subsidy of school fees for children of staff, subject to the normal admissions criteria (pro rata for part time staff) • Lunch provided during term times and when available during school holidays • Death in service scheme of 3 times basic salary • Employee Assistance Confidential Helpline • Cycle to work scheme • Staff social, sports and music clubs (additional costs may apply) • Use of school facilities, including a swimming pool, gym, tennis and squash courts, a golf course. Full details and terms and conditions available on request.

PERSON SPECIFICATION

The person specification highlights the skills, experience and qualifications that are required for this role. If you feel that although you do not meet all of these requirements you would still perform well in the role, we encourage your application.

Marketing Officer		
	Essential	Desirable
Experience and qualifications	• Relevant professional experience in marketing, communications or a related role. • Experience of producing high-quality written communications for different audiences and channels, including email marketing communications. • Experience of maintaining and developing website content through a CMS. • Experience of using data and insight to evaluate marketing activity and improve performance. • Experience of coordinating marketing collateral and working with internal/external suppliers.	• A degree level or equivalent relevant communications, design, web, business or marketing qualification. • Experience of working in an educational environment. • Experience of effective event promotion. • Experience in customer segmentation including marketing to international audiences. • Experience of using a CRM or marketing automation platform, such as HubSpot or Mailchimp. • Experience of PR, press activity and/or award submissions.
Knowledge	• Knowledge of SEO principles and their application to website content. • Understanding of effective email marketing, including targeting and segmentation.	• Experience of Adobe InDesign or other relevant design software. • Proficiency in digital marketing tools (Google Analytics, SEO tools, website CMS).
Personal skills	• Excellent written and verbal communication skills. • Excellent proofreading skills and meticulous attention to detail. • Strong organisational skills, with the ability to manage multiple projects, prioritise effectively and deliver to deadline. • Strong interpersonal skills and ability to build effective working relationships with a wide range of stakeholders. • Ability to work independently, use initiative and take ownership of areas of responsibility. • Collaborative and flexible team player.	

IT skills	• Microsoft 365 • Website CMS • Ability to confidently learn and use new marketing technologies and platforms	• Adobe InDesign • CRM (HubSpot or other) • Adobe InDesign • Canva (or other)

THE BENEFITS



PENSION

Pension Scheme



FEE REMISSION

School/Nursery fee remission subject to the normal admissions criteria (pro rata for part time staff)



USE OF FITNESS FACILITIES

Fitness suite, 9 hole golf course, tennis courts and other sports facilities. Opportunity to engage in staff sports activities including weekly 5-a-side football, staff cricket team and staff climbing sessions.



HEALTH PROVISION

Health plan that provides significant coverage such as optical, dental, dental accident, chiropody, therapy treatments and health club concession. Access to Doctor line from anywhere in the world, scanning such as MRI, CT and PET scan. Employees Assistance confidential helpline.



PROFESSIONAL DEVELOPMENT

There are plenty of opportunities for staff development, including INSET.



DEATH IN SERVICE

The school has a Death in Service benefit of 1 x basic salary.



MEALS

Lunch provided during term time.



CYCLE TO WORK

Access to the Cycle to Work scheme.



WESTFIELD REWARDS

Discounts from various high street and online outlets.



COMMUNITY

You are joining a ready-made community where people are more than just colleagues. From the staff bar, The Clubhouse, to wreath making, wine tasting, quiz nights, safari suppers, and more (additional costs may apply) - this is a wonderful community to be a part of.



ONSITE PARKING

Free onsite parking.



REFER A FRIEND SCHEME

Refer a friend scheme up to £750.

Full details and terms & conditions are available on request.

HOW TO APPLY

APPLICATION PROCEDURE

Please follow the link on our website to complete a job application form and submit a covering letter (no more than two sides of A4), including details of two referees.

Applicants should provide within their personal statement an explanation of how and where they have experience in the areas and skills listed in the person specification.

If you have any queries regarding this role, or require any assistance with the application process, please contact the HR Manager on recruitment@royalhospitalschool.org or 01473 326200.

The Royal Hospital School 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 candidate will be subject to a DBS check and references.

NOTE: Although this document is designed to give a fair picture of the nature of the role and conditions of employment, it does not represent a legally binding contract. A separate contract of employment will be submitted for that purpose upon receipt of references and acceptance of a verbal offer made to the successful candidate.



WWW.ROYALHOSPITALSCHOOL.ORG