



# Cobham Hall

**Job Description**  
Marketing Assistant



The UK's only Round  
Square Boarding and Day  
School for Girls aged 11-18



## ABOUT THE ROLE

Cobham Hall is looking to recruit a creative and enthusiastic Marketing Assistant with a passion for marketing, media and communication and a flair for design and/or photography. Reporting to the Head of Admissions and Marketing, this multi-faceted role is key to the delivery of the School's marketing objectives. The ideal candidate will be a highly motivated self-starter, brimming with ideas but with exceptional attention to detail, who thrives in a fast-paced environment, is an adept multi-tasker, and has an unfailing eye for accuracy.

## KEY TASKS AND RESPONSIBILITIES

The Marketing Assistant will work closely with the Head of Admissions and Marketing in all aspects of marketing Cobham Hall across its full range of stakeholders, including: parents, prospective students, their parents and agents, both in the UK and internationally; UK feeder and international partner schools; our vibrant body of alumnae, and national and international opinion-formers in education.

### **Specific key roles and responsibilities will include:**

#### **Strategic**

- Assisting the Head of Admissions and Marketing in the development, implementation, review and appraisal of the marketing and communications strategy, providing market, sector and media analysis and statistics as required
- Developing, managing and monitoring marketing campaigns to deliver the marketing and communications strategy and core objectives

#### **Website**

- Maintaining and developing the School's website, looking always to improve user experience and engagement as well as ensuring content and information is up to date and accurate
- Writing engaging news stories and other content, liaising with teaching staff and other departments where necessary
- Developing marketing initiatives to drive traffic to the website and monitoring content in order to maximise Search Engine Optimisation

#### **Social Media**

- Creating a constant stream of engaging, high quality content for all channels, attending School activities and events to source and create video and photographic content
- Monitoring and evaluating activity, and developing initiatives to further engage our multiple stakeholders and audiences
- Monitoring and engaging with key opinion formers in education, working to raise the profile of the School and the expertise of its staff team

## Marketing Materials

- Under the guidance of the Head of Admissions and Marketing, designing and producing a wide range of digital and printed marketing materials, to include video, newsletters, booklets, flyers, banners and materials required for fairs and exhibitions, UK and international
- Where appropriate, to liaise with external agencies to develop key branded communications such as the prospectus and website
- To design, collate and write the weekly Newsletter in term time, actively identifying potential news stories for the School, and liaising with staff as needed
- Keeping up to date all online resources and databases which support national and international recruitment

## Communications and external relations

- Working with the Head of Admissions and Marketing, to identify, write and produce news stories for local, national and international media as appropriate, raising awareness of Cobham Hall among its key audiences and communicating the School's core educational and brand values
- Building relationships with key existing and potential feeder schools, arranging events and activities, and co-ordinating attendance at appropriate school fairs
- Developing a suite of communications for both UK feeder and international partner schools, to keep them abreast of Cobham Hall developments and news
- Working with the Head of Admissions and Marketing, to develop a full programme of events and communications with our alumnae body, building engagement and maximising opportunities for current students to benefit from their predecessors' experience

## Other

- Under the guidance of the Head of Admissions and Marketing, to monitor and manage budget and marketing spend
- To maintain readily accessible and organised files of resources, brand assets and imagery
- To provide administrative and organisational support as needed



# PERSON SPECIFICATION, SKILLS AND QUALITIES

## Qualifications and Skills

- Ideally educated to Honours degree level in Marketing, Media or English, or with equivalent professional qualification
- A Digital Marketing qualification would be a distinct advantage

## Experience and Knowledge

- Excellent IT skills including use of MS Office (MS Excel, MS Word and MS Outlook) are essential
- Knowledge of social media platforms is also essential
- A proven interest in digital channels, copy writing and design or photography
- Good knowledge of CMS (WordPress) and InDesign is desirable
- This role could suit a recent graduate, but experience of working in a marketing setting would be a distinct advantage

## Abilities, Skills and Attributes

- Enthusiastic, self-motivated and proactive
- Excellent verbal and written communication skills
- Strong attention to detail and creative flair
- Ability to build and form working relationships with pupils, parents and colleagues, to work across operational boundaries and be a strong team player
- Ability to multi-task and prioritise work; be able to work under pressure in a fast-paced environment and meet deadlines whilst producing high quality work
- An awareness of the importance of safeguarding in schools and how that would relate to this role, particularly in areas such as the photography and videography of children on a regular basis
- High levels of discretion, confidentiality and awareness of data protection
- Commitment to the ethos of the School
- Strong organisational and administrative skills

# PAY, BENEFITS AND HOURS

**Role:** Full time, permanent

**Salary:** £20,000 to £22,000 pa, depending upon experience

**Hours:** 08:30 to 17:00

**Annual Leave:** 25 days pro rata plus statutory bank holidays

**Reporting Manager:** Head of Admissions and Marketing

**Other useful information:** On site accommodation could be available for the right candidate. The demands of the role are such that working outside the above times will be required (approximately 10 evenings or weekend days per term), and therefore a willingness to be flexible is essential.

The School also offers:

- Contributory Pension Scheme
- Comprehensive induction and on-going opportunities for Professional Development
- Use of the School fitness room, tennis courts and swimming pool
- Free onsite parking
- Lunches and refreshments provided
- Access to 150 acres of Grade II\* designed parkland

# HOW TO APPLY

- 1 If you would like to apply for this role, please download the application form from the School website, Our Guidance Notes for Applicants can also be found on the website.

[View online page](#)

- 2 Your application form should be completed in full and returned to [vacancies@cobhamhall.com](mailto:vacancies@cobhamhall.com) by **10.00am on Friday 19 August 2022**. 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 Foundation is committed to safeguarding the welfare of children. The schools 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 Foundation is committed to Equal Opportunities and welcomes applications from all sections of the community.



# INFORMATION ABOUT COBHAM HALL

Cobham Hall is housed in a beautiful Grade 1 listed Tudor mansion built in 1584 and was at one stage home to the Ashes of cricketing folklore. The School is otherwise set in 150 acres of tranquil 18th Century park landscape in the pretty village of Cobham in Kent.

The School is within half an hour of central London via the High Speed train service from Ebbsfleet International to London St Pancras and within an hour of the Channel ports of Dover and Folkestone by car.

Cobham Hall was founded in 1962 and is a single sex Boarding and Day school for girls aged 11 to 18. It is a member of the Round Square network of schools and indeed when it became a member back in 1971 was, at the time, the first all-girls' school to join the network.

The Round Square IDEALS are central to the School's ethos, helping each student to realise that "there is more in you than you think": the School's moto. There is a high commitment to the personal wellbeing of each student and Cobham Hall is recognised as a leading innovator in this area.

Our small class sizes ensure that each student is supported on their educational journey and enables lessons to be dynamic and engaging.

Our Headmistress, Mrs Wendy Barrett, took up this role in 2020 having previously held the post of Deputy Headmistress. Under her guidance, the School has developed an ambitious strategy to drive up standards and ensure that our students leave with the academic and character skills necessary to adapt to, and thrive in, an ever changing World.

In March 2021, Cobham Hall merged with the Mill Hill School Foundation, a merger that has opened up new opportunities for investment and collaboration. The School is currently consulting parents on the introduction of boys into the Sixth Form.

Full details of Cobham Hall's most recent inspections are available on our website at [www.cobhamhall.com](http://www.cobhamhall.com). In summary, a full integrated ISI inspection in 2015 found the majority of areas looked at to be excellent, with the remainder all found to be good, whilst in 2019 the School received an incredibly positive report from CREStED.

For further details about Cobham Hall please refer to the School's website. The School is an equal opportunities employer. We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. Successful applicants are subject to a DBS check.





There is more in you than you think



Cobham, Kent DA12 3BL, United Kingdom  
Tel: +44 (0)1474 823371  
[vacancies@cobhamhall.com](mailto:vacancies@cobhamhall.com)  
[www.cobhamhall.com](http://www.cobhamhall.com)

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