



# Marketing and Communications Officer - Design

## Job Purpose

The Marketing & Communications Officer (Design) is responsible for the concept and design of all external marketing and advertising campaigns undertaken by the School, and all internal promotion for concerts, productions and exhibitions. The overall objective of the Marketing & Communications Department is to put the School at the centre of an energetic, enthusiastic and supportive community of students, parents, alumni, other schools and universities. A key focus for all the roles in the department is to help attract new students, retain existing ones, and keep in touch with former ones.

## Hours

8:30am to 5pm (with an hour for lunch) Monday to Friday (incl. school holidays) with some flexibility to support key events in the evening or weekends

## Report to

Head of Marketing & Communications

## Contacts

Headmaster, Marketing & Communications Team, Development (inc Partnerships and Foundation), Admissions Team.

## Department

Marketing & Communications

## Key Responsibilities & Accountabilities

### Design & Content Creation

- Design and produce engaging digital and print materials to promote the School, ensuring alignment with brand guidelines. This includes prospectuses, brochures, leaflets, advertisements, banners, and event collateral
- Use Adobe Creative Suite (Photoshop, InDesign, Illustrator) to deliver high-quality, creative assets that support both marketing campaigns and day-to-day communications
- Capture and edit high-quality video and photographic content for use across social media, the School website, and other promotional platforms, using software such as Final Cut Pro, Premiere Pro and After Effects
- Ensure all visual content reflects the School's values and ethos, enhancing its image and appeal to current and prospective families
- Photograph and document School events, capturing moments that celebrate school life and can be repurposed for multiple communication touchpoints.

### Digital Marketing & Campaigns

- Lead the design and delivery of digital marketing campaigns, including Pay-Per-Click (PPC), remarketing and sponsored content
- Produce interactive marketing literature and digital brochures to support pupil recruitment and engagement
- Monitor digital trends and technologies, using insights and customer research to inform and optimise ongoing marketing efforts
- Design and place strategic advertising in local/regional press and directories, ensuring timely and consistent messaging.

### Brand & Communications Management

- Ensure all communications adhere to the School's brand guidelines, maintaining consistency across all touchpoints
- Generate fresh and engaging content that celebrates student and staff achievements, academic success, co-curricular highlights and wider School life
- Work alongside the wider Marketing & Communications, Admissions and Development teams to contribute towards the School's storytelling and narrative strategy
- Contribute to keeping the school's website up to date.

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## General Duties

- Support the Head of Marketing & Communications with day-to-day tasks and strategic projects as required
- Demonstrate excellent organisational skills and the ability to manage a varied and busy workload with attention to detail and deadlines
- Contribute to a culture of creativity, innovation and excellence within the Marketing & Communications team
- Liaise with external suppliers, including printers, photographers, designers, and advertising partners when needed
- Show initiative, creativity, and reliability in all aspects of the role, with the ability to work independently and as part of a team
- Build strong relationships with key stakeholders, including parents, teaching and operational staff and alumni so that they become enthusiastic messengers for the difference the School makes
- Keep stakeholders informed and engaged through regular communications, updates, and promotional content
- Produce reports including post activity assessments; web traffic analytics, measurement of ROI
- Act as an ambassador of the School's values, fostering a sense of pride and belonging within the School community.

## Personal Specification

- Support, embrace and embed the School's values – Virtue, Learning and Manners – in their approach to the role
- A passion for digital storytelling with experience and or qualifications in content creation, digital marketing, filming and video editing
- Ideally educated to degree level with proven experience of working within a similar marketing, communications, or membership environment
- Have the artistic flair to create effective and attractive adverts and marketing campaigns that promote Brentwood School across a diverse range of media
- Flexible and creative writing skills with the ability to adapt tone and content to suit a variety of audiences and media, and to develop stories and interesting angles on news
- IT literacy including good knowledge of MS Office applications, databases and reporting tools. Ideally some knowledge of web content management systems and design software eg Adobe InDesign, although training can be provided
- Knowledge and use of social media channels
- Self-motivated with a positive outlook and a 'can-do' attitude
- Ability to work flexibly, independently and also part of a team
- Presentable and professional appearance, to be able to represent Brentwood School
- Excellent organisational skills and time management with the ability to multitask
- Ability to show discretion and integrity in approach to work
- Excellent verbal and written communication skills
- Experience in building and maintaining positive relationships with colleagues and stakeholders
- Committed to continuous professional development and willing to undertake and complete appropriate training and education.

## Safeguarding

In essence, Operational staff are the “eyes and ears” of the school and play a crucial role in early detection and should ensure that concerns are passed on to the appropriate person immediately.

### Awareness and Vigilance:

- Being aware of and alert to signs and indicators of abuse, neglect, or other safeguarding concerns.
- Understanding that children may disclose concerns to any trusted adult, not just teachers.
- Remaining vigilant in all areas of the school, including corridors, playgrounds, and communal areas.

### Reporting Concerns:

- Knowing the school's safeguarding policies and procedures for reporting concerns.
- Understanding the importance of reporting any concerns, no matter how small, to the designated safeguarding lead (DSL) or another appropriate person.
- Recognising that we all have a part to play in safeguarding children.

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**Creating a Safe Environment:**

- Contributing to a positive and supportive school environment where children feel safe and listened to.
- Maintaining professional boundaries with students at all times.

**General Safeguarding**

*To be committed to the safeguarding and promotion of the welfare of young people. To demonstrate this commitment in every aspect of this post. To adhere to, and ensure compliance with, the School's Safeguarding Policy at all times. You are required to report any safeguarding or child protection concerns to the School's Designated Safeguarding Lead.*

**To find out more about this role please contact [recruitment@brentwood.essex.sch.uk](mailto:recruitment@brentwood.essex.sch.uk) who will put you in touch with our Head of Marketing and Communications, Jude Bailey**

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