

Job title **Marketing Manager**

Reports to **Director of Communications**

Job Purpose

We are looking to appoint a motivated and creative Marketing Manager to support the School's continued growth and its wider profile. This role will work closely with the Director of Communications, the Admissions Department and the School Leadership Team, and is central to developing and delivering marketing initiatives that engage both prospective and current families, as well as alumni and the wider communities.

This is a strategic and hands on role, joining a small but busy team and would suit someone who enjoys balancing operational and strategic tasks. This role suits someone who is imaginative, thoughtful and detail-oriented, ensuring all marketing activities clearly communicate the school's values and character. The Independent Sector is going through significant change, understanding that environment and being able to translate this into clear, well-articulated marketing communications will be essential.

This is not a conventional marketing role, and we are not a conventional school. We seek a professional who brings fresh perspective, intellectual rigour and the confidence to challenge assumptions, while remaining respectful of tradition and mindful of the school's distinguished heritage.

Key Tasks and Responsibilities

To lead on the planning and delivery of marketing campaigns that engage prospective parents, alumni and wider stakeholders. This role owns the campaigns calendar, and messaging priorities, working in close collaboration with the Director of Communications and Communications Manager, as well as the key school stakeholders.

Strategy

- Produce, develop and deliver the annual marketing plan in line with wider School Strategy, working with the Director of Communications and Senior Leadership Team.

Campaigns & Messaging

- Develop and deliver admissions marketing campaigns (open days, prospectus, advertising, digital-first recruitment activity);
- Develop and implement an effective UK and international pupil recruitment strategy, including the identification of potential new markets and relationships;
- Deliver high-impact recruitment campaigns to drive admissions enquiries across three key areas.
- Shape messaging priorities and campaign calendars; agree key messages with the Director of Communications and the Senior Leadership Team;

Last Updated: November 2025

This role profile highlights the key tasks and responsibilities of the role; it is not designed to be an exhaustive list of duties. Roles naturally change and develop over time, and it is expected that incumbents will perform tasks which are not included within their role profiles.

- Produce high-quality written content for publications, newsletters and campaign materials;
- Oversee major School and Old Etonian publications;
- Take responsibility for the School's digital advertising as required.

Audience Engagement

- Oversee the prospective parent journey and touchpoints (with key internal teams);
- Work with the Development Office on alumni engagement campaigns and fundraising efforts;
- Work with the Commercial Team on digital advertising and where possible co-ordinated campaigns;
- Ensure campaigns reflect audience insight and data.

Collaboration & Delivery

- Collaborate with the Communications Manager to ensure all campaigns are delivered effectively through digital platforms;
- Collaborate with the wider Communications Team to produce persuasive multimedia content.

Safeguarding

- All employees of Eton College are also expected to:
 - Develop a good understanding of safeguarding procedures, given all positions at Eton are classed as 'regulated activity';
 - Demonstrate a commitment to safeguarding and promoting the welfare of children. This includes but is not limited to completing safeguarding training as required, complying with all safeguarding procedures and ensuring any safeguarding updates issued by the College are read and understood;
 - Understand and comply with procedures and legislation relating to confidentiality;
 - Display a commitment to and promotion of equality, diversity and inclusion.

Skills and Competencies Required

To be successful in this role, you will need:

- A degree or relevant professional marketing qualification;
- Proven experience in strategic marketing or marketing admissions;
- Demonstrable track record of developing and executing successful, multichannel marketing communication strategies;
- Digital competency: Excellent understanding of digital marketing and social media management, including content creation and advertising;
- Strong analytical skills with the ability to interpret data and report on campaign performance;
- Excellent copywriting and editorial skills;
- Experience using Canva, Adobe InDesign, Premiere Pro and Microsoft Office are key;
- Strategic thinker with the ability to prioritise audiences and messages;
- Strong project management skills, able to run multiple campaigns simultaneously.

You may enjoy this role if:

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- You have a warm, collaborative and positive approach to people and ideas;
- Confident working independently, as well as collaboratively with internal teams;
- Willingness to learn and adapt to change.

Working Pattern

- Your working hours will be 35 hours per week, Monday to Friday, with one hour unpaid for lunch. However, there will be occasions when the post holder is required to work flexible hours including evenings and weekends.
- You will be working 52 weeks per year.
- You will be entitled to 28 days holiday, plus 8 bank holidays. If a bank holiday falls during a school term period, you may be required to work this day and you will receive an additional day's holiday in lieu.

Disclosure Checks

Eton College 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, but not limited to, reference checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service (including Barred List information), an online search and, where applicable, Prohibition checks. If you are successful in your application, you will be required to complete a DBS Disclosure Application Form. Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands and final warnings (including those which would normally be considered as "spent" under the Act) must be declared, subject to the DBS filtering rules. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College.

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