



The New Beacon

EX FUMO DARE LUCEM



Marketing Assistant
full-time, all year round

CANDIDATE INFORMATION

ABOUT US

The New Beacon is a leading day and boarding prep school for boys aged 2-13, with a co-educational nursery, renowned for its commitment to excellence in education, sport and the arts.

We pride ourselves on providing an engaging, inspiring, and nurturing environment for our pupils, staff, and visitors. Set in 22 acres of woodland, the School benefits from excellent facilities including, a swimming pool, sports centre, forest school, floodlit astroturf pitch, music school and theatre. Weekly boarding is available for all pupils from Year 5 – Year 8, complimenting the extended day provision and encouraging boys to develop their independence as they progress through School.

In August 2021, The New Beacon merged with Tonbridge School, marking an exciting new chapter in the School's history and providing opportunities for collaboration and innovation across both institutions.

Having celebrated 125 years of all-boys prep school education in 2025, the School is excited to continue building on its outstanding reputation, mindful of its history and traditions, and ready for innovation.



OVERVIEW

- **Work as part of a high-performing marketing team across two schools**
- **Access structured CPD and mentoring**
- **Opportunity to build a broad digital skillset early in your career**

We are seeking an enthusiastic Marketing Assistant to join the Marketing team on a full-time, all-year round basis.

The Marketing Assistant will play a key role in supporting the day-to-day delivery of marketing activity for the School, working closely with and under the guidance of the School's Marketing and Admissions Manager, who provides direct support, direction, and professional development.

Alongside this, the role benefits from the School's inclusion in the wider Tonbridge School group, enabling the postholder to be part of a wider marketing community, enabling broader opportunities for CPD across both School and commercial initiatives, as well as knowledge-sharing. This dual support structure ensures the successful candidate is both well-supported locally and connected to a broader professional network, fostering continuous learning, knowledge sharing, and long-term career development,

Day-to-day direction will come from the Marketing and Admissions Manager at The New Beacon, with strategic oversight and development support from the Tonbridge School Marketing team, led by their Director of Marketing and Communications.

THE POST

Post	Marketing Assistant
Primary Line of Report	Marketing and Admissions Manager
Summary	To provide general assistance to the Marketing and Admissions Manager in all aspects of their remit

DUTIES AND RESPONSIBILITIES

Website

- To work with the Marketing and Admissions Manager to maintain the website and ensure content is up to date and accurate.
- Assist with producing and checking content for all the School's marketing and communications channels and platforms, including external advertising content.
- Conduct content audits to identify content gaps and eliminate redundant and/or duplicate information.
- Collect and analyse data.
- Analyse web analytics reports and track performance.
- Assist the team with ensuring marketing and communications content is consistent with The New Beacon brand.

Email Campaigns

- Support the Parent Newsletters for weekly dissemination.
- Track and report on email campaigns to optimise campaign performance.
- To understand brand guidelines and consistently implement TOV guidelines across campaigns.
- Proof-read all planned content for each email campaign to ensure accurate and engaging messaging.

Digital Media

In consultation with the Marketing and Admissions Manager:

- Assist with content creation by research, create and curate high quality and timely content for the School's social media channels (Instagram, Facebook and LinkedIn).
 - Contribute to and update termly content calendars.
 - Monitor social listening and report on content that could have a reputational impact on the School.
 - Assist the team by researching and exploring digital and physical marketing opportunities to increase the reach of the School's brand and reputation.
 - To contribute to the designing of marketing materials using InDesign or similar.
 - Support with digital advertising campaigns.
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Events

As directed by the Marketing and Admissions Manager and the School's Registrar:

- To update the website with Admissions events.
- Create and schedule pre and post event email campaigns.
- Support with the analysis of event attendance and dropout rates, using CRM and email marketing.
- Support events in person as required.

General

- To compile reports for the Marketing and Admissions Manager.
- Undertake daily administrative tasks to ensure the functionality and co-ordination of the department's activities.
- Assist with coordinating photography and videography shoots, as required.
- Assist with researching, creating, maintaining and reporting on a calendar of awards to ensure that the School is entering relevant categories.
- Assist with compiling and managing an up-to-date image and video database that can be used to promote the School, both in the UK and internationally.
- Assist with collating and organising up to date news from stakeholders.
- Work with the Marketing and Admissions Manager to produce analytic reports which give metrics relating to the School's marketing events and initiatives.
- To undertake any other reasonable duties as required by your Line Manager.

PERSON SPECIFICATION

Knowledge and Experience

Essential

- A Media or Communications qualification.
- Experience/understanding of email marketing platforms.
- Experience/understanding of website content management systems.
- Up to date digital marketing knowledge.
- An understanding of the importance of brand identity and its consistency across all media.
- An understanding of business development marketing strategies.

Desirable

- Competency with the principles of email automation and segmentation.
- *Some evidenced exposure to using CMS (training provided)*
- InDesign, Illustrator, Canva and video-editing knowledge and skills.
- An understanding of SEO techniques and proficiency in Google Analytics.
- appreciation of the principles and practices of marketing in the independent education sector are an added benefit.
- Previous experience of working in an educational environment.
- Awareness of the broader issues involved in working within an educational environment.

Skills and Abilities

- A clear understanding of what first class marketing and communications looks like.
 - A positive and 'can do' attitude with excellent administration and organisation skills and an eye for detail and accuracy.
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- Excellent design and writing skills.
- Willingness to work flexibly, prioritise workload, complete tasks to deadlines and show calmness under pressure.
- A high degree of motivation, initiative, and drive.
- Excellent communication and interpersonal skills, with the ability to build positive relationships with colleagues, pupils, and parents.
- Excellent IT skills, confident in the use of different software packages. Experience of Adobe Creative Suite would be an advantage.
- Commitment to collaborative working within a team setting.
- Effective problem-solving skills.

Personal Attributes

- A forward-thinking, resilient and positive, collaborative mindset.
- Creative, flexible, and adaptable to the evolving needs of the School.
- Enthusiasm for the ethos of The New Beacon School.
- A high degree of professionalism and discretion.
- A positive, enthusiastic approach paired with a good sense of humour.

HOURS OF WORK

This is an all-year round post of 35 hours per week working Monday to Friday, 9am to 5pm with a 1-hour unpaid break for lunch.

RENUMERATION AND BENEFITS

A salary in the region of £26,000 to £27,000 per annum dependent on skills, knowledge and experience.

Benefits package including:

- Pension scheme
- CPD opportunities
- Lunch provided free of cost during term time
- Staff car parking
- Use of swimming pool and fitness suite

SAFEGUARDING

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and always ensure compliance with the School's Safeguarding and Child Protection Policy Statement. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School s/he must report any concerns to the School's Designated Safeguarding Lead or, if he/she is the School's DSL, to the Head and relevant agencies.

The New Beacon is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening and training appropriate to the

post, including checks with past employers and an Enhanced DBS check.

EQUAL OPPORTUNITIES

The New Beacon is an equal opportunity employer and we welcome the unique contributions that everyone can bring to The New Beacon in terms of education, opinions, culture, ethnicity, race, sex, gender identity and expressions, nation of origin, age, languages spoken, colour, religion, disability, sexual orientation and beliefs.

HOW TO APPLY

Full details and our application form can be found on The New Beacon website at:

<https://www.newbeacon.org.uk/contact-the-school/school-vacancies/>

and on Tonbridge School's website at:

<https://www.tonbridge-school.co.uk/careers>

Applications forms should be accompanied by a short letter of application, a current curriculum vitae, and the names, addresses, and telephone numbers of three referees.

Closing Date: Thursday 21 May 2026 at 10am

Apply via our online application form or, send your completed application form and accompanying documents to:

hrdept@tonbridge-school.org

01732 365555

Early applications are encouraged as we reserve the right to interview and appoint at any stage of the process.

newbeacon.org.uk

Find us

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Kent
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Get in touch

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hrdept@tonbridge-school.org