



TONBRIDGE
SCHOOL

DIGITAL MARKETING MANAGER



THE DEPARTMENT

The Marketing and Communications Department plays a key role in promoting and protecting the reputation of Tonbridge School. The department serves both internal and external audiences, providing strategic support and creative direction across all areas of marketing and communication.

The Department is responsible for the development and delivery of consistent, high-quality content across print, digital, and social media platforms. Collectively, this material showcases the values, achievements, and community life of the School. The Department also oversees brand management, media relations, advertising, photography and video production, as well as a range of publications and marketing campaigns throughout the year.

Working collaboratively with departments across the School, the Marketing and Communications Department ensures that all messaging reflects Tonbridge's commitment to excellence, innovation, and the development of well-rounded young people.



JOB DESCRIPTION

Job Title	Digital Marketing Manager
Responsible for	Digital Content Co-ordinator
Reporting to	Director of Marketing and Communications
Main Purpose	To lead the School's digital marketing strategy and delivery across website, social media, campaigns and online journeys, using insight to improve performance and support marketing, admissions and brand priorities. Line-manage the Digital Content Coordinator, setting priorities and standards for photography, video, digital assets and creative projects across Tonbridge School and, where required, the wider Group.

MAIN DUTIES

Strategy:

- Develop and deliver a measurable digital marketing plan aligned with School priorities, integrating digital and offline activity.
- Set and report KPIs, using audience, competitor and campaign insight to improve plans and assess emerging technologies.

Digital Marketing:

- Plan, deliver and optimise integrated campaigns across email, social, search, display and other paid, owned and earned channels.
- Create differentiated, brand-aligned content and manage paid media, email segmentation and automation to improve reach, engagement and return on spend.
- Improve SEO and GEO and develop appropriate thought-leadership opportunities across LinkedIn and the website.

Social Media:

- Lead the School's social media strategy, content plan and principal channels, ensuring timely, accurate and brand-aligned content.
- Provide account owners with governance, training and standards covering brand, accessibility, safeguarding and account management.
- Use social listening and performance data to manage risk, identify opportunities and shape platform-specific photography and video.

Website:

- Lead management and continuous improvement of the School website and supplier relationships.
- Use analytics to improve website performance, content and customer journeys from engagement to enquiry and conversion.
- Ensure the site supports SEO/GEO, accessibility, usability and brand standards; audit, edit and publish content as required.

Admissions:

- Develop digital campaigns and journeys supporting domestic and international recruitment from awareness to enrolment.
- Work with Admissions to deliver landing pages, email, advertising and event promotion, using data to improve engagement and conversion.
- Manage the promotion and event sign-up and support when working with external partners, working closely with the Admissions team.
- Attend Open Mornings and admissions events as required, including some Saturdays and evenings

Content, Creative and Digital Assets:

- Set creative direction and standards for photography, video and digital assets, ensuring work is accessible, channel-appropriate and on brand.
- Maintain forward content plans and clear briefs, overseeing projects from concept and capture to editing and delivery.
- Review quality and performance, identify content-library gaps and commission external suppliers where required.
- Oversee Canto and standards for naming, tagging, access, archiving and appropriate asset use across the School and wider Group.

Project Management and Planning:

- Scope and deliver digital and creative projects, defining objectives, responsibilities, budgets, milestones and timescales.
- Allocate work, balance planned and reactive needs, resolve conflicts and coordinate stakeholders and suppliers.

Line Management and Development:

- Set objectives, priorities and forward work plans for the Digital Content Coordinator, with regular one-to-ones and timely feedback.
- Coach and develop the Digital Content Coordinator, supporting autonomy, realistic workload planning and appropriate training.
- Conduct performance reviews fairly and foster open communication, collaboration and continuous improvement.

General:

- Work collaboratively within the team and across the School and represent Marketing and Communications professionally.
- Maintain appropriate records, manage delegated budgets and suppliers, and improve departmental processes.
- To undertake any reasonable request or other related duties as required by your Line Manager.

CONFIDENTIALITY

The successful candidate must maintain the confidentiality of information regarding Tonbridge School and The New Beacon, its staff and its business. Information must not be communicated to other persons in or outside our Schools except in the recognised course of their duties.

SAFEGUARDING

The post-holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom he or she is responsible, or with whom he or she comes into contact will be to adhere to and always ensure compliance with the School's Safeguarding and Child Protections Policy. 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 our Schools he or she must report their concerns to the Designated Safeguarding Lead or to the Headmaster.

PERSON SPECIFICATION**Experience and Knowledge**

- Media or Communications qualification.
- Substantial experience of digital strategy, integrated campaigns, websites, analytics, SEO/GEO, social media and online journeys.
- Experience of line managing and developing a creative or digital-content professional would be an advantage.
- Experience of creative direction, clear briefing and oversight of photography, video, digital assets and competing projects.

Skills and Abilities

- Proficient in the use of Adobe Creative suite, with the ability to review, refine and quality-assure creative assets across digital channels.
- Strong leadership, coaching and prioritisation skills, with the judgement to give clear direction while encouraging autonomy.
- Ability to translate strategy into practical briefs and realistic delivery plans, balancing competing priorities.
- Strong analytical, communication, stakeholder and supplier-management skills, with sound judgement on brand, accessibility and audience needs.
- Fully computer literate and confident with various computer systems in particular InDesign, Photoshop and Premiere Pro, Illustrator would be desirable.
- Excellent verbal and written communication skills with an ability to deal with a wide range of people including School staff, boys and external suppliers in a professional and friendly manner.
- A strong creative eye and an understanding of what constitutes engaging content.
- A positive and 'can do' attitude with excellent administration and organisation skills and an eye for detail and accuracy.
- Strong problem-solving and troubleshooting abilities.
- An ability to see the 'big picture' and balance strategic activities with day-to-day transactional demands.
- Ability to work to strict schedules and deadlines.
- Self-motivated with the ability to prioritise tasks, work under pressure and on own initiative.
- The ability to shape a brief from stakeholder requirements.
- The ability to work collaboratively with others and contribute to a positive team culture.

Personal Attributes

- A commitment to CPD in AI and emerging technologies.
- A proactive team player with willingness to support others in their roles.
- A commitment to excellence.
- Efficient, well organised, with a flexible and professional approach, and a good sense of humour.
- Reliable, honest and trustworthy.
- Hardworking, dependable, punctual and professional in approach to work.
- Flexible in terms of working hours as some weekend and evening work will be required.

HOURS OF WORK

This is a full time, all-year-round post of 37.5 hours per week, nominally Monday to Friday from 9am to 5.30pm, with a 1-hour unpaid lunch break.

There will be a requirement to work some Saturday mornings and weekday evenings to support School events (e.g. Open Mornings) with time of in lieu for hours worked.

REMUNERATION AND BENEFITS

Competitive salary dependent on skills and experience, plus benefits package including:

- Pension scheme
- Generous annual leave plus statutory bank holidays
- CPD opportunities
- Opportunities for development and progression
- Lunch provided free of cost during term time
- Staff fee remission
- Staff car parking
- Subsidised Sports Centre membership (staff rates)
- Subsidised EMF Theatre tickets (selected performances)
- Membership of the School Library

Tonbridge School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to any post, including checks with past employers and the Disclosure and Barring Service.

APPLICATION PROCESS

SUBMITTING AN APPLICATION

Full details and an application pack may be found at: <https://www.tonbridge-school.co.uk/jobs>

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

hrdept@tonbridge-school.org

01732 365555

Applications forms should be completed in full attaching a current cv.

Closing Date: Friday 6 November 2026 at 10am

We reserve the right to interview and appoint prior to the closing date for applications, so early applications are encouraged.



**TONBRIDGE
ONLY CONNECT**

Tonbridge School
High Street
Tonbridge
Kent TN9 1JP
+44 (0)1732 365555
hrdept@tonbridge-school.org

TONBRIDGE-SCHOOL.CO.UK

Tonbridge School is a registered charity No. 1097977
The information contained in the brochure is accurate at the time of going to press



475
TONBRIDGE SCHOOL