



TONBRIDGE
SCHOOL

MARKETING ASSISTANT



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	Marketing Assistant
Reporting to	Director of Marketing and Communications
Main Purpose	To provide practical, operational and administrative support to the Marketing and Communications Department in communications delivery, marketing event logistics, routine photography, team administration and practical Prep School engagement.

MAIN DUTIES

Communications:

- Draft clear, accurate and engaging copy from agreed briefs for review by the relevant channel or campaign owner.
- Collate and prepare newsletter content to schedule, liaising with contributors to meet deadlines.
- Proofread print and digital content for accuracy, consistency and alignment with the School's brand and tone of voice.

Design:

- Use InDesign to create and update marketing assets for digital, print and events.
- Build newsletters in MailChimp and templates in OpenApply as required.
- Format and build PowerPoint slide packs.

Marketing:

- Coordinate approved materials and packs for Open Mornings, overseas events and other Marketing and Admissions activities.
- Audit stock levels of all marketing and communications materials and merchandise.
- Attend Open Mornings and admissions events as required, including some Saturdays and evenings.

Photography:

- Photograph Prep School engagement activities and routine events, as required.
- Upload, organise and process photographs, maintaining an accessible image library, as required.
- Assist with photography shoots, equipment and logistics.

Prep School Engagement:

- Support the Marketing Officer with the administration, logistics, photography and on-the-day delivery of Prep School engagement events.

Team Administration:

- Provide finance administration, including receipts, invoices, corporate credit card reconciliation and invoice processing.
- Arrange meetings, rooms, catering and other team logistics.
- Maintain status updates and collate material for governors' reports and management information.

General:

- 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

Essential:

- Media or Communications qualification.
- Experience of providing high-quality administrative and logistical support in a busy team environment.
- Experience of collating content, drafting copy and supporting newsletters or comparable communications.
- Experience of supporting events and confidence undertaking straightforward photography, image uploading and basic processing.
- An understanding of the importance of brand identity and its consistency across all media.
- An understanding of the standards required for high-quality marketing and communications delivery.

Desirable:

- Experience of basic photo editing, image-management systems or digital asset libraries.
- Experience of invoice processing, corporate credit card administration or comparable finance support.
- Understanding of marketing in the independent education sector.
- Awareness of the broader issues involved in working within an educational environment.

Skills and Abilities

- Fully computer literate and confident with various computer systems in particular InDesign.
- Excellent organisation and administration skills, with accuracy, initiative and a positive, flexible approach.
- Excellent written and verbal communication, including drafting, proofreading and adapting copy for different audiences.
- Confident in using standard office, file-management and image-handling systems.
- Ability to prioritise, meet deadlines and remain calm under pressure.
- The ability to work collaboratively with others and contribute to a positive team culture.

Personal Attributes

- 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**

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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



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