



**Barnard Castle School**  
ESTD 1883



## **Marketing Manager**

**For an immediate start**

# Welcome from the Headmaster

**Dear Candidate,**

Barnard Castle School is seeking an outstanding Marketing Manager for our thriving day and boarding school, which has remained at the forefront of girls' and boys' education for over 130 years. Whilst the school retains a strong academic record, its focus continues to be on developing life skills and nurturing each character. This is something that we as a school take great care and pride in.

We welcome applications from all experience levels. Barney is an exciting and hugely rewarding place to be, and I look forward to receiving your application.

**Yours faithfully,**



**David Cresswell**  
HEADMASTER



# The History of Barnard Castle School

Barnard Castle School has a rich and enduring history, deeply rooted in a tradition of learning and community. The school traces its origins back to the nearby Hospital of St John, an educational and religious community established by John de Balliol in 1229. John de Balliol also founded Balliol College, Oxford, and his passion for education and opportunity remains central to our philosophy today.

In 1883, with a generous gift from Benjamin Flounders, a Victorian philanthropist, and the proceeds of St John's Hospital, the present main school building was constructed. Since then, the school has grown and evolved, blending its historical foundations with a forward-thinking approach to education.

In 2024, David Cresswell was appointed as Barney's 11th Headmaster, continuing the school's tradition of combining timeless values with future-focused ambition. Today, Barnard Castle School remains a place where the lessons of the past inspire the innovations of tomorrow, as we prepare our pupils to shape a changing world with courage, kindness, and integrity.

## Barnard Castle School: Shaping Tomorrow, One Step at a Time

*"Parvis imbutus tentabis grandia tutus"*

*When you are steeped in little things, you shall safely attempt great things.*

At Barnard Castle School – or 'Barney' as it is affectionately known – we believe that small steps lead to big strides. Our vision is to inspire a generation of young people with the courage and kindness to dare greatly and shape a changing world. We want them to shape the future while proudly standing on the shoulders of those who came before them.

**Ambition** – Daring to achieve, with the courage to innovate and the curiosity to explore.

**Character** – Forged in challenge, strengthened by kindness, and rooted in integrity.

**Community** – Honouring the past, strengthening our school and town, and building global connections that last a lifetime.

These principles guide everything we do – from our academic programmes to our vibrant co-curricular offering. Our down-to-earth and inclusive community provides a safe environment for pupils to embrace challenges, pursue passions, and develop a sense of purpose that will stay with them long after they leave Barney.

We are a school that blends tradition with forward-thinking ambition. Our origins trace back to the Hospital of St John, founded in 1229 by John de Balliol, who also established Balliol College, Oxford. That same love of learning and commitment to opportunity remains central to our philosophy today. As we look ahead to the 2030s, we continue to invest in modern facilities and innovative teaching approaches to meet the evolving needs of our pupils and the wider world.

Barney is a place where connections are made and memories are formed. It is not unusual to see Year 11 pupils sharing lunch and conversation with younger peers or Sixth Formers mentoring new starters. Our pupils develop confidence, resilience, and humility as they grow – always encouraged to support and celebrate each other's successes.

Staff at Barney play a crucial role in this journey. We seek staff who share our purpose and are proactive in immersing themselves in the life of the school. Through our extensive 'Mind, Body, and Soul' programme, which runs from 4pm to 5pm, staff have the opportunity to lead activities they are passionate about, fostering authentic relationships beyond the classroom.



We are also committed to helping staff be the best versions of themselves. Our comprehensive Continuing Professional Development (CPD) programme offers opportunities to hone their craft. We want staff who are ambitious about their own development and passionate about lifelong learning, recognising that their growth directly benefits our pupils and school.

Our location, on the edge of the historic market town of Barnard Castle – recently recognised as one of the safest in England – offers a unique combination of heritage, community spirit, and access to outstanding natural beauty. We also benefit from partnerships with world-class universities in Durham, Newcastle, and York, enhancing our pupils' educational experience and broadening their horizons.

At Barney, we believe that ambition, character, and community are not abstract ideals but lived experiences. Together, we take small steps every day – steps that build towards remarkable achievements and a future as bright as the generations of Barnardians who came before.

### **Our Vision**

- To be viewed as the leading independent co-educational day and boarding school in the North of England.

### **Our Purpose**

- Our purpose as a school is to inspire minds and build character, within a down-to-earth, inclusive community where everyone belongs, and hard work and good humour thrive.

### **Our aim**

- Our aim is to create a safe environment where pupils love their school, embrace small steps toward great achievements, and are willing to dare greatly to shape a changing world.



# Our Key Features

## **A Seamless Educational Journey**

We are proud to offer a supportive environment where students can complete their entire educational journey. At every stage, we nurture their growth, ensuring smooth transitions and a deep understanding of each student's unique needs, all within a close-knit, inclusive community that helps them flourish and prepares them for life beyond Barney.

## **Fully co-educational Boarding and Day School**

We fully embrace co-education, ensuring equal opportunities for all students, regardless of gender. Our strong boarding community enriches the school, enhancing cultural literacy through our international students. The extended school day and week provide ample time to deliver a broad and varied educational experience.

## **Resilient Characters & Brave Minds**

We have always offered an education that goes beyond exams, which is more crucial now than ever in a rapidly changing world shaped by globalism, AI, and evolving careers. Our students need strong character, adaptable soft skills, and a values-driven foundation to thrive in this uncertain future. With resilience and a supportive community, they are empowered to dare greatly and achieve beyond what they thought was possible.

## **A Broad Entry**

Life is about engaging with people of diverse abilities and talents, celebrating personal growth rather than just top grades. As long as we can support individuals in accessing our education and they demonstrate the core character traits we value, we are committed to supporting them on their journey.

## **Traditional yet Innovative**

Barney's rich history and cherished traditions have shaped generations of strong, humble individuals. While we honour these beloved 'Barneyisms,' we remain focused on staying relevant and forward-thinking as we move further into the 21st century



# Role Summary

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The Marketing Manager is responsible for developing and delivering a comprehensive marketing and communications strategy that supports pupil recruitment, strengthens the school's brand and reputation, and clearly communicates the school's ethos, values, and educational offering to prospective families, current parents, alumni, and external stakeholders in the UK and internationally.

Working closely with the Head, Admissions team, and senior leadership, the role ensures that all marketing activity is aligned with the school's strategic objectives and admissions targets across both UK and international markets.

# Job Description

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**Job Title:** Marketing Manager

**Reporting to:** Headmaster

**Location:** On School Site / Barnard Castle School

**Contract:** Full-time, Permanent

**Start date:** As soon as possible

# Key Responsibilities

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## Strategy and Planning

- Develop and implement an annual marketing and communications strategy aligned with the school's overall strategic plan and admissions goals.
- Position the school clearly within the competitive north east independent boarding school market, articulating its distinctive strengths and values.
- Manage the marketing budget effectively, ensuring strong return on investment and value for money.

## Brand Management

- Act as guardian of the school's brand, ensuring consistency of tone, messaging, and visual identity across all channels.
- Ensure that marketing materials authentically reflect the school's ethos, culture, and pupil experience.
- Maintain and develop brand guidelines and ensure adherence across departments.

## Digital Marketing and Communications

- Oversee the school website, ensuring content is accurate, engaging, up to date, and optimised for user experience and search engines.
- Plan and deliver digital campaigns across email, social media, and paid channels to support recruitment and engagement.
- Monitor digital performance using analytics and data insights to inform ongoing improvements.



## Content and Publications

- Lead the creation of high-quality content, including prospectuses, brochures, newsletters, films, case studies, and editorial content.
- Work with colleagues, pupils, and staff to gather compelling stories that bring the school to life for prospective families.
- Manage photography and videography to ensure a strong and consistent visual narrative.

## Admissions and Recruitment Support

- Work closely with the Admissions team to support enquiry generation, open days, school visits, and conversion activity.
- Develop targeted campaigns for key entry points and boarding pathways, including international recruitment.
- Ensure clear, timely, and professional communications with prospective families throughout the admissions journey.

## Events and External Relations

- Plan and promote key online and in person school events, including open days, admissions events, and external fairs.
- Support / manage PR activity, awards submissions, and media opportunities that enhance the school's profile.
- Build and maintain effective relationships with external agencies, designers, photographers, and PR partners.

## Data, Insight, and Reporting

- Track and report on marketing performance against agreed KPIs, including enquiry generation and conversion metrics.
- Use market insight and competitor analysis to inform strategy and positioning.
- Provide regular trend reports and recommendations to senior leadership.

## Team and Collaboration

- Manage and support marketing staff and/or external contractors as appropriate.
- Work collaboratively with academic, pastoral, and operational teams to ensure joined-up communication.
- Uphold the school's values in all interactions and communications.



# Role Criteria

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## Essential Criteria

- Proven experience in a marketing role, ideally within education, hospitality, commercial sales or a values-led organisation.
- Strong strategic thinking combined with hands-on delivery skills.
- Excellent written and verbal communication skills, with a clear understanding of tone for parent-facing audiences.
- Experience of digital marketing, website management, and social media.
- Strong organisational skills and ability to manage multiple projects simultaneously.
- Commercial awareness and experience of managing budgets and suppliers.
- Positive, pro active attitude with ability to initiate ideas and present opportunities
- High level of professionalism, discretion, and attention to detail.

## Desirable Criteria

- Experience within the independent or boarding school sector.
- Experience supporting student recruitment or admissions-led marketing.
- Knowledge of international education markets and recruitment pathways.
- Line management experience.

This job description reflects the present requirements of the post and is not intended to be exhaustive. The post holder may be required to carry out such other duties as the Finance Manager may reasonably require from time to time.

Duties and responsibilities may be subject to change and development; the job description will be reviewed periodically and subject to amendment in consultation with the post holder.

## Terms and Conditions

**Type:** Permanent contract

**Hours:** 40 hours per week, Monday to Friday, with a lunch break of one hour each day, over 52 weeks per year.

Members of the Marketing and Admissions departments are expected to understand that their working hours, at times, need to reflect and be in line with our prospective and current parents' busy lives. There needs to be a flexibility within the department to ensure that outstanding customer care and communications are successfully delivered when appropriate and needed – which will not always be between 9am-5pm, Monday to Friday. The candidate would also be expected to attend key School events e.g. functions, Open Days, Sports Festivals, major concerts and recruitment and retention events. This will involve some evening and weekend work during term time.

**Salary:** Dependent on experience

**Paid Holidays:** 25 days holiday plus bank holidays, the holiday year runs 1st September to 31st August. There is flexibility of when holidays can be taken, however, we do expect candidates, where possible, to take their holidays outside of our busy times.

**Pension:** In accordance with current pension legislation, Operational Staff are automatically enrolled in The Pensions Trust Flexible Retirement Plan scheme unless they choose to opt out. More information is available on request.



# Recruitment Process

## Applications

If you feel that you can meet the above requirements, then please submit a letter of application along with the Barnard Castle School application form to the Headmaster. Only applications containing the requested information will be considered.

### Applications should be sent to:

Mr D J Cresswell  
Barnard Castle School  
Barnard Castle  
County Durham  
DL12 8UN

Telephone: 01833 696098

Email: [hr@barneyschool.org.uk](mailto:hr@barneyschool.org.uk)

### Information about Interviews:

**Deadline for applications: Wednesday 11<sup>th</sup> February 2026 at 9.00am**

**Longlist Interviews (Online): w/c Monday 23<sup>rd</sup> February 2026**

**Shortlist Interviews at School: w/c Monday 2<sup>nd</sup> March 2026**

*Applicants should read carefully the application procedure – guidance for applicants, Policy on the Recruitment of Ex-offenders and the Disclosure policy and the Safer Recruitment policy.*

*Barnard Castle School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974 and all applicants will undergo child protection screening, including checks with past employers and an enhanced DBS and Barred list check with Disclosure and Barring Service.*

*Barnard Castle School is an equal opportunities employer.*

