



KENT COLLEGE
CANTERBURY

MARKETING ASSISTANT



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KEY APPOINTMENT DETAILS

Job title:	Marketing Assistant
Reporting to:	Marketing Manager
Employment status:	Part time - Fixed Term
Job location:	Kent College Senior School
Closing Date:	17 th October 2025
Interviews:	To be held W/C 20 th October 2025
Start Date:	As soon as possible

If a pool of suitable candidates becomes available before the closing date, Kent College reserves the right to interview and appoint without further notice



THE SCHOOL

Kent College is a co-educational school with a Methodist foundation. The school is located in Canterbury, just one hour from the centre of London by train. Our Senior School (11 - 18 years) has some 600 pupils, with approximately one-third boarding and two-thirds day. We also have a thriving Junior School (3 - 11 years) with around 200 pupils in total.

Our school enjoys a high reputation for academic standards across a broad curriculum including Sport, Music, Drama and Art. Academic provision includes A-Level as well as the IB Diploma for Sixth Form, and GCSE, IGCSE and pre-IB for Key Stage 4. Results place Kent College among the best UK schools.

Kent College is a happy, caring and successful school in which pupils feel supported and encouraged to aim for high standards of achievement and conduct. The school was inspected by the Independent Schools Inspectorate in October 2022 and was found to be Excellent in all aspects.

In August 2016 Kent College opened a school in Dubai, and in September 2022 the primary stages of Kent College West Cairo accepted its first students. Summer 2019 brought the opening of a state-of-the-art auditorium, The Great Hall, which seats 600. The Hall is used by the whole school for worship, and as a versatile and practical space for our highly regarded Drama and Music departments, as well as being available for use by the local community.



OUR VISION FOR EDUCATION

Kent College is a values-led inclusive community, with a clearly articulated mission statement and a wisely circulated set of aims and values.

Please see these statements as much more than pious platitudes. At Kent College, we genuinely try to live by them.

Education that is focused upon the needs of each individual, developing inquiring and knowledgeable people who understand how to lead happy and fulfilling lives, as compassionate members of a global community, with the skills to play active roles in an inclusive and sustainable future.

OUR SCHOOL VALUES

OPENNESS

embrace equality, diversity and inclusion

RESPECT

value oneself, others, and the world around us

KINDNESS

be considerate and compassionate towards others

ACTING JUSTLY

work for good through service to others

RESILIENCE

build the courage to take risks and to forgive others

AMBITION

engage positively with all learning opportunities

CURIOSITY

inquire actively

HUMILITY

walk humbly



THE ROLE

We are looking for a Marketing Assistant to join our External Relations Team at Kent College, Canterbury. The Marketing Assistant is key in supporting recruitment to the school through the development of the school website, social media, marketing campaigns, events and local outreach.

DEVELOPMENT OPPORTUNITIES

The Marketing Assistant will:

- Gain an understanding of the business side of External Relations at an Independent School
- Gain an understanding of how a marketing function operates, building knowledge of:
 - Website development and maintenance
 - Business social media planning and implementation
 - Event support
 - Budget planning
- Image Library management with the opportunity to develop their photographic and online design and editing skills



JOB DESCRIPTION

The following list is not exhaustive but serves as an indication of what the role encompasses.

The Marketing Assistant will:

- Provide general administrative support to the Marketing Manager, including meeting organisation, agendas, diaries, minutes, and internal/external follow-up.
- Assist with Admissions and Marketing event planning, preparation, and coordination across all sites, including evening and weekend coverage.
- Independently manage manual event setup: signage, banners, brochure stands, Agent USB preparation, and event bag packing.
- Support filming, media campaigns, and photographic shoots; maintain the school image library and Flickr.
- Capture and edit day-to-day videography and photography around the site.
- Create digital adverts for events using Canva and post across social media platforms.
- Conduct manual stock checks and restocking of marketing materials (brochures, bags, bottles, merchandise) across the Senior and Junior School.
- Ensure brochure distribution in key areas such as waiting rooms and the Great Hall.
- Assist with website updates, news posts, and quick website edits.
- Contribute to KC News for Agents, Trilby TV, and staff board imagery across boarding houses and student executive.
- Provide admissions support during Experience Days.
- Be flexible to work evenings and weekends for event coverage.
- Any other duties as required.



PERSON SPECIFICATION

- A warm, friendly, and welcoming personality with a professional approach to work,
- Smart and professional appearance.
- Calm under pressure and task-focused.
- Able to work independently, hit the ground running, and adapt quickly.
- Comfortable with manual tasks and administrative elements of the role.
- Confident communicator with adults and pupils at all level.
- High attention to detail and commitment to quality and accuracy.
- Flexible, proactive, and resilient with a “can-do” attitude.
- Excellent organisational skills and ability to manage shifting priorities.
- Interest in film, photography and social media infleuncing is desirable.



SAFEGUARDING DUTIES & RESPONSIBILITIES

The successful candidate will need to satisfy the conditions appertaining to a satisfactory DBS check before taking up their appointment. They will be required to complete a medical questionnaire and produce evidence of all qualifications cited on the application form.

Kent College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this committment. The successful applicant will be expected to uphold this duty with regard to all children and young persons for whom they are responsible and with whom they come into contact. All members of staff are expected to abide by the safeguarding policies in place and undertake relevant training.

This role is a business function role and does not include regular contact with children.

References will be taken prior to the interview, and one of these referees should usually be the applicants current or most recent employer.

Keeping Children Safe in Education asks schools to carry out online searches on shortlisted candidates as part of the process of assessing suitability.

Applications must be made via Kent College's online application system. CVs or details sent directly to us cannot be considered.

EQUAL OPPORTUNITIES

Kent College staff and pupils are proud to be part of a welcoming international boarding community. We value diversity and promote equality at all levels, and are passionate about attracting a diverse pool of applications through an inclusive appointment process. Reasonable adjustments will be made at each stage of this process for any candidate with a disability. We warmly welcome applications from professionals of all backgrounds and ethnicities, and particularly encourage applicants who identify as black, asian or minority ethnic groups as these groups are currently underrepresented in our community.



THE PACKAGE

Hours:	32 hours per week, 8:30am to 4:30pm 4 days per week, full year
Salary:	£20,966 per annum (£26,208 full time equivalent)
Pension:	Contributory Pension Scheme TPT (DC)*
Annual Leave:	20 days plus public holidays

Benefits:

We offer a range of great benefits at Kent College, including:

- Workplace Pension Scheme / Contributory Pension Scheme (TPT)
- Generous training and mentoring package
- Private healthcare via Benenden Health
- Free lunches in term-time plus hot drinks and snacks*
- Tuition fee remission*
- Free car parking
- Employee Assistance Programme
- A variety of discounts and benefit schemes including Cycle to Work, Home & Tech and Octopus Electric Vehicles

*Conditions apply

