



Cobham Hall

Day and Boarding School for
Girls and Boys aged 11 - 19.

Education for life.

Marketing Assistant

Candidate Information Pack

Support Staff





THERE'S MORE IN YOU
THAN YOU THINK.



Welcome to Cobham Hall

Set within a stunning historic estate and 150 acres of picturesque Kent countryside, yet just 30 minutes from central London, Cobham Hall provides the ideal blend of academic excellence and broad education.

A rare opportunity to join a small, friendly, supportive community, where class sizes are small, and students are engaged and welcoming.

Closing date for applications: **Tuesday 24th June 2025, 9.00am**

The School reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

Cobham Hall is looking to recruit a creative and enthusiastic Marketing Assistant with a passion for marketing, media and communication and a flair for design and/or photography.



Key facts about the role:

Part of the Mill Hill Education Group

Salary

£26,208

Reporting Manager

ADMISSIONS AND MARKETING SUPERVISOR

Hours

40 PER WEEK: 8.00AM-5.00PM

Contract Type

FULL TIME



About the Role

Cobham Hall is looking to recruit a creative and enthusiastic Marketing Assistant with a passion for marketing, media and communication and a flair for design and/or photography. Reporting to the Admissions and Marketing Supervisor, this multi-faceted role is key to the delivery of the School's marketing objectives. The ideal candidate will be a highly motivated self-starter, brimming with ideas but with exceptional attention to detail, who thrives in a fast-paced environment, is an adept multi-tasker and has an unfailing eye for accuracy.

The Marketing Assistant will work closely with the Admissions and Marketing Supervisor in all aspects of marketing Cobham Hall across its full range of stakeholders, including: parents, prospective students, their parents and agents, both in the UK and internationally; UK feeder and international partner schools; our vibrant body of alumnae, and national and international opinion-formers in education.

On site accommodation may be available for the right candidate. The demands of the role are such that working outside the above times will be required (approximately 10 evenings or weekend days per term), and therefore a willingness to be flexible is essential.





Job Description

Key Tasks and Responsibilities:

Strategic:

- Assisting the Admissions and Marketing Supervisor in the development, implementation, review and appraisal of the marketing and communications strategy, providing market, sector and media analysis and statistics as required.
- Developing, managing and monitoring marketing campaigns to deliver the marketing and communications strategy and core objectives.

Website:

- Maintaining and developing the School's website, looking always to improve user experience and engagement as well as ensuring content and information is up to date and accurate.
- Writing engaging news stories and other content, liaising with teaching staff and other departments where necessary.
- Developing marketing initiatives to drive traffic to the website and monitoring content in order to maximise Search Engine Optimisation.

Social Media:

- Creating a constant stream of engaging, high quality content for all channels, scheduled ahead as necessary to ensure regularity of posting.
- Attending School activities and events to source and create video and photographic content. Please note these may be outside standard working hours, and a flexible approach is essential.
- Monitoring and evaluating activity, and developing initiatives to further engage our multiple stakeholders and audiences.
- Monitoring and engaging with key opinion formers in education, working to raise the profile of the School and the expertise of its staff team.

Marketing Materials:

- Under the guidance of the Admissions and Marketing Supervisor, designing and producing a wide range of digital and printed marketing materials, to include video, newsletters, booklets, flyers, banners and materials required for fairs and exhibitions, UK and international.
- Where appropriate, to liaise with external agencies to develop key branded communications such as the prospectus and website.

- To design, collate and write the weekly newsletter in term time, actively identifying potential news stories for the School, and liaising with staff as needed.
- Keeping up to date all online resources and databases which support national and international recruitment.

Communications and External Relations:

- Working with the Admissions and Marketing Supervisor, to identify, write and produce news stories for local, national and international media as appropriate, raising awareness of Cobham Hall among its key audiences and communicating the School's core educational and brand values.
- Building relationships with key existing and potential feeder schools, arranging events and activities, and coordinating attendance at appropriate school fairs.
- Developing a suite of communications for both UK feeder and international partner schools, to keep them abreast of Cobham Hall developments and news.
- Working with the Admissions and Marketing Supervisor, to develop a full programme of events and communications with our alumnae body, building engagement and maximising opportunities for current students to benefit from their predecessors' experience.
- To attend key admissions and marketing events as required, e.g. Open Mornings, tasters, school information and recruitment fairs. *Please note these typically take place outside standard working hours.*

Other:

- Under the guidance of the Admissions and Marketing Supervisor, to monitor and manage budget and marketing spend.
- To maintain readily accessible and organised files of resources, brand assets and imagery.
- As a core member of the admissions and marketing team, to assist with admissions work and to provide cover where needed.
- To provide administrative and organisational support across the admissions and marketing functions as needed.



Person Specification

Qualifications and Skills

- Ideally educated to Honours degree level in Marketing, Media, Design or English, or with equivalent professional qualification
- A Digital Marketing qualification would be a distinct advantage

Experience and Knowledge

- Excellent IT skills including use of Microsoft 365 are essential
- Knowledge of social media platforms is also essential
- A proven interest in digital channels, copy writing and design or photography
- Good knowledge of CMS and InDesign is desirable
- This role could suit a recent graduate, but experience of working in a marketing setting would be a distinct advantage

Abilities, Skills and Attributes

- Enthusiastic, self-motivated and proactive
- Excellent verbal and written communication skills
- Strong attention to detail and creative flair
- Ability to build and form working relationships with students, parents and colleagues, to work across operational boundaries and be a strong team player
- Ability to multi-task and prioritise work; be able to work under pressure in a fast-paced environment and meet deadlines whilst producing high quality work
- An awareness of the importance of safeguarding in schools and how that would relate to this role, particularly in areas such as the photography and videography of children on a regular basis
- High levels of discretion, confidentiality and awareness of data protection
- Commitment to the ethos of the School
- Strong organisational and administrative skills

The School is an equal opportunities employer. We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. Successful applicants are subject to a DBS and reference check.





About the School

Cobham Hall is a prestigious Grade I listed Tudor mansion, built in 1584, set within 150 acres of stunning 18th century parkland in the village of Cobham, Kent. Conveniently located, only 30 minutes from central London via high-speed rail from Ebbsfleet International and within an hour's drive of the Channel ports at Dover and Folkestone.

Founded in 1962, the School combines rich history with a forward-thinking approach to education.

Cobham Hall is a co-educational boarding and day school for students aged 11-19. Cobham is a proud member of the Round Square Network since 1971 - the first all-girls' school to join - it embraces the Round Square IDEALS within their ethos.

The School is widely recognised for its commitment to student wellbeing and is a leader in pastoral care and innovation.

Currently transitioning to full co-education across all year groups, the School will welcome boys and girls in across all years from September 2025.

Small class sizes ensure personalised support, with dynamic and engaging lessons that inspire academic excellence and personal growth.

Headmistress Mrs Wendy Barrett, who took up her role in 2020 after serving as Deputy Headmistress, has introduced an ambitious strategy to raise standards and equip students with the academic and character skills needed to thrive in an ever-changing world. With a strong emphasis on values, wellbeing, and academic success, Cobham Hall prepares students for life beyond the classroom, empowering them to reach their full potential.

A part of the Mill Hill Education Group

In March 2021, Cobham Hall joined the Mill Hill Education Group, a charitable collection of independent schools. Its aims of instilling values and inspiring minds has been a key focus since the founding of Mill Hill School in 1807. All schools share an educational philosophy around developing thoughtful and responsible pupils with a global outlook. School life combines academic rigour with a breadth of opportunities to develop young people able to flourish in an ever-changing world.



Pupils have an excellent understanding of the value of diversity and are well prepared for their future lives."

Independent Schools Inspection 2023



Why Choose Us

- Excels in STEM and the Arts: 100% pass rate in Biology, Chemistry, Physics and Music.
- Non-selective nature inspires every student to step beyond their comfort zone.
- 1/3 of GCSE students achieved Grade 7 (A*/A) or above in all of their subjects.
- 20+ nationalities across our community.
- 90% of A Level subjects had a 100% pass rate.
- A digital school.
- More than 75% of students get into their first choice university, including Russell Group universities.



**SOUTH ENGLAND
PRESTIGE AWARDS**

2024/25 WINNER

Boarding School of the Year



**Muddy's
BEST SCHOOLS
AWARDS 2024**

**HIGHLY
COMMENDED**

PREPARED FOR LIFE AWARD

SENIOR SCHOOL

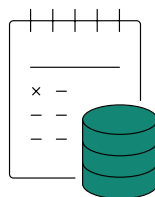
In association with
**DEBRETTS
EDUCATION**



Cobham Hall Benefits



Free
on-site
parking



Pension
schemes



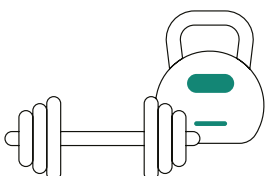
Opportunities
for continued
professional
development



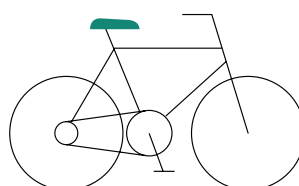
Access to 150 acres of Grade II*
designed parkland



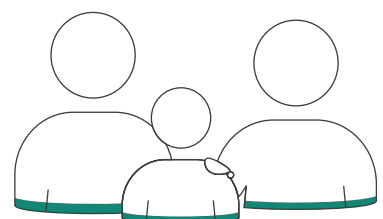
Lunch included



Use of the
School fitness
room, studio and
swimming pool



'Cycle to Work' Scheme



Small class sizes

How to Apply:

1

If you would like to apply for this role, please complete an application using the Apply button below.

APPLY

2

Our Guidance Notes for Applicants can also be found on the portal. Please complete the application by 9.00am on **Tuesday 24th June 2025.**

Please note that we are unable to accept applications unless they are made on our own application form. Due to the large number of applications the School receives, please be aware that only shortlisted candidates will be contacted to be invited for an interview.

The Mill Hill Education Group reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.



The Mill Hill Education Group is committed to safeguarding the welfare of children. As part of our Recruitment Checks, the appointed candidate will be subject to a Social Media and Enhanced DBS Check.

The Education Group apply for an Enhanced Disclosure from the Disclosure and Barring Service (DBS) for all positions at the schools which amount to regulated activity. The role you are applying for meets the legal definition of regulated activity with children.

If you are successful in your application you will be required to complete a DBS Disclosure Application Form. Employment with the schools is conditional upon the schools being satisfied with the result of the Enhanced DBS Disclosure. Any criminal records information that is disclosed to the schools will be handled in accordance with any guidance and/or code of practice published by the DBS. It is an offence for person barred from working with children to apply for this post.

The Mill Hill Education Group is committed to Equal Opportunities and welcomes applications from all sections of the community.

Successful applicants will also be expected to keep up to date with annual safeguarding training and School specific safeguarding information.



Cobham Hall

A day and boarding school for girls and boys aged 11-19

Education for life.

NOW
WELCOMING
APPLICATIONS
FROM GIRLS
AND BOYS IN
ALL YEARS

Cobham Hall
Brewers Road
Cobham
Gravesend DA12 3BL

01474 823371
admissions@cobhamhall.com
cobhamhall.com



Follow us @cobhamhall



In partnership with



June 2025