



Mill Hill  
EDUCATION GROUP

# Editorial Content and Marketing Officer

## Candidate Information Pack

Instilling values, inspiring minds

# INTRODUCTION

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We are seeking a dynamic, data driven and creative Editorial Content and Marketing Officer to join our group of leading independent schools. Reporting to the Group Marketing Manager, this role will play a pivotal role in shaping the written and narrative voice of the Schools within our Group. This role involves planning and producing editorial content for both internal and external audiences, crafting communications that convey the schools’ values, achievements, and community spirit. The officer collaborates closely with other marketing team members to deliver campaigns that elevate the Schools’ profile.

The successful candidate will have the ability to prioritise, multitask, work methodically and remain calm under pressure; they will have excellent communication and interpersonal skills and will be flexible, adaptable, and open to new ideas. Working occasional evening and weekends will be required.

Closing date for applications: 9:00am on Thursday 19 June 2025

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

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**Key facts about the role:**

## Contract Type

FULL TIME, PERMANENT

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## Location

MILL HILL SCHOOL

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## Benefits

PENSION  
ON SITE GYM  
FREE PARKING

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## Salary

UP TO 30K

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# 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.





# Job Description

## General

- Research, write, and edit high-quality editorial content for newsletters, brochures, prospectuses, social media, and the website
- Plan and manage marketing and promotional campaigns to support pupil recruitment and stakeholder engagement
- Produce content for press releases, blog posts, case studies, and school event reports, ensuring consistency of tone and style liaising with staff, pupils and the wider community
- Liaise with staff, pupils, and alumni to source and develop compelling stories that highlight life at our Schools
- Support internal communications with engaging content for staff and parents through the School newsletters
- Collaborate with the Marketing and Design Executive to align written and visual storytelling across media
- Proofread and edit marketing materials to a professional standard
- Maintain an editorial calendar in alignment with the wider marketing and communications strategy
- Maintain accurate and up to date listings for the Schools across educational website/platforms e.g Good Schools Guide
- Own and optimise the Schools' website, ensuring up-to-date content, strong SEO performance, and seamless user experience working closely with our digital agency. Work alongside the Digital Marketing Officer to ensure photography and videography is up to date
- Create and implement targeted email marketing campaigns to support admissions, alumni relations, and stakeholder engagement. Work with the graphic designer to ensure brand consistency and templates are adhered to
- Build relationships with press and publications and identify content opportunities. Record and monitor press coverage
- Write content for press releases and award submissions
- Create the Mill Hill International, Mill Hill School and Grimsdell School Magazine and work in conjunction with the Belmont School Magazine Editor to create their school magazine
- Utilising CRMs to drive customer engagement
- Additional responsibilities may include social media coverage, Open Morning and events.







# Personal Specification

## Qualifications and Skills

### Desirable

- Educated to Honours degree or equivalent professional qualification
- Digital Marketing, PR or Communications qualification

### Essential

- Excellent verbal and copy writing skills with the ability to write copy for a variety of marketing channels, press and other audiences. Ensuring the content is factually correct with a spark for creativity
- Excellent attention to detail and proofreading skills
- Strong stakeholder management, organisational and planning skills
- Ability to multi-task and prioritise work
- Experience of working in a fast-paced environment
- Proficiency in MS Office (MS Excel, MS Word and MS Outlook)
- Knowledge of existing and emerging web tools and social media platforms
- A proven interest in digital channels and copywriting

## Experience and Knowledge

### Desirable

- A minimum of one years' experience within marketing, PR, digital, web or communications
- Experience of working in an educational environment
- Ideally managed social media accounts
- Good knowledge of CMS and CRMs systems
- Working knowledge of Mailchimp, Canva and Indesign

### Essential

- Excellent verbal and copy writing skills with the ability to write copy for a variety of marketing channels, press and other audiences. Ensuring the content is factually correct with a spark for creativity
- Excellent attention to detail and proofreading skills
- Strong stakeholder management, organisational and planning skills
- Ability to multi-task and prioritise work
- Experience of working in a fast-paced environment
- Proficiency in MS Office (MS Excel, MS Word and MS Outlook)

## Abilities, Skills and Attributes

- Ability to build and form working relationships with pupils, parents and colleagues, to work across operational boundaries
- Be able to manage and lead as well as work as a member of a team
- Demonstrate attributes of discretion, tact and diplomacy
- Show initiative, drive and commitment to ongoing improvement
- Be articulate and presentable
- Be creative problem-solver with the ability to think ahead
- Have good negotiation skills
- Demonstrate a co-operative, reliable, customer responsive with a "can do" attitude with good communication skills both on the telephone and in person that allows effective communication



# 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 19 June 2025**.

## **Interviews: w/c 23 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.

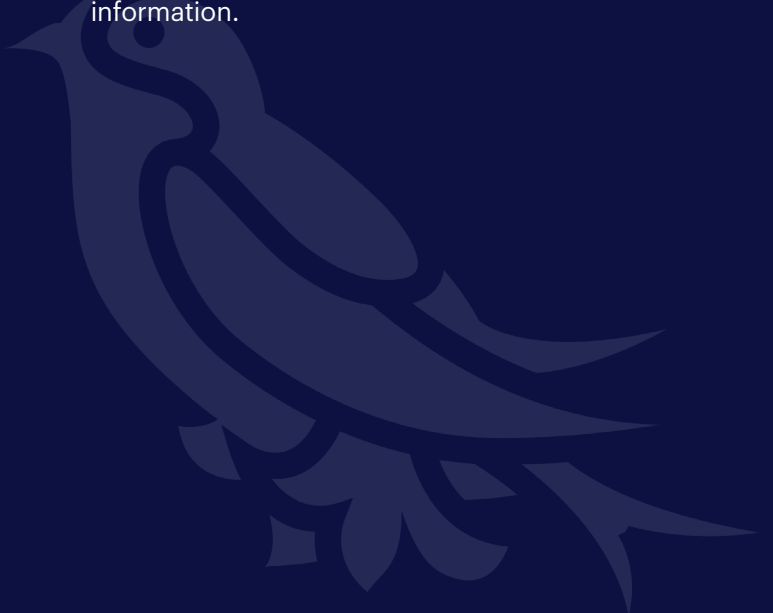
The Mill Hill Education Group is committed to safeguarding the welfare of children. As part of our Recruitment Checks, the appointed candidate will be subject to a Social Media and Enhanced DBS Check.

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. Any offer of employment will be subject to satisfactory DBS checks and the production of documentary evidence showing your entitlement to work in the UK.

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



# Instilling values, inspiring minds.



Mill Hill  
EDUCATION GROUP

The Mill Hill Education Group is the brand name for The Mill Hill School Foundation.  
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