



## Marketing & Communications Officer

Employment Status: Full Time, All Year Round

Application closes: 0900 Friday 08 August 2025

Interviews: Wednesday 13 August 2025

Required From: ASAP







# Welcome to St Dunstan's Education Group

St Dunstan's Education Group is a growing group of coeducational schools serving approximately 1800 children aged 2 – 18, based in the vibrancy and diversity of south-east London. Remaining true to the founding principle of St Dunstan's College that the school should be 'ahead of the current time', St Dunstan's today is known to offer an ambitious and forward-thinking education that trailblazes in the Sector by thinking differently about how young people are educated for an uncertain future.

St Dunstan's is a thriving educational community. St Dunstan's College was named Coeducational School of the Year in 2020, Senior School of the Year 2022 and Most Progressive School in London in 2023. In the summer of 2024, it was one of the 50 best performing independent schools in the UK for our A Level and GCSE results and was in the top 100 schools in the UK as listed in the Times Parent Power league table. In 2023 Rosemead became one of the first prep schools in the UK to receive a significant strength from the Independent Schools Inspectorate and later that year St Dunstan's College became the one of the very first schools to receive two significant strengths for its role in EEDI and the progressive nature of the curriculum. In 2024, Rosemead won the prestigious ISA award for Equality, Diversity and Inclusion.

Responding both to significant growth in market share and the political and economic headwinds within the sector, St Dunstan's is committed to a strategy of growth and diversification of income. The College has undertaken a radical development of its estate to expand its pupil roll, firstly through the acquisition of the Jubilee Ground, a 15 acre site for community and sporting activity, just minutes from the school, and then through a 30 million pound building programme, including the development of a new STEM Centre, Junior School, Sixth Form Centre and Performing Arts Hub. An ambitious and creative masterplan for the development of our site has now been finalised and will underpin the rolling programme of works planned for the next 10 years, including our ambitions to be a carbon-zero charity. The decision to evolve into a larger educational group began with the merger with Rosemead Prep School, Dulwich, in 2023, with this presenting many new opportunities for staff and pupils, and it is set to grow further in the next 12 months.

Many of the decisions that St Dunstan's has taken in recent years have been trailblazing for the Sector. St Dunstan's College was one of the first schools in the country to introduce a Centre of Wellbeing, to cater for pupil mental and physical health. We introduced a gender-neutral sporting programme, recently culminating in signing a partnership with Chelsea football club. Our Additional curriculum, of our own design, deliberately seeks to educate young people in the life skills they will require for the future – our work undertaken on toxic masculinity, pornography and race have all been widely covered by the national and educational press. Underpinning our entire educational narrative is a commitment to a renaissance education – a broad, balanced and liberal education that helps young people develop the toolkit they will require to thrive in the future.

The diversity of our south-east London location is perhaps our biggest asset, allowing us to cultivate an environment that nurtures individuality. As one of the most socio-economically and culturally diverse areas in the UK, ours is a school that actively shuns entitlement and arrogance and rather develops well-rounded, grounded young men and women who have the soft skills to thrive in tomorrow's world.

## **We attempt to define the St Dunstan's Difference as follows:**

- Trailblazing a forward-thinking independent education since 1888
- Promoting high achievement without arrogance
- Championing individuality, diversity and equality – *albam exorna!*
- Developing values through a broad and liberal education supporting wellbeing as central to success
- Growing ambitious and imaginative partnerships
- Providing life-enriching opportunities to our local community infusing social conscience and ethical thinking

## **Working for St Dunstan's**

We seek to be the employer of choice in the Sector, with staff wanting to work at St Dunstan's as a consequence of its clarity of purpose and vision, our unique identity and reputation, and a sincere commitment to staff development, creativity and voice, wellbeing, diversity and equality, and a culture of trust and transparency. Some of the benefits\* of working for us include:

- Tuition fee remission and no registration fees
- Private Health Care Insurance (50% paid by employer) with reduced health club membership
- Health care cash plan
- Free lunch and beverages, during term time
- Free off-road parking
- Salary Sacrifice Schemes
- Season Ticket Loan
- Free winter and summer social events
- Annual flu immunisation
- Use of College leisure facilities including gym, tennis courts and pool
- Discounted School Uniform
- Workplace Nursery Scheme

\*conditions apply

## Our Commitment to Safeguarding Children

The College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers, checks relating to prohibitions, sanctions and restrictions on teaching and the Disclosure and Barring Service (DBS) with children's barred list check. The School will carry out online searches on shortlisted applicants and all applicants will be required to provide details of their online profile, including social media accounts, as part of their application.

The safeguarding responsibilities of the post include promoting and safeguarding the welfare of children and young persons for whom they are responsible for or with whom they come into contact with. All staff are required to adhere to and ensure compliance with the School's safeguarding and child protection policies and procedures at all times and to complete appropriate training.

In the course of carrying out their duties the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, they must report any concerns to the School's Safeguarding Lead, or in relation to concerns regarding a member of staff, the Head.

The post is exempt from the Rehabilitation of Offenders Act 1974. The School is therefore permitted to ask job applicants to declare all convictions and cautions on a self-declaration form in advance of attending an interview (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.

Further information and copies of the School's Code of Practice and Policy on the Recruitment of Ex-Offenders is available from the HR team.





# THE ROLE

## **Reporting to: Director of Marketing, Admissions and Communications**

To support the delivery of high-quality, engaging marketing and communications across the St Dunstan's Education Group, enhancing the College's reputation and ensuring excellent stakeholder engagement.

The postholder will provide day-to-day support to the wider Marketing, Admissions and Communications team, contributing to campaigns, events, content creation and digital activity. This is a hands-on role, ideal for someone looking to develop their skills across multiple disciplines in a fast-paced, collaborative environment.

A key part of the role will involve providing supporting to the Parent Experience Manager to deliver timely, effective, and user-focused communications for current families.



# JOB DESCRIPTION

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

## **Marketing & Communications**

- Support the execution of integrated marketing and communications campaigns across the Group.
- Draft and schedule engaging content across key social media channels (Instagram, Facebook, LinkedIn), in line with the Group's tone of voice and brand guidelines.
- Collate and publish news stories, announcements, and updates to websites, newsletters, and digital platforms.
- Monitor and report on engagement analytics across communications channels, providing regular insights to inform strategy.
- Conduct sector, local competitor, and audience research to support brand positioning and marketing planning.

## **Parent Communications**

- Work closely with the Parent Experience Manager to deliver effective, timely communications for current families.
- Support the weekly parent newsletter by gathering content, editing copy, and coordinating publication.
- Assist in the ongoing review and improvement of parent communications touchpoints across the school journey.
- Help ensure consistency of tone and clarity across all communications to parents.

## **Design & Content Creation**

- Create visual assets for use across digital and print, including social graphics, flyers, banners, and email campaigns.
- Use design tools such as Canva or Adobe Creative Suite to produce content in line with brand identity.
- Edit and prepare photography and video content for publication across platforms.

## **Admissions & Operational Support**

- Provide administrative and creative support to the Admissions team during peak activity periods, including for open events and outreach programmes.
- Assist in maintaining communications databases, including content libraries and email marketing systems (e.g. Mailchimp).
- Liaise with internal stakeholders to gather stories, updates, and event content for wider communications use.

# PERSON SPECIFICATION

THE FOLLOWING EXPERIENCE AND SKILLS ARE ESSENTIAL/DESIRABLE:	ESSENTIAL	DESIRABLE
Excellent written and verbal communication skills, with attention to tone and audience	X	
Strong organisational skills and attention to detail, with the ability to manage multiple deadlines	X	
Experience using social media platforms professionally and creating digital content	X	
Working knowledge of design tools (e.g. Canva, Adobe InDesign, Photoshop)	X	
A collaborative and proactive attitude, with a willingness to support across functions and learn on the job	X	
Experience working in a school or education-related setting		X
Photography and/or video editing skills		X
Familiarity with email marketing and content management systems (e.g. Mailchimp, WordPress)		X
A degree or relevant qualification in communications, marketing, design, or a related field		X



## The Package

Salary: S2 £27,009 - £30,598 (as per the 2024-25 pay scales)

Hours: 37.5 per week, Monday to Friday, All Year Round

Pension: ISPS (DC)\*







