



FOUNDED 1900

THE ENGLISH SCHOOL
A SECOND CENTURY OF EXCELLENCE

Role Definition:

Position: Marketing and Communications Coordinator

Line Manager: Assistant Head Teacher i/c of

Place of Work: The English School

Terms and Conditions: Full time administrative contract (13th salary, annual leave, provident fund)

38 hours per week. Salary will be commensurate with qualifications and experience.

Description:

The Communications and Marketing Coordinator is responsible for the effective day-to-day delivery of the school's communications and marketing activities, ensuring clear, consistent and professional messaging to parents, pupils, alumni and external stakeholders.

The role supports the promotion of the school's ethos, reputation and key events, manages outward-facing communications, and provides operational support during sensitive or crisis situations.

Key Responsibilities

Communications

- Manage day-to-day internal and external communications, including parent communications, announcements, newsletters and website updates.
- Act as a key point of contact for parents and stakeholders, ensuring communications are timely, accurate and appropriate.
- Draft and coordinate communications for a range of audiences, maintaining a consistent tone and style aligned with the school's ethos.
- Support senior leadership in handling sensitive communications, including difficult situations or complaints.
- Assist with crisis communications, following agreed procedures and escalation protocols.
- Support or undertake a communications audit, reviewing the effectiveness and consistency of messaging across channels.

Marketing & Brand

- Promote the school's values, ethos and identity across all communications and marketing materials.
- Apply and maintain communication and brand guidelines, supporting staff with templates and guidance where required.
- Assist with the creation and coordination of marketing materials (digital and print), liaising with designers or external suppliers as needed.
- Ensure all outward-facing materials are accurate, professional and on brand.

Events Management:

- Support the planning, coordination and promotion of key outward-facing events, including Open Days, Graduation and other school events.
- Work closely with Admissions and other departments to ensure events are effectively communicated and aligned with the school's image.
- Assist with event logistics, communications, and post-event follow-up.

Alumni & Community Relations:

- Work closely with the School Alumni Coordinator
- Support communications with **alumni**, including newsletters, event invitations and updates.
- Support initiatives that strengthen engagement with the wider school community.

Media & External Relations:

- Assist with media enquiries, escalating to senior staff where appropriate.
- Draft press releases and external communications under guidance.
- Support reputation management through positive storytelling and proactive communications.

Minimum Qualification Requirements:

- Degree in Communications, Marketing, Public Relations, Journalism or a related field, or equivalent professional experience.
- Minimum of 2–3 years' experience in a communications or marketing role, preferably within education or a similar environment.
- Excellent written and verbal communication skills in English.
- Proven ability to manage multiple priorities and work independently.
- Strong organisational skills and attention to detail.
- Confidence in handling sensitive information with discretion and professionalism.

- Computer literacy, including proficiency in Microsoft Office / Google Workspace.

Desirable:

- Experience working in a school or educational setting.
- Familiarity with website CMS platforms and social media management.
- Basic design skills (e.g. Canva or Adobe).
- Experience supporting events and outward-facing communications.

Additional Notes:

The Communications and Marketing Coordinator role requires flexibility, including occasional availability outside normal working hours to support school events or urgent communications.

Non limiting clause

This role definition is not intended to be a complete or limiting description of the functions that the employee may reasonably be requested to undertake. The role definition may be changed to meet changing exigencies and following consultations with the post holder.

