

THE · QUEEN'S · SCHOOL



CANDIDATE INFORMATION PACK

# Marketing and Communications Executive

Full time with flexible working arrangements considered | For immediate start or as soon as available | Closes 9am on Tuesday 16 June 2026 | Interviews scheduled for Tuesday 23 June 2026

# Unlock *Her* Future



## Join one of the North West's top-performing independent schools

Thank you for your interest in the position of Marketing and Communications Executive at The Queen's School. Reporting to the Director of Marketing, Admissions & Development, this is a role for a confident, creative communicator and content-maker who will thrive on uncovering great stories and turning daily school life into fun, engaging content.

The successful candidate will work collaboratively across the school community, turning creative ideas into compelling stories.

The Queen's School has a strong community spirit, with colleagues who support one another and take pride in being part of a tight-knit and high-performing team. The first-choice school for happy, confident, future-ready girls, our approach brings together strong academic standards, a city-powered cocurricular and enrichment programme, and highly personalised pupil support. This means consistently exceptional outcomes; breadth of opportunities from sports, the arts and STEM to future skills and leadership; and a level of individual attention enabled by our boutique scale, flexible curriculum pathways, close relationships and decisions shaped around every girl's needs, interests and passions. From our newly launched Pre-School through to Year 13, our all-girls environment increases participation, removes barriers and gives pupils the confidence to step forward and have a go.

I look forward to receiving your application.

Joanne Keville  
Head

*“A wonderfully empowering environment in which girls flourish academically but also personally, with bountiful opportunities on offer to pursue extracurricular passions and interests of every variety.” – Good Schools Guide*



## Job Description: Marketing and Communications Executive

### Responsible to

Director of Marketing, Admissions & Development

### Purpose of the Role

To deliver impactful organic social media, PR and media relations, content and events supporting the school's brand and reputation. The role's primary focus is on earned and owned media, collaborating with the Director of Marketing on strategy, story development and larger-scale communications activity.

### Key Responsibilities

#### 1. Organic Social Media

- Creating and managing a forward-looking social media content calendar aligned to school priorities.
- Capturing day-to-day content across school life (photo, video, short-form storytelling).
- Editing and producing high-quality social content (e.g., reels, short videos, imagery, graphics).
- Writing captions, publishing content and managing in-platform engagement.
- Using social media scheduling and planning tools (e.g., Publer or similar) to manage content workflows and ensure timely delivery.
- Monitoring performance and producing regular insights and recommendations.

**Paid social/digital advertising experience is desirable, not essential.** If you have these skills, there may be opportunities to support or take on elements of digital campaign delivery.

#### 2. PR & Media Relations

- Acting as the day-to-day press office, drafting releases, responding to media enquiries and maintaining media lists.

## PR & Media Relations (Continued)

- Building relationships with journalists, local press, sector media and relevant influencers.
- Identifying strong media opportunities connecting daily school life as well as thought leadership, working with relevant stakeholders to develop angles and content.
- Pitching stories, securing coverage and evaluating results.
- Managing photography/filming requests, permissions and safeguarding considerations.
- Work with the Director of Marketing to shape PR plans, narratives and feature ideas; develop larger storytelling themes and strategic media opportunities; handle high-profile media moments and sensitive communications.

### 3. Content Development

- Drafting high-quality, on-brand news stories, blogs, web content, newsletters, emails and other ad hoc content projects.
- Gathering pupil, staff and parent stories to create compelling case studies and features.
- Supporting messaging, copywriting and materials that reinforce the school's brand and values.

### 4. Campaign & Marketing Support

- Support wider marketing and communication activities during key school moments.
- Capture content at events and activities across the year.
- Collaborate with the Marketing and Admissions team on aligned messaging when required.
- Liaise with external digital and creative agencies.

Alongside the Director of Marketing, the PR & Communications Officer will contribute to wider brand-building and community-engagement activity, including:

- **Brand campaigns:** supporting the development and delivery of campaign assets and storytelling content.
- **Brand events:** support planning, logistics and on-the-day delivery, capturing content, and helping shape communications and promotion throughout the year.
- **Partnerships:** helping to highlight collaborations and opportunities with local organisations, experts and networks.
- **Parent advocacy:** supporting the Director in activity supporting the school's community engagement and reputation.
- **Alumnae engagement:** contributing to selected alumnae communications and content.
- **Awards entries:** assisting with content gathering, narrative development and supporting documentation as required.



“As parents, we know that at Queen’s, pupil wellbeing sits at the heart of everything they do and is fundamental to our daughter’s development and success.”



## **5. Planning, Reporting, Governance & Best Practice**

- Work with the Director on a 2026/27 Content Strategy.
- Produce regular social, PR and content performance reports.
- Apply best-practice accessibility standards for posts, images, captions and video.
- Ensure all content meets safeguarding, consent and GDPR expectations.
- Maintain accurate content records and media monitoring logs.
- Support across relevant process development and assist with occasional administrative tasks as required.

## **6. Other Ad Hoc Support**

The role will also provide flexible support across the Marketing, Admissions and Development team as needed. This may include:

- Supporting copy, content or logistics for school-wide communications and strategic projects.
- Contributing to the preparation of materials, presentations and messaging for internal or external audiences.
- Helping ensure consistent, timely delivery of communications and brand assets across teams.

The post holder may also be required to perform any other duties as may be reasonably required as far is relevant to the post holder's grade and level of responsibility, for which the post holder has the necessary experience and/or training. Responsibilities may be subject to review from time to time and amended to reflect changing circumstances

## Person Specification

<b>Person Specification - Marketing and Communications Executive</b>		
<i>The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment</i>		
	<b>Essential - These are qualities without which the Applicant could not be appointed</b>	<b>Desirable - These are extra qualities which can be used to choose between applicants who meet all the essential criteria</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Good general level of education.</li> <li>• Strong written English suitable for producing high-quality communications.</li> <li>• Willingness to undertake training relevant to the role.</li> </ul>	<ul style="list-style-type: none"> <li>• Degree or qualification in Communications, PR, Journalism, Marketing, Media or a related field.</li> <li>• Training in digital communications, content creation, or social media management.</li> <li>• Accredited or short-course PR/digital certification (e.g., CIPR, Digital Marketing Institute).</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience managing organic social media accounts end-to-end (planning, capturing, editing, publishing, reporting).</li> <li>• Experience capturing and editing short-form video and photography.</li> <li>• Confidence using social media management tools for planning, scheduling and basic reporting (e.g. Buffer, Hootsuite, Later, or equivalent).</li> <li>• Experience producing clear, engaging written content for different audiences.</li> <li>• Experience supporting PR and/or corporate communications activity such as drafting press releases, responding to media enquiries, or liaising with journalists</li> <li>• Experience working across multiple priorities and deadlines in a fast-paced environment.</li> <li>• Experience collaborating effectively with colleagues and stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working in a creative / communications marketing agency</li> <li>• Experience working with education, charity or values-led brands.</li> <li>• Experience contributing to media pitching, securing coverage, or operating a press-office function.</li> <li>• Experience supporting brand campaigns, advocacy activity, partnerships or community storytelling.</li> <li>• Experience supporting or coordinating events, including planning, logistics and on the day delivery.</li> <li>• Familiarity with media databases (e.g., Cision/Gorkana).</li> <li>• Experience using analytics tools (social media insights, dashboards, or basic reporting).</li> <li>• Experience supporting awards submissions, case studies or profile-raising content.</li> <li>• Experience contributing to stakeholder/community engagement communications.</li> </ul>

<b>Skills and personal competencies</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Strong editorial judgement and attention to detail.</li> <li>• Confident capturing and editing digital content using tools such as CapCut, Canva, Adobe Premiere Pro or Adobe Premiere Rush.</li> <li>• Ability to generate creative ideas and identify opportunities for storytelling.</li> <li>• Strong organisational skills, able to prioritise and manage workload independently.</li> <li>• Professional, discreet and trustworthy, with sound judgement.</li> <li>• A positive, proactive and collaborative team member.</li> <li>• Commitment to safeguarding, confidentiality and responsible content handling.</li> <li>• Willingness to learn new tools, systems and ways of working.</li> </ul>	<ul style="list-style-type: none"> <li>• Strong skills in digital reporting and insight generation.</li> <li>• Ability to support event related communications and parent/alumnae engagement tasks where needed.</li> <li>• Ability to produce high quality presentations and campaign materials.</li> <li>• Confidence working with a wide range of stakeholders, including pupils, parents, partners and press.</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Understanding of safeguarding, GDPR and responsible use of images/content.</li> <li>• Awareness of best practice in digital and social media communication.</li> <li>• Understanding of the role of PR and brand reputation for schools and organisations.</li> <li>• Awareness of how stories, community voice and engagement support organisational reputation.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of media landscape, journalist expectations and PR workflows.</li> <li>• Understanding of accessibility standards for digital content.</li> <li>• Basic understanding of marketing strategy and performance metrics.</li> </ul>

**We recognise that not every candidate will meet every essential criterion. If you believe you have the skills, potential and enthusiasm to succeed in this role, we strongly encourage you to apply.**

## Benefits

The successful candidate will be offered an attractive and competitive package reflecting the significance of this role. The package has several other benefits including:

- A strong sense of community
- Supportive colleagues
- A competitive salary
- Pension Scheme
- Discounted school fees
- Subsidised meals and refreshments available
- Access to 24/7 online GP and other health and well-being experts
- On site parking if required
- Regular social events

### NOTES

We hope that this brochure provides you with plenty of detail about the role and the School in general. If, however, you have any other specific questions you would like answered before deciding whether to make an application, please email the Human Resource Department at [recruitment@thequeensschool.co.uk](mailto:recruitment@thequeensschool.co.uk).

### APPLICATION PROCESS

Please read all the information provided before completing your application. All applications should be made electronically.

#### Key Dates:

- Closing date: **9am on Tuesday 16 June 2026**
- Interview date: **Tuesday 23 June 2026**
- Start date: Immediate or as soon as available

When completing your application, you should submit:

- The School's official [application form](#).
- Please note that applications will only be considered on the School's application form.
- A letter of application, (no more than one side of A4) which should include your reasons for applying for the position, your career pattern to date and the experience and skills which you feel would equip you for this role. This becomes particularly crucial if your situation involves significant factors such as a notable change in pay, a shift in career, or relocation. Please address to the Human Resources Department and submit by **9am on Tuesday 16 June 2026** by emailing: [recruitment@thequeensschool.co.uk](mailto:recruitment@thequeensschool.co.uk)
- Please do not send testimonials, certificates, or examples of work etc.
- **It is The Queen's School policy that feedback will not be given following application.**

## **Guidance for the completion of the 'Personal Statement' section**

This is an important section of the application as it gives you the opportunity to tell us specifically why you think you should be considered for the job, showing how well your skills, abilities and experience meet our requirements. You should give clear examples of impact rather than simply stating that you possess certain skills and abilities or simply outlining all your experiences whether relevant or not. It is also important that you use this section of the application form to outline how you would contribute to The Queen's School co-curricular programme.

### **References**

Shortlisted applicants are advised that references will be taken up prior to interview. All offers of employment are subject to the receipt of a minimum of two satisfactory references. One of the references must be from your current or most recent employer. If your current/most recent employment does/did not involve working with children, then the second referee should be from the employer with whom you most recently worked with children. If you are or have been employed within a school, then one reference must be from the Head of your current school, or the last school at which you worked. Neither referee should be a relative or someone known to you solely as a friend.

### **Online Checks**

In line with statutory requirements and KCSiE guidance, the School will undertake relevant checks on publicly available online and social media presences. Any concerns or issues arising from the checks will be discussed as part of the Safer Recruitment processes as appropriate.

### **Shortlisting and Interviews**

If you are shortlisted, your visit will involve a brief session with our Human Resources Department, to undertake several checks we are required to carry out by the Department for Education (DfE). These include the requirement for a satisfactory criminal records check at enhanced level through the Disclosure and Barring Service (DBS); and checks to verify your identity, address, right to work in the UK (you will be asked to produce your passport and/or visa before commencing work), qualifications and overseas checks (if relevant). A list of valid identity documents will be sent to you in advance of your interview. Successful candidates will also be asked to confirm that they are medically fit to carry out the duties associated with this post.

During your visit with our Human Resources Department, if you have not done so already, you will be required to sign your application form to declare that the information you have given is accurate and true.

Please notify the School if you have any disability for which special arrangements need to be made for either the interview or if the position is offered.

All interviewees must bring original documents confirming qualifications and professional training, and three identification documents:

- at least two of the following: passport, driving licence photocard, birth or marriage certificate (evidencing change of name)
- and one document evidencing address: driving licence, council tax bill, or recent financial statement or utility bill dated within the last three months.

If you are unsuccessful, please be assured that photocopies of documents taken will be destroyed.

Should you have any other questions relating to the post, please contact the School at

**[recruitment@thequeensschool.co.uk](mailto:recruitment@thequeensschool.co.uk)**



### **Conditional Offer of Appointment**

At Queen's we are committed to safeguarding and promoting the welfare of children and young people. Any offer to a successful candidate will be conditional upon the following:

- Verification of identity;
- Verification of qualifications and professional status;
- Satisfactory criminal records check at enhanced level through the Disclosure and Barring Service (DBS);
- A check against the Barred List;
- A Prohibition from Teaching check;
- A Prohibition from Management check;
- Where the successful candidate has worked or been resident overseas for three months or more in the previous ten years, such checks and confirmations as the School may require in accordance with statutory guidance;
- Verification of the right to work in the UK;
- Receipt of at least two satisfactory references;
- A check for gaps in your employment history;
- Verification of medical fitness - completion of a pre-employment medical declaration;
- Satisfactory completion of the probationary period.

It is the School's policy to employ the best qualified team and to provide equal opportunity for the advancement of our team, including promotion and training, and not to discriminate against any person because of their race, colour, national or ethnic origin, sex, sexual orientation, marital or civil partnership status, religion or religious belief, disability or age.



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