

Robert Clack School of Science

Executive Headteacher : Mr R.V.A. Taylor B.Sc., (Econ) (Hons)



RECRUITMENT PACK

MARKETING AND COMMUNICATIONS ADMINISTRATOR

Tel: 020 8270 4200

Website: www.robertclack.co.uk

Email: office@robertclack.co.uk

Recruitment queries: mbrown@robertclack.co.uk



Welcome to Robert Clack School

As a former pupil and member of staff for the past 20 years, Robert Clack School and our pupils mean a great deal to me. I believe that Robert Clack is a very special place; we have a strong sense of community and strive for excellence in all that we do.

We are committed to delivering a broad and balanced education, one which appreciates the importance of academic qualifications, but one which also recognises the value of vocational qualifications and the extra-curricular of sport, drama, music, the arts and debate.

Our ethos permeates every aspect of life at Robert Clack School and cultivates the values of mutual respect, compassion, discipline, high expectations and aspirations and hard work. By embracing these values, we believe that our pupils will be able to fulfil their ambitions in life, whatever they may be.

I am delighted that you are interested in pursuing a career at Robert Clack School. Please find enclosed information relevant to the role you may wish to apply for.

Good luck and best wishes.

Russell Taylor
Executive Headteacher



The Recruitment and Application Process

To view the job description, person specification and to download an Application Form please follow this link to the School website: [Non-Teaching Vacancies \(robertclack.co.uk\)](http://Non-Teaching Vacancies (robertclack.co.uk))

Please submit completed applications by e-mail to: mbrown@robertclack.co.uk or online via the advert for the post on the TES website.

Please note that CVs will only be accepted if accompanied by an Application Form.

If you have any queries about the application process, you are welcome to contact the School's HR Administrator, Maddie Brown on 020 8270 4197 or on mbrown@robertclack.co.uk

Safeguarding and Promoting the Welfare of Children and Young People Note:

Robert Clack School is committed to safeguarding and promoting the welfare of children and young people. Successful applicants must be willing to undergo identity checks, checks with past employers, an online internet search and an enhanced Disclosure & Barring Service check.

Key dates:

Closing date for receipt of applications: 9am on Monday 23 February 2026.

Interviews to be held: To be confirmed, during February or March 2026.

Commencement date in post for successful candidate: April 2026.

Advertisement

MARKETING AND COMMUNICATIONS ADMINISTRATOR

SALARY: Scale SO1 (exact salary - £33,053 - £33,953 per annum)

APPOINTMENT: 35 hours per week, 8.00am-4.00pm, Monday to Friday, term-time only

The school is seeking to appoint a skilled Marketing and Communications Administrator. You will be a creative individual who already possesses the skills to successfully contribute to the marketing and communication of our successful all-through school.

The purpose of your role will be to lead and deliver high quality communications, marketing and presentation across the whole of the School. The role will also ensure clear, timely and professional engagement with parents, staff, students and the wider community. You will also manage communication platforms, curate and repurpose content, oversee social media and the school website, and produce creative marketing campaigns to strengthen the school's reputation and drive admissions.

You will be mainly based at one of the School's three sites. However, when required you will be expected to provide administration support at any of the three sites.

Experience of working within an educational environment is desirable, but not essential. A relevant qualification or specific relevant experience relating to this role would also be desirable.

The candidate will be required to have the following skills and experience:

- Relevant administrative, communications and marketing experience;
- Proficiency in ICT;
- Excellent levels of literacy and numeracy;
- High standard of verbal & written communication skills when dealing with colleagues, pupils, parents and visitors;
- Excellent attention to detail and ability to proof read successfully;
- Able to work effectively and professionally as part of a team;
- Able to follow instructions and adhere to all school policies;
- Ability to work on own initiative and calmly under pressure;
- Organised and able to work methodically, with attention to detail.
- Ability to work successfully in a busy and pressurised environment.

Job Description



Job Title:	Marketing and Communications Administrator
Working Hours:	Full-time, 35 hours per week, term time only
Department:	Administration
School:	Robert Clack School Although you may be based on one school site, your role is not site specific.
Reports to:	SLT Line Manager
Responsible for:	N/A
Number of Posts Supervised/Managed:	N/A

1. Purpose of the Job:

The purpose of this role is to lead and deliver high-quality communications, marketing, and presentation across the whole of Robert Clack School, ensuring clear, timely, and professional engagement with parents, staff, students, and the wider community.

The postholder will manage communication platforms, curate and repurpose content, oversee social media and the school website, and produce creative marketing campaigns that strengthen the school's reputation and drive admissions. They will support colleagues with proofreading, presentation design, and training, while maintaining corporate displays and promotional materials that reflect the school's identity.

2. Main Activities

Communications:

- To work with the administration team to ensure good communications practice across the whole School for all school to home communications, ensuring the correct channels are used to the required standard, ensuring appropriate usage, and ensuring effective and timely communication to all stakeholders.
- To provide proof reading services to colleagues as appropriate when they are considering key communications to parents or other stakeholders.
- To support school staff in any other aspects related to communications and presentations e.g. support with presentation templates.

- To maintain the school's communication platforms, ensuring the software available is used to its maximum potential, offering training to relevant staff members, and troubleshooting any issues with the developers.
- To assist with parent queries relating to any of the school's communication channels.
- To work closely with the School Business Manager and Admissions Manager and other relevant staff to implement our onboarding comms strategy for all new joiners.
- To write, create and curate content for use as part of our internal communications strategy, including the creation of our parent newsletter and other regular parent bulletins.

Marketing:

- To repurpose internal content where relevant into high quality content for external marketing and promotion.
- To create content in house for various platforms, formats and channels, through excellent photography/videography skills, image and video editing skills, and copywriting skills.
- To work with staff across the school to discover content worthy stories and opportunities from the day to day life of students and teachers at Robert Clack School
- To work closely with the SLT to create and deliver strategic, multi-channel marketing assets and campaigns to drive enquiries and admissions.
- To creative design, update and maintain our bank of physical marketing collateral / promotional material including prospectuses, sales packs, promotional gifts, display materials etc.
- To manage the school's social media platforms including creating and posting fit-for-channel content, maximising engagement, and implementing / managing paid-for social media campaigns.
- To design and build automated email marketing journeys and strategically timed campaigns for delivery to our enquirer and alumni databases
- Management of the school website and School SharePoint, regularly updating information / content, ensuring best practices and compliance.
- To maintain the school's content libraries including video, photo and collateral assets in line with data protection and safeguarding concerns.
- To maintain records of all marketing and communication activities for reporting purposes.
- To provide reports, statistics and analysis to further improve marketing and communications outputs and results, in line with the schools objectives and targets.

Displays and Physical Environment:

- Ensure that all entrances on each site have corporate displays and that the areas are kept tidy and up to date.
- Manage corporate displays throughout all the sites, ensuring consistency.

Additional Duties:

- Produce regular update reports regarding the department for the Headteacher's termly report to the Governing Body.

- Undertake the necessary administration tasks relating to the duties of the post.
- Attend meetings as required.
- Attend any after school meeting as necessary
- Support the learning and emotional well-being of pupils.

3. Statutory Requirements:

This post carries a requirement to have an enhanced Disclosure and Barring (DBS) check for Children.

4. General Accountabilities and Responsibilities:

- Ensure compliance with appropriate legislation, Council Policies, the Council Constitution, Financial Rules and other requirements of the Council.
- Promote the development of a high quality individual need led service, to comply at all times with the Council's policies and procedures, particularly those regarding Data Protection, Equalities and Diversity and Health and Safety.
- Undertake a proactive, committed approach towards the Council's Best Value ethos.
- Ensure compliance with, and actively promote the Council's Equalities and Diversity policies and strategies.
- Ensure compliance with, and actively promote Health and Safety at work legislation, Council and Departmental Health & Safety policies and procedures.
- Comply with the competencies and standard requisites agreed by the Council as relevant to your post.
- Comply with the Data Protection Act 2018 (GDPR).
- Take responsibility for continuing self-development and participate in training and development activities.

The above mentioned duties are neither exclusive nor exhaustive and the post holder may be called upon to carry out such other appropriate duties as may be required by the Line Manager within the grading level of the post and the competence of the post holder.

Person Specification

Post Title:	Marketing and Communications Administrator	Grade:	Scale S01
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Attributes	Criteria	Assessment Method	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Relevant administration, communications and marketing experience. • Experience of the use of Microsoft Word, Excel, Outlook (emails) etc. • Experience of working in a school or similar environment. • Experience and proficiency of the use of Management Information Systems (MIS). • Experience of working on own initiative and within a team. 	Application form, interview and task at interview	X X X X	X
Education, Training & Qualification	<ul style="list-style-type: none"> • Excellent numeracy and literacy skills. • Good general standard of education. • A specific qualification relating to this role. 	Application form and task at interview	X X	X
Relationships	<ul style="list-style-type: none"> • Excellent verbal and written communication skills when dealing with pupils, parents, visitors and colleagues. • Ability to work effectively and professionally within a team. 	Application form and interview	X X	

Safeguarding and Equality & Diversity	<ul style="list-style-type: none"> • A commitment to the safeguarding and welfare of children. • Knowledge, understanding and commitment to equal opportunities and diversity. 	Application form, interview and task at interview	X X	
Knowledge and skills	<ul style="list-style-type: none"> • Good organisation, planning and the ability to prioritise effectively. • Ability to work methodically. • Work in accordance with the School's health and safety policy. • Ability to adhere to all school policies. • Basic knowledge of confidentiality and ability to maintain confidentiality with regard to all school matters. • Excellent attention to detail and ability to proof-read. • Ability to work calmly under pressure. • Ability to work successfully in a busy and pressurised environment. 	Application form, interview and task at interview	X X X X X X X X X	
Any additional factors	<ul style="list-style-type: none"> • A commitment to personal professional development. • A flexible approach to working times, in line with School requirements. 	Application form and interview	X	

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