



THE **Leys**  
CAMBRIDGE



**MARKETING  
OFFICER**

*candidate information*

# Marketing Officer

**Full Time, Permanent**

**Salary £28,176 per annum**

**Anticipated Start Date: September 2025**

**(An earlier start date may be possible)**

Join our Marketing and Admissions team at an exciting time for the school, supporting our Director of Marketing and Admissions.

This varied role will include creating high-quality content across a variety of print and digital channels to raise the profile of the School among key audiences. The ideal candidate will have excellent copy-writing skills, a keen eye for detail, and a creative approach to their work.

The successful candidate will create and manage content for digital and social media channels, including both long and short form video content to effectively engage different audiences. They will develop and implement digital content plans to enhance the School's reputation locally, nationally, and internationally.

Additionally, they will support the promotion of key aspects of the School's outstanding educational provision, including academics, sports, music, arts, and drama. Collaboration with various departments to maximise the use of digital platforms will be essential.

The role will also contribute to the School's strategic marketing plan, engaging prospective and current families, alumni, and the broader community.





# Welcome to *The Leys*



*Life at The Leys*

The Leys is a co-educational boarding and day school for pupils aged between 11 and 18. Set in the heart of the beautiful and stimulating city of Cambridge, one of the world's leading cultural and academic centres, The Leys' unique location allows pupils unrivalled access to the vast array of cultural and educational opportunities that Cambridge has to offer.

Established in 1875, The Leys values its history, yet it blends traditional values – courtesy, tolerance, respect, decency – with a forward and outward-looking approach to education. Dedicated staff and superb facilities combine powerfully to prepare young people for the challenges which lie ahead at university and beyond.

The Leys is a close-knit, engaged, friendly community of around 550 pupils in which pastoral care is seen as the top priority. Academic value-added is impressive and the breadth of the wider curriculum is renowned. The School caters for Boarding, Home Boarding and Day pupils but, with 70% of pupils accommodated in boarding houses, boarding is absolutely central to the ethos of the School and all pupils benefit from the vibrancy and structure which this provides.



# Purpose

**The Purpose of The Leys is to play our part in changing the world for the better.**

We do this by making a positive difference to the lives, values and prospects of Leysians, by being professional, caring and rewarding in developing and managing our staff, by being a responsive and trusted partner to our parents, and by making a beneficial and sustainable contribution to the wider community

By foundation and structure, The Leys is a boarding community. We also place great value on being a “big, small school” embedded in the heart of Cambridge, and on giving Leysians a rich and rewarding academic and wider school experience – one they find valuable both intrinsically and in preparing for their futures. We seek, in the spirit of our Methodist founders and our Christian values, to send Leysians out into the world ready – academically, culturally, morally, physically, spiritually and socially – to live fulfilling lives which will make a positive contribution to society.

In order to achieve our Purpose, we aim to deliver an education which is built on three foundation stones: pastoral, academic and wider curricular. Whilst interconnected, ‘pastoral’ is accepted as pre-eminent, because pupils who feel supported and confident are able to flourish in all areas of the life of the school. Our teaching staff body all contribute to all three pillars of Leys School life, thus we all work together to ensure our pupils develop into happy, confident and well-rounded individuals ready to leave school and find their place in the world.

# Pastoral Care

Pastoral Care is at the heart of what we do. We know that wellbeing is crucial to success in wider school life, and we all work together as a community to ensure that each pupil flourishes in school, feeling nurtured, supported and happy. Our House structure is central to this: all pupils are a member of a House throughout their time in school. Year 7 and 8 pupils are members of our junior house, Moulton, and then pupils in Year 9 and above join one of the eight boarding or three day houses. The vertical arrangement in the senior houses creates opportunity for pupils to support each other, and the houses are staffed with a Housemaster or Housemistress (HSM), an Assistant HSM, a Matron and a team of teaching staff. Pupils also have a tutor, who supports them with their wellbeing, academic progress and wider curricular involvement as they progress through the school. All staff are expected to contribute to our pastoral support of pupils, through tutoring, supporting the teaching of PHSE and undertaking weekly house duties.



# Wider Curriculum

The Wider Curriculum is an integral part of the school week for all pupils and staff, with a significant amount of time in the afternoons and early evenings devoted to it. In their time at The Leys, pupils are actively encouraged to experience a broad range of activities that will bring them a wide range of benefits; activities in which they find enjoyment and fun whilst developing skills, personal qualities and attitudes that are transferable to other areas of their life at school and beyond.

The Leys' Personal Development and Leadership programme (PDL) for pupils in Year 10 and above ensures that all pupils develop leadership, broaden their horizons and collaborate with their peers on projects, often trying to solve contemporary problems. Through our outstanding sporting, music and drama provision, pupils develop as confident and well-rounded young men and women, ready for life beyond school. Our broad and varied after school activities programme enables pupils to develop their interests, skills and strengths. Through this we aim to complement the pastoral and academic pillars of an all-round Leysian education alongside boosting the physical and mental well-being of all involved in the wider curriculum. All staff contribute to our extensive wider curriculum programme through involvement in games, PDL, outdoor education, and a wide range of clubs and activities.

## Teaching and Learning

Education is about so much more than passing exams, and at The Leys pupils are encouraged to develop an understanding of their own learning, find their passions, curiosity, and develop a lifelong appetite for knowledge.

Pupils are supported in their learning by excellent teaching both inside and outside of the classroom, with academic enrichment and extension embedded into the culture of the school. We understand that teachers are individuals and that they will have their own ways of expressing their passion and interest in their subjects. The 2022 ISI comment that "Inspirational and creative teaching is a significant contributory factor to pupils' positive attitudes to learning" sums up the impact of that individuality. That said, we know that aspects change within education, and we are midway through an exciting transition from Google Classroom to Microsoft Teams and OneNote. Pupils and staff all have a digital device, and pupils are used to working digitally as well as on paper.

Academic Attainment at The Leys is outstanding. This summer, the school achieved its best academic results on record at A Level and close to best at GCSE. At A Level 62.2% of results were graded A or A\*, and 87% A\*-B, and at GCSE almost 50% of results were grade 9 or 8. The school uses value added as an important measure of success and we are delighted that all our 2024 public examination results demonstrate that we added significant value to our pupils' academic attainment compared to similar schools: a testament to the hard work and dedication of both staff and pupils.



# The Post

## **Job Description**

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

## **Main purpose of the role**

To support the Director of Marketing & Admissions in managing social media, creating marketing materials and assisting with pupil recruitment

## **Main duties and responsibilities**

- Alongside the Director of Marketing & Admissions, to help to identify newsworthy stories and create engaging content
- Responsible for day-to-day management of the School's main social media accounts (Facebook, Instagram, LinkedIn), creating suitable content for each and monitoring activity across departmental accounts
- Responsible for overseeing any new marketing initiatives, such as the launch of a TikTok account
- Identify stories suitable for the press, and draft news releases
- Oversee the creation and publication of the School newsletter, Leys Life
- Assist the Director of Marketing & Admissions with design work for both internal and external use
- Assist with film making and photography across the school, and oversee the management of assets
- Publish news stories to the School website and update website content as required
- Undertake market research as required by the Director of Marketing & Admissions
- Liaise with internal and external suppliers e.g. the catering, maintenance and housekeeping teams, printers, agencies etc.
- Undertake regular reviews of all marketing materials, ensuring all materials are current and fit for purpose and advise on updates
- Attend assemblies and internal events to ensure up to speed with school activities
- Attend conferences and represent the school at recruitment events
- Provide administrative support to the Admissions team on an ad-hoc basis
- Undertake any administrative tasks as required by the Director of Marketing & Admissions

## **Safeguarding responsibilities**

- To have read the School's Child Protection Policy and updates to this policy as required by the School.
- To adhere at all times to the School's Child Protection procedures and to undertake responsibility to safeguard pupils.
- To be aware of and adhere to at all times the School's Staff Behaviour and Code of Conduct and confidentiality.
- A duty to report and discuss any concerns about the safety of children and their wellbeing to the Designated Safeguarding Lead (DSL).
- A duty to report any low-level concerns about colleagues to the Designated Safeguarding Lead (DSL).
- To be informed and trained to an appropriate level and to complete mandatory safeguarding training as required by the School.

## General Tasks

- To refer to and adhere to all Health and Safety procedures and policies as appropriate and other legislative requirements as required, carrying out duties by working in a safe and organised manner.
- To ensure that a safe / secure environment exists for pupils / staff and customers and meet requirements under the Health & Safety at work Act 1974 and C.O.S.H.H.
- To uphold the provisions of data protection legislation, the School's Data Protection Policy, and other related policies.
- Understand and be mindful of the School Acceptable Use Policy and Staff ICT & Social Media Guidelines.
- To adhere to and maintain School Policies and Procedures and work with regard to the ethics of the School.
- To observe / implement all relevant legislative requirements, maintain and update own knowledge as appropriate for the role.
- To work flexibly as necessary to meet the needs of the role and the School.
- To undertake any other reasonable associated request from the Head/Bursar, or other senior member of SMT as appropriate.

# Person Specification

Criteria	Essential	Desirable
<b>Knowledge</b>	<p>A keen eye for detail and an understanding of the importance of branding and design</p> <p>A good working knowledge of social media platforms</p>	<p>General knowledge of educational trends</p> <p>An understanding of boarding &amp; independent school culture</p> <p>Experience with photography and/or film making</p> <p>Adobe Creative Cloud (Photoshop, InDesign, and Premier Pro)</p>
<b>Experience</b>	<p>Able to work well with a wide range of people, including pupils, teachers, operational staff and parents</p> <p>A passion for delivering high quality content for different audiences</p>	<p>Experience managing website content</p> <p>Experience working in the education sector or similar environment</p>
<b>Skills</b>	<p>Excellent written and verbal communication skills</p> <p>Excellent IT skills (MS Office)</p> <p>Excellent organisational, problem solving and time management skills</p> <p>Motivated and able to work on own initiative</p> <p>Flexible and adaptable</p>	
<b>Qualifications</b>		<p>Relevant degree (for example Marketing, Communication Studies or Journalism)</p>

# How to *Apply*

If you are interested in applying, please submit a completed application form including covering letter, to the Recruitment Team ([recruitment@theleys.net](mailto:recruitment@theleys.net)), The Leys School, Cambridge, CB2 7AD by 09.00am on Monday 23 June 2025.

This role has the opportunity for regular contact with pupils and therefore is exempt from the Rehabilitation of Offenders Act 1974.

By applying for this role, you are consenting to The Leys School storing your personal data. Please read our 'Privacy Notice for Job Applicants' for further details.



