



WINDERMERE SCHOOL

FOUNDED 1863

CANDIDATE INFORMATION

Marketing Officer

Windermere School's storyteller and brand guardian!



THE OPPORTUNITY

Are you a creative communicator who prefers the "great outdoors" to a desk-bound 9-to-5?

Most marketing roles happen behind a screen. This one happens in the thick of it. At our school, we believe the best stories aren't manufactured—they're captured. We are looking for a **Marketing Officer** who is as comfortable editing a high-impact reel as they are joining an "Adventure lesson" to capture the magic of student life.

As our Marketing Officer, you won't just be "managing a brand"; you'll be its heartbeat. Working closely with the **Director of External Relations**, you will implement our organic marketing strategy, drive a dynamic social media presence, and ensure every piece of communication resonates with our unique ethos.

This developmental role is designed to grow with the successful candidate, offering a clear pathway to increased responsibility and potential future promotion within the External Relations department.

"Windermere School is unique. Set amidst the stunningly beautiful mountains and lakes of Cumbria, it delivers an exciting and forward-thinking curriculum, shaping the hearts and minds of the next generation. We aim to educate children to be capable and thoughtful, resourceful, courageous and caring. This is a school where young people can enjoy their schooldays and parents can be confident that their children are following the very best pathways to university and to adult life."

- Frank Thompson, Head of Windermere School

SUMMARY OF THE ROLE

Job Title

Marketing Officer

Reporting To

Director of External Relations

Hours

Full time, permanent

Salary

£25,000

Closing Date

Monday 7th March 2026

Interview Date

Week commencing 14th March 2026

For an informal discussion please contact Mr Nick Leiper de Bathe, Director of External Relations on nleiper@windermerschool.co.uk or 015394 46164.



JOB DESCRIPTION

The Role: What You'll Be Doing

This is an active, multifaceted role designed for someone who loves variety. You'll be the bridge between the daily life of the school and the outside world.

- **Content Creation:** You'll be our resident photographer, capturing and editing photography and video that showcases our unique environment.
 - **Digital Strategy:** From managing our social media platforms to overseeing the WordPress website, you'll keep our digital footprint fresh and engaging.
 - **Brand Guardianship:** You'll ensure all collateral—printed or digital—is visually stunning and strictly compliant with our brand guidelines.
 - **Conversion & Community:** You'll craft email campaigns and newsletters that turn enquiries into enrolments and keep our alumni community connected.
 - **Events & Operations:** You'll play a key role in the success of Open Days and school events, ensuring prospective families feel the "wow" factor from the moment they arrive.
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Who You Are

You're a "self-starter" in the truest sense. You don't wait for the story to come to you; you go out and find it.

Your Technical Toolkit:

- **Design Savvy:** Proficiency in **Canva, InDesign, and Photoshop** is essential. You have a "keen eye" for what looks good.
- **Digital Literacy:** You're comfortable with **WordPress, SEO, and Google Advertising**.
- **Social Media Native:** You understand the nuances of different platforms and how to use them for both organic growth and paid advertising.

Your Human Skills:

- **Emotionally Intelligent Writer:** You don't just write "updates"; you create connections through your words.
 - **Calm Under Pressure:** School life is busy and unpredictable. You stay organized and maintain your attention to detail even when things get "adventurous."
 - **Interpersonal Pro:** You enjoy building relationships with teachers, students, and parents alike.
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Experience & Requirements

- **Background:** Previous experience in Marketing and/or Brand Management.
 - **Industry:** Experience in a school environment is a bonus, but we are more interested in your drive and your ability to adapt to a service-driven culture.
 - **Education/Software:** High proficiency in Microsoft Office (Excel, Word, PowerPoint) and design/communication software.
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Why Join Us?

This isn't just a job in marketing; it's an opportunity to shape the narrative of a thriving educational community. You'll support the wider strategy set by the **Director of External Relations**, ensuring the school is represented with a clear ethos to drive both recruitment and student retention.

Ready to start your next adventure?

To apply please complete the School's Application Form and send with a covering letter to hr@windermereschool.co.uk

SAFEGUARDING COMMITMENT

Windermere School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to an enhanced DBS check and satisfactory references.



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