



WINDERMERE SCHOOL

FOUNDED 1863

CANDIDATE INFORMATION

Marketing & Content Coordinator



Windermere School

Windermere School is both an **IB World School** and a **Round Square School**. We nurture globally minded learners who approach challenges with confidence, compassion, and integrity. Our teaching encourages critical thinking, collaboration, and problem-solving,

Located in the heart of the **Lake District National Park**, our beautiful surroundings are central to school life. We use this remarkable environment to enrich learning across the curriculum,

We are deeply committed to the ongoing **professional growth and wellbeing** of our staff. Through collaborative practice, access to IB and Round Square networks, and opportunities for leadership and innovation, we support colleagues to develop their skills and flourish in their careers.

As Marketing and Content Coordinator you will have full responsibility for content production, design execution and publishing across print, digital and social platforms.

This role exists to ensure Windermere's story is told clearly, credibly and consistently across all channels and formats, with content tailored to specific stakeholder audiences, aligned to admissions priorities and agreed strategy.

If you are passionate about creating and coordinating purpose led marketing content that directly supports admissions conversion, reassurance, advocacy and trust and not content for its own sake, we warmly invite you to apply

Staff Benefits



Pension Scheme

Windermere School offers a generous employer pension contribution



Meal Allowance

Free and delicious three course lunch daily



Fee Remission

Up to 70% for full time permanent teaching staff



Counselling Service

24-hour independent helpline for staff



Free Onsite Parking

Free onsite parking provided for staff across all campuses



Supportive Appraisal

Positive Appraisal System with support for staff development and training



Gym and Pool Access

Staff discount at local gym and pool



Laptop Provided

A work laptop provided for all teaching staff



Staff Refreshments

Free Nespresso coffee machine, tea and snacks provided in the staff room

SUMMARY OF THE ROLE

Job Title

Marketing and Content Coordinator

Accountable To

The member of staff is ultimately responsible to the Revenue Director

Position Type

Fulltime permanent position

Closing Date

Applications should be received by 28 August 2026. We reserve the right to interview sooner.

Job Overview

To ensure Windermere's story is told clearly, credibly and consistently across all channels and formats, with content tailored to specific stakeholder audiences, aligned to admissions priorities and agreed strategy.



JOB DESCRIPTION

GENERAL

Ownership of:

- End-to-end content design and production, including:
- Booklets, prospectuses, newspapers, leaflets and handbooks
- Audience-specific materials tailored to key recruitment segments
- Website content development, updates and ongoing management (under strategy set by the Head of M&A)
- Full responsibility for publishing all website content, including pages, blogs and stories
- Full ownership of social media posting and execution across all platforms
- Content supporting search visibility and discoverability
- Testimonials, stories and proof-points
- Day-to-day content coordination across all channels

Key Responsibilities

- Content with Purpose & Design Ownership
- Produce, design and deliver high-quality content that supports:
- Enquiry confidence
- Visit conversion
- Advocacy and reassurance

Including:

Designing and producing print and digital materials (prospectuses, booklets, handbooks, newsletters, leaflets)
Adapting content for different audiences (international families, armed forces, day pupils, nursery, etc.)
Ensuring all materials are aligned to admissions priorities and brand tone

Focus on:

Pupil experience
Staff credibility
Parent and alumni proof

Website Development & Digital Execution

Including:

Designing and producing print and digital materials (prospectuses, booklets, handbooks, newsletters, leaflets)
Adapting content for different audiences (international families, armed forces, day pupils, nursery, etc.)
Ensuring all materials are aligned to admissions priorities and brand tone

Social Media Ownership and Execution

- Act as the primary owner of all social media posting
- Schedule, publish and manage content across Facebook, Instagram and LinkedIn
- Ensure consistent, timely and strategic posting aligned to:
- Admissions milestones
- Open events
- School calendar
- Capture and curate day-to-day content from across the school
- Encourage participation from staff, pupils, parents and alumni safely and confidently
- Monitor engagement, reach and referral traffic, reporting performance monthly

Campaign & Calendar Support

- Support delivery of marketing campaigns under direction of the Head of M&A.
- Maintain an editorial calendar linked to recruitment priorities.
- Coordinate photography, video and content inputs across the school.
- Ensure all content activity supports admissions conversion goals

Required Skills & Experience

- Experience in content creation, graphic design, digital marketing.
- Strong design capability (print and digital content production)
- Strong writing and editing skills.
- Experience managing and updating websites (CMS platforms)
- Experience managing and posting across social media platforms
- Understanding of how content drives conversion, trust and engagement
- Highly organised, responsive and able to manage multiple content streams
- Confident liaising with staff and contributors across an organisation

SAFEGUARDING RESPONSIBILITIES FOR ALL STAFF

The post-holder's responsibility for promoting and safeguarding the welfare of children and young people for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with the School's Safeguarding Policy Statement at all times. If in the course of carrying out the duties of the post the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, s/he must report any concerns to the school's Designated Safeguarding Lead.

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.

The School operates a No Smoking and Vaping policy within its buildings and grounds



WINDERMERE
SCHOOL