



Digital Marketing and Design Assistant

30 - 37.5 hours per week (over 4 or 5 days)

About the Department

Ballard School is a thriving, award-winning independent school, recently named *Co-educational School of the Year*. Our Marketing & Admissions Department is a small, dynamic, and collaborative team, with a shared commitment to helping families discover what makes Ballard so special. Led by the Head of Marketing & Admissions, the department is friendly and fast paced, offering a stimulating and highly rewarding environment.

We host a wide range of events throughout the year, including Open Mornings, private tours, Admissions Days, scholarship assessments, and a whole-school celebration. Our marketing efforts span social media campaigns, newsletters, award submissions, and event support - all aimed at attracting and retaining families who share our values.

"Simply the best school every day." – Ballard Parent

The Role

We are seeking a motivated and creative **Digital Marketing and Design Assistant** to help us grow the school roll by delivering engaging content, support and analyse campaigns and produce professional marketing materials. A big part of the role is capturing inspiring photography and video of our school in action, so the successful candidate must have the confidence to proactively navigate the school and engage with our staff and pupils, picking up stories and ideas on the way. This is a full time, in school role (or a minimum of 4 days per week). Flexibility to work occasional Saturdays for key events is also required.

Key Responsibilities

- Create, schedule and monitor content across all social media platforms, refining campaigns to increase success.
- Keep up to date on the latest social media trends and AI opportunities to help open up new markets for Ballard.
- Ensure that the website is updated with key information, news stories etc.
- Work with the web design team and internal team to ensure that our website is as effective as it can be e.g. SEO and AI search criteria.
- Design digital and print assets, such as posters, flyers, infographics and social media graphics.
- Contribute ideas for new campaigns and help shape our marketing strategy.
- Be able to take photographs and video and effectively and efficiently turn them into posts and videos for campaigns and / or the website. Ability to use a drone is desirable, but not essential.
- Create and distribute our weekly photo newsletter – the Bulletin
- Assist the Admissions Team to develop successful email campaigns and flyers for key events and year groups.
- Provide general marketing and administrative support as required.

- Maintain brand consistency across all communications.
- Maintain confidentiality and handle sensitive information and data in line with data protection requirements.
- Uphold the school's safeguarding responsibilities in line with *Keeping Children Safe in Education* guidance.

What We Are Looking For

- Creatively driven and analytically minded - able to generate innovative ideas while interpreting data to guide strategy.
- Digitally fluent - comfortable using a range of computer applications, including the Microsoft suite and eager to expand their IT skills. Experience of iSAMS an advantage.
- Familiar with social media platforms and comfortable producing engaging content.
- AI-curious - open to exploring and integrating artificial intelligence tools to enhance marketing performance.
- Fresh perspective - brings energy, adaptability, and a modern understanding of digital trends, for example, having a good understanding of trend marketing, bringing new ideas to expand our targeting and content.
- Strong communicator - able to express ideas clearly across digital platforms and collaborate effectively with team members.
- Confident in using design tools (e.g. Canva, Adobe Creative Cloud, Photoshop, Illustrator).
- Strong written communication skills and attention to detail.
- Self-motivated learner - enthusiastic about continuous development in digital marketing, technology, and emerging tools.
- Organised with excellent file management.
- Reliable, with a warm, professional manner.
- Able to work independently as well as be part of a team, in a fast-paced environment.
- A flexible, can-do attitude and a genuine interest in education and customer service.

What We can Offer

This is a fantastic opportunity to be part of a forward-thinking school community that values innovation, collaboration, and excellence.

- Working within a fast-paced and dynamic department
- On the job learning - marketing and admissions
- External CPD available
- The opportunity to make an impact

Working Hours and Rate of Pay

- The hours for this position are 30 - 37.5 hours per week, with 6 weeks paid holiday + bank holidays.
- Defined contribution pension scheme.
- Staff are welcome to have a school lunch and refreshments in term time and parking is available on site.
- Salary for this role is £25k - £31k (FTE) dependent on experience, we're open to candidates at different stages of their careers - whether you're just starting out and seeking guidance and growth, or you're a seasoned professional ready for a new and exciting challenge.

Application Process

How to apply:

Applicants are asked to fully complete a Support Staff application form, and send it, along with their letter of application addressed to the Headmaster to recruitment@ballardschool.co.uk.

Deadline: 9am Monday, 1st December 2025

Interviews: To be confirmed

Shortlisted applicants will be invited to the school for interviews. The school retains the right to interview and appoint at any time during the application process, so early applications are encouraged.

Ballard School is committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. The successful candidate will be subject to an enhanced DBS check, satisfactory references, and other pre-employment vetting procedures in line with safer recruitment practices.