



DAME ALLAN'S SCHOOLS
building the future

CANDIDATE INFORMATION

Marketing and Communications Officer

Permanent, full-time, all year round.

Independent Day School for over 1,250 students

Junior School (3-11)

Senior School (11-16)

Sixth Form (16-18)

Job Description

The Marketing and Communications Officer will play a key role in enhancing the profile and reputation of the School through proactive communications, digital content and marketing support.

Reporting to the Head of Admissions and Communications, and working closely with the Marketing and Events Lead, Admissions Officer, and Development Officer, the Marketing and Communications Officer will create engaging content, promote key stories and events, and help to ensure a consistent and professional presence.

PR and Communications:

- Research and write case studies, blogs, press releases and news articles for external publications, and develop positive relationships with journalists/publications/trade press.
- Monitor media coverage, and provide monthly reports on communications activity, reach and engagement.
- Research and write at least two parental newsletters per term.
- Liaise with staff across the Schools to gather good news stories and communicate them appropriately internally and externally.
- Monitor competitor activity and media presence and have an understanding of key current educational issues.
- Working with the Head of Admissions and Communications, respond effectively to media enquiries.
- Working with the Marketing Lead and Events Lead, research, manage and edit content for the school magazine - the Allanian.
- Work closely with the School's PR agency, attending and leading regular PR meetings.
- Support the School's Development Office with PR and communications activity.
- Assist the school office function with email communications, where required, ensuring all communications professional, timely, and accurate.

Website:

- Manage the School's website ensuring content is accurate, engaging and up to date.
- Upload new stories, event information, photography and content as required.
- Carry out regular content audits and recommend improvements to content and messaging.
- Support SEO best practice and website performance through effective content management.

Social Media and Digital Marketing:

- Review the School's social media presence and develop an appropriate social media strategy.
- Plan, create and schedule engaging content for the School's social media channels (Facebook, Instagram and LinkedIn), ensuring a consistent, positive and vibrant present and relevant tone of voice.
- Monitor social media channels for comments (positive and negative) and respond on behalf of the Schools accordingly.

- Support the delivery of paid digital campaigns across platforms such as Meta (Facebook and Instagram) and LinkedIn, and other relevant digital channels.
- Working with the Marketing and Events Lead, analyse and monitor engagement and report accordingly.

Video and Photography:

- Working with the Marketing and Events Lead and external photographers, develop and maintain an up to date and comprehensive photo library, for use on the website and a wide range of marketing materials and documentation across the whole school.
- Identify opportunities for capturing content at school events and throughout the school year.

Advertising, Marketing and Events:

- Working with the Head of Admissions and Communications , and the Marketing and Events Lead, on the development and implementation of an effective marketing strategy.
- Supporting the Marketing and Events Lead on the planning and delivery of the School's annual advertising campaign.
- Support the Marketing and Events Lead in the management of the School's brand, ensuring guidelines are adhered to both internally and externally.
- Support the Marketing and Events Lead with the organisations of key events in the school calendar including open days.
- Design internal and promotional materials such as invitations, programmes and posters using Canva or similar software.

General:

- Contribute to the overall ethos and vision of the Schools.
- Be aware of and support differences and ensure equal opportunities for all.
- Take responsibility for professional development and attend training as required by the Schools.
- Understand and adhere to Child Protection, Safeguarding, Health and Safety, Hygiene, and Confidentiality and Data Protection policies and procedures.
- Undertake other duties and responsibilities as required commensurate with the post.

Person Specification

The successful candidate may possess the following experience, qualifications and qualities:

Essential:

- Educated to degree level.
- Demonstrable experience working within PR or Communications.
- Experience of developing, coordinating, and implementing communications campaigns.
- Experience of generating content for digital, web and email, and managing social media channels.
- Excellent communication and interpersonal skills, with the ability to build influential relationships with key stakeholders, colleagues, and with parents, visitors and external partners.

- Confidence in writing content for a range of audiences, with excellent proofreading skills.
- A creative thinker, with the initiative to problem-solve and the enthusiasm to suggest new ideas.
- Excellent administrative and IT ability, with strong organisational and multitasking skills.
- Willingness to work flexibly to meet the purpose of the role and the School environment.

Desirable:

- Experience with managing and updating websites.
- Experience using Google workspace and Google analytics.
- Experience with content creation software, such as Adobe, Photoshop suite, and Canva.
- Knowledge of IT security and GDPR data regulations.

Personal Attributes:

- Committed to the safeguarding and welfare of pupils.
- Proactive and enthusiastic, with a desire to learn and have responsibility at work.
- Positive and collaborative team player, enthusiastic about representing Dame Allan's Schools.
- Professional and welcoming, with a desire to go the extra mile to help others.
- Calmness, efficiency, and the ability to work under pressure.
- Awareness of the nature of Dame Allan's School and commitment to our ethos and values.
- Commitment to ongoing personal and professional development.
- Ability to foster an inclusive culture that reflects and values the diversity of the school community.

Ready to Apply?

Additional information about working at Dame Allan's Schools can be found on our [Vacancies page](#).

1. Please read our [Application and Recruitment Process](#) and [Recruitment Privacy Notice](#).
2. Download and complete the application form found on our website.
3. Complete the [Equal Opportunities form](#).
4. Send your completed application form and any additional documents to HR@dameallans.co.uk.

Closing date: noon on Thursday 14 May 2026.

Interviews will take place week commencing 18 May 2026.

Terms and Conditions

Hours: Monday to Friday, 37 hours per week, all year round

Salary: £30,841.00

Benefits:

- The Schools operate a fee reduction package for children of staff members, subject to their meeting the Schools' admissions criteria.

- All staff may join the School's pension schemes.
- All staff receive free school lunches.
- Access to the Employee Assistance Programme.
- All staff are eligible for free eye tests.
- Access to Cycle to Work scheme.
- School trip travel opportunities.
- A formal contract, detailing terms and conditions, will be extended following completion of all safeguarding/ pre-employment checks.

Questions

For an informal chat about the role, please contact Rebecca Miller, Head of Admissions & Communications, at r.miller@dameallans.co.uk.

For any other queries, please contact HR@dameallans.co.uk.

Thank you for your interest in applying to work at Dame Allan's Schools.

The Schools are committed to safeguarding and promoting the welfare of children and young people. Applicants must undergo child protection screening, including checks with past employers and the Disclosure and Barring Service.

Excellence. Stability. Happiness. Est 1705.



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RATED EXCELLENT BY THE INDEPENDENT
SCHOOLS INSPECTORATE

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Dame Allan's Schools



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