



Heathfield School
Ascot

Appointment of
Marketing Executive
Term Time plus 3 weeks (36 weeks)

Start date: 29 August 2025

Welcome to Heathfield

Thank you for your interest in Heathfield. The opportunity to become our Marketing Executive at the school comes at a transformative moment in our distinguished history for two reasons. Firstly, after 125 years of nurturing young women to 'see the sky,' we have secured an exciting future through our decision to join the Mill Hill Education Group. This strategic partnership will preserve Heathfield's cherished historic identity while opening new horizons for our school community. Secondly, we are welcoming our new Head, Mr Jonathan Williams, who takes on the role from his current position as Deputy Head (Academic) at the school. The combination of Jonathan's understanding of Heathfield and his outstanding vision for the school moving forward ensures a smooth transition and exciting future.

Heathfield is a warm and welcoming school, an inclusive community which puts its students at its heart. As an intentionally smaller school, we can genuinely focus on individuals, supporting and inspiring them to strive and achieve. Everyone is known and important here, and the school celebrates the achievements of every girl.

The greatest asset of any school is its staff. We are building a team of extraordinary people, a community united in its mission to do the very best for every pupil. Our personalised and individual approach is central to making sure that every girl is happy, confident and ambitious. This is what enables them to reach their academic, social and emotional potential.

Our academic results show exceptional value-added scores, and our co-curricular achievements continue to punch well above our weight. Most importantly, we have maintained our defining characteristic - being a close-knit community where every girl is known, valued, and empowered to discover her unique talents. To truly Make Her Mark.

The merger with Mill Hill Education Group brings remarkable opportunities for both staff and students while ensuring the preservation of our beautiful 36-acre Ascot campus and our commitment to all-girls education. As part of a larger organization, we can look forward to enhanced resources, shared expertise, and expanded possibilities for our entire school community.

We seek a creative and hands-on Marketing Executive who will support the delivery of engaging marketing activities, helping to raise the profile of Heathfield locally and nationally and contributing to pupil recruitment at this exciting time in the school's development

Sarah Rollings,
Headmistress





Heathfield School

Heathfield is a vibrant independent boarding and day school for girls. It is a member of GSA, ISA and BSA. As an intentionally smaller school there are approximately 200 pupils, aged 11–18, meaning that all girls can be known individually and provided for. The pupil body is very well balanced and integrated, split fairly evenly between day girls and boarders, with parents choosing between full and flexi boarding. The result is a warm, inclusive and friendly community, where all can flourish; there are few schools that can match Heathfield's ability to bring girls of different ages and backgrounds together so well.

The School occupies an attractive, 36 acre, site on the edge of Ascot. Extensive outdoor spaces and woodland provide an inspiring, rural environment, though only half an hour from Heathrow airport and on a direct train line to Central London.

Resources for learning are excellent, and constantly evolving. A modern theatre was completed in 2009, followed by a STEM Centre in 2015. Most recently, the new, multi-million pound Cadogan Sixth Form Centre has provided dedicated learning accommodation for A Level students, alongside the most modern of social spaces.

Technology is embedded within the academic life of the school, including through a multi-media recording studio.

There are extensive facilities for sport and exercise. In addition to playing fields, there is a Sports Centre including modern fitness gym, dance and spin studios alongside a 25m indoor pool. Wellbeing has a high profile in the life of the community.

There is an extensive programme of co-curricular activities, in which all girls are encouraged to take part. This includes a vibrant and varied programme of weekend activities in which both boarders and day girls participate.

The Role

TITLE: Marketing Executive
REPORTS TO: Director of Marketing and Admissions
DEPARTMENT: Marketing & Admissions

KEY WORKING RELATIONSHIPS:
Marketing & Admissions Team
Members of the Senior Leadership Team
Teaching Staff

Our mission is clear – to revolutionise student recruitment through cutting-edge marketing campaigns that catapult Heathfield’s profile.

As Marketing Executive, you will be a key member of the Marketing and Admissions team, playing an active role in shaping and delivering engaging, high-quality content across a wide range of channels. You will take responsibility for our online presence, ensuring the school’s brand is consistently and professionally represented across social media, our website, newsletters and bulletins.

You will also be involved in video production, event representation, parent communications and the creation of high impact marketing materials. From Instagram and TikTok to prep school fairs and promotional campaigns, your creativity, technical ability and collaborative approach will help tell the Heathfield story with energy and impact.

This is a hands on role that would suit either an experienced marketing professional or a capable creative ready to step up. If you are confident with tools like CapCut and Canva, comfortable with a camera, and enjoy bringing ideas to life in a fast-paced school environment, we’d love to hear from you.





Main Areas of Responsibility

The Marketing Executive will play a central role in delivering engaging, creative and high-impact marketing across multiple channels, enhancing Heathfield's visibility and reputation. This role offers a varied and exciting opportunity to work within a supportive and forward-thinking department, contributing to a wide range of promotional activities.

Social Media Content, Posting and Management

- Develop and implement a content calendar to ensure regular, consistent and strategic posting across our platforms (Instagram, Facebook, TikTok, LinkedIn and YouTube).
- Monitor and respond to engagement, maintaining a tone aligned with the Heathfield ethos.
- Track analytics and performance to inform future strategies.

Video and Content Creation

- Produce high quality video content suitable for social platforms, events and assemblies using tools such as CapCut, Canva and Mac-based editing software such as Premier Pro.
- Capture and edit photos and videos to tell compelling stories that reflect school life.
- Ensure content aligns with branding and communication objectives.

Event Marketing and Representation

- Support and attend marketing events, including senior school fairs at our feeder prep schools.
- Set up stands, represent the school with professionalism and enthusiasm and communicate key messages to prospective parents and agents.
- Contribute to event marketing planning and follow up communication.

Communication

- Design, collate and manage the weekly parent bulletin and fortnightly newsletters using Mailchimp and Microsoft Sway.
- Liaise with staff to gather content and ensure timely, visually engaging and informative communication.
- Maintain consistency in tone, layout and brand identity.

Marketing Collateral and Campaign Support

- Assist in the production of marketing materials such as brochures, booklets, branded stands and promotional merchandise.
- Contribute to campaign planning and execution, offering creative input and logistical support.
- Ensure all outputs are aligned with Heathfield's brand standards.

Flexibility is essential and the Marketing Executive will also support wider departmental priorities as directed by the Director of Marketing & Admissions.

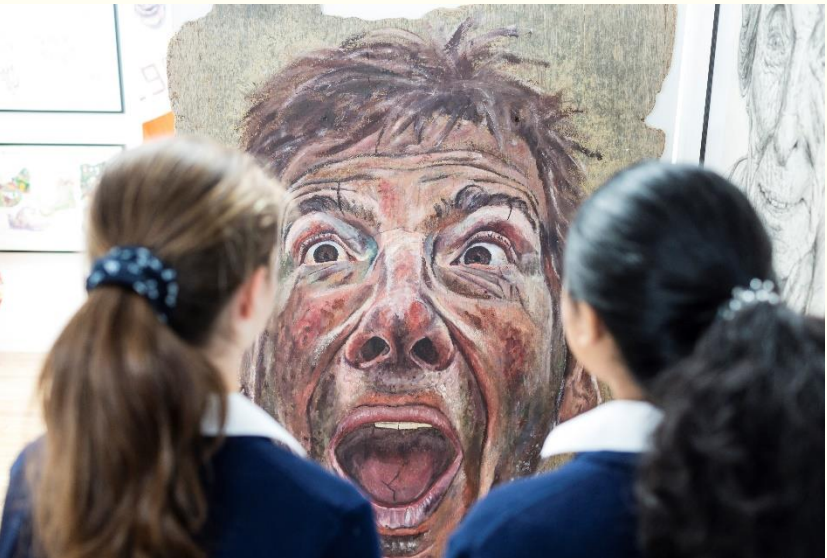
Person Specification

Essential

- Educated to at least A Level standard or equivalent.
- An excellent command of written and spoken English.
- Proficient in Photoshop, InDesign, all Social Media platforms and Office Word 365.
- Good working knowledge of video editing software.
- Interest in AI, developing the knowledge of how best to use it in a school setting.
- Strong organisational and prioritisation skills with the ability to work to tight deadlines, sometimes under pressure.
- Excellent interpersonal communication skills; the ability to collaborate with a range of people.
- Creative and innovative.
- Pro-active with a can-do attitude.
- Works quickly but is methodical and has an eye for detail.
- Discreet, tactful and diplomatic, ability to maintain confidentiality.
- Ability to work independently as well as part of a team.
- Ability to use initiative and to suggest new ideas and ways to improve processes.
- Commitment to safeguarding and promoting the welfare of young people.

Desirable, but not essential

- Previous experience of working in a school / educational environment.
- Experience in using Adobe After Effects, Sway and Mailchimp.
- Experience in remarketing, geofencing and creating Google Ads.



Terms

Salary

£23,538 p. a. (Term Time plus 3 weeks – 36 weeks in total 37.5 hours per week). Full time salary equivalent £34,000 p.a.

Pension

Eligible staff will be automatically enrolled onto the contributory pension scheme.

Meals and Refreshments

We provide a nutritious lunch in the Dining Hall during term time and refreshments are available throughout the day, both are free of charge.

Personal Accident Insurance Scheme

The School currently participates in a Personal Accident Insurance Scheme.

Fee remission

The School currently offers a generous discount on fees should their daughter(s) attend the School.

Parking - Free parking is available on-site.

Welfare and Other Benefits

Welfare initiatives available include the use of the School’s swimming pool and gym (at set times), access to discounted massage and reflexology sessions. The School has medical care with the addition of access to a counsellor. Staff also have access to the Employee Assistance Programme which provides caring and compassionate advice and support on professional and personal matters. We also offer the cycle-to-work scheme.

Equality and Diversity

Staff are expected to promote equality of opportunity for all pupils and colleagues, both current and prospective, and support an environment that values diversity.

Promoting British Values

Heathfield recognises the importance of placing emphasis on fundamental British values in the curriculum and all other aspects of school life. These values reflect the ethos of the School and all members of the community have a role to play in delivering the values of democracy, the rule of law, individual liberty, mutual respect and tolerance of those with different faiths and beliefs. All staff are responsible for promoting these values when opportunities arise.

Application Process

Applications should be submitted on the School’s forms, which can be accessed by [clicking here](#). The completed form should be accompanied by a letter of application and submitted by email to recruitment@heathfieldschool.net.

Closing date for applications: 12 noon on Friday 18 July 2025

Interviews: First round week commencing 21 July 2025 and second round week commencing 28 July 2025.

Applications will be acknowledged and will be evaluated against the selection criteria. We reserve the right to call suitably qualified candidates to interview before the closing date. Early applications are therefore encouraged. Heathfield School welcomes applications from all sectors of the community. Right to Work in the UK is essential.

Safeguarding and Child Protection

Heathfield School is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Enhanced Disclosure and Barring Service check. Heathfield expects all staff to share this commitment and adhere to, and comply with, the School's Safeguarding Children and Child Protection policy and procedures at all times.

Heathfield School is an equal opportunity employer, committed to diversity and the creation of an inclusive environment for all employees. Employment selections are made according to suitability for the post, irrespective of background or protected characteristics.



Heathfield School
Ascot

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