

Marketing & Content Creator

Permanent, Part-Time, Term-Time+

Required for September 2025

Society of Heads
Independent co-educational
Day and boarding pupils

Longridge
Towers School



CARPE DIEM



Longridge Towers School

Longridge Towers School is a small independent school set in its own beautiful, safe grounds; a perfect environment for pupils aged 3 - 19. We are a friendly and vibrant learning community, with high aspirations for the children in our care and the staff team that supports them.

Longridge Towers School is situated in North Northumberland, three miles from the picturesque town of Berwick-upon-Tweed.

The School attracts pupils from a wide geographical area on both sides of the English/Scottish Border.



Our Site and Location

We are fortunate to be surrounded by some of the most stunning and scientifically significant landscapes in the country.

Our pupils have access to pristine beaches scattered with fossils, while the coastal geology is internationally renowned. Just a short distance away, St Abbs Head and Seahouses are well known for their seabird breeding colonies, and boat trips to the Farne Islands offer unique wildlife experiences.

The River Tweed system has long been a hub for engineering innovation, exemplified by the nearby Union Bridge. We are also close to remarkable historical sites such as Bamburgh Castle, Alnwick, and Holy Island. As a school community, we are deeply enriched by these local treasures, and our pupils have countless opportunities to explore, appreciate, and learn from them.

Our onsite facilities include a library, science laboratories, a specialist music room, dedicated art studio, design centre, sports hall and an elegant Main Concert Hall as well as a theatre. Outside, the setting for our sports fields is breath-taking, with mature trees and open views across the Tweed Valley. We have extensive grass areas for rugby, hockey, cricket pitches, an athletics facility and we benefit from an all-weather sports pitch.

The grounds are also used as an outdoor classroom for science study, projects, nature watching, art and treats such as camps and treasure hunts, and of course our younger pupils always enjoy a Teddy Bear's Picnic.

Are you a creative thinker with a love for storytelling and a passion for marketing?

Longridge Towers School is recruiting for the role of Marketing & Content Creator, starting in September 2025, on a permanent, part-time basis. (12-16 hours per week).

Do you know how to engage audiences, grow brand presence, and drive digital success? In this role, you will play a vital part in delivering engaging, brand-aligned content and campaigns that attract prospective families, support enrolment goals, and elevate our overall presence.

What we are looking for:

- Proven experience in marketing, communications and content creation.
- Exceptional writing and editing skills with an eye for detail.
- Strong understanding of storytelling and brand voice.
- Experience using marketing platforms (e.g. Mailchimp, Canva, social media schedulers).
- A creative thinker with the ability to turn ideas into engaging, audience-focused content.
- Ability to manage multiple projects and deadlines independently.

THE SCHOOL DAY

The school day runs from 8.30am - 5pm, Monday - Friday, with the working hours for this role being 12-16 per week, working pattern to be discussed at interview. This is a term time only role, plus 2 weeks during the school holidays.

SALARY

The starting rate of pay for this role is £14.50 per hour.



Marketing & Content Creator

Responsible to: Finance Director

THE ROLE

The Marketing & Content Creator is primarily responsible for increasing pupil enrolment and retention, by broadening the School's reach through targeted marketing, communications and events. This role is key to increasing pupil applications and registrations by developing and delivering high-impact campaigns that highlight the School's values, strengths, and distinctive offerings.

With a focus on both digital and traditional channels, they will plan, execute, and evaluate strategies to attract new families, engage prospective pupils, and position the school as a leading choice in the education sector. They will be a strong communicator and confident team player, highly numerate with excellent planning, organisation and administrative skills, and with the ability to build effective relationships with people at all levels.

They will be responsible for the School's digital and social media channels as well as working with colleagues across the School for content, to make the most of these platforms. Experience of managing digital channels including social media and video channels such as YouTube and Vimeo and digital content planning and creation will be essential.

They will be responsible for creating engaging and on-brand publications for a range of audiences, including websites, printed and digital media, event marketing, emails, and more.

AREAS OF RESPONSIBILITY

Strategy & Growth

- In conjunction with SLT, develop and deliver an annual marketing plan that drives pupil recruitment and enhance the school's profile to maintain engagement and generate additional income.
- Identify, plans and deliver new marketing events to promote the School and increase engagement with prospective and current parents.
- Liaise with Head's of Year and Head's of Department for the planning and marketing of retention activities.
- Develop a clear understanding of trends in education both nationally and locally in the maintained and independent sectors by monitoring the competition
- Establish and maintain local relationships to ensure consistent media coverage for the school, while overseeing all media communications.
- Keep abreast of technological changes and industry trends in order to remain current in best practices related to independent school communications, emerging social media, and effective marketing and advertising strategies.

Marketing, Branding & Content

- Develop and implement marketing campaigns to attract prospective families and increase student enrolment.
- Bring the LTS brand to life through meaningful storytelling that engages prospective families, pupils, and the wider community across digital and print platforms.
- Ensure brand consistency across all marketing materials and communications.
- Produce marketing collateral such as brochures, flyers, prospectuses, and newsletters.
- Work closely with the Head and SLT to identify and understand the key messages and target audiences for marketing and sales campaigns, responding creatively as to how we can best deliver these through earned, owned and paid channels.
- Create external marketing materials and content, such as emails, social media posts, web content, and print.
- Ensure all marketing content aligns with LTS's brand guidelines and messaging.
- Create email marketing campaigns using LTS's marketing and email platforms, incorporating automation strategies to optimise engagement and lead generation.
- Establish and maintain media contacts to pitch stories related to LTS.

Digital & Social Media

- Manage and optimise the school's website content, ensuring it is current, informative and engaging, by regularly updating pages in collaboration with the Registrar and IT Manager, monitoring performance through Google Analytics, and organising all event-related information.
- Maintain and grow the school's presence on social media platforms (e.g., Facebook, Instagram, LinkedIn).
- Create and schedule engaging content (photos, videos, articles) to promote school events, achievements, and updates.
- Responsible for the management, development and implementation of marketing campaigns and activities across multi-channels.
- Create visually appealing video and graphics using tools like Canva.
- Craft engaging captions and storytelling to accompany posts.
- Schedule and publish posts across various social media platforms.
- Collaborate with other colleagues to align social media content with broader school goals.
- Stay current with social media trends and best practices.
- Contribute creative ideas to enhance our social media presence.

Events & Outreach

- Identify feeder relationships within the local community and establish close working partnerships to generate new enquiries.
- Develop relationships with local entities within the catchment area and beyond to raise the profile of the School.
- Identify and establish UK boarding clients opportunities.

- Coordinate open days, tours, and promotional events for prospective students and families.
- Represent the School at external events such as education fairs and community activities.
- Assist in creating promotional materials, including brochures, blogs, marketing copy, etc.
- Assist with marketing event set-up, tear down and follow-up processes.
- Develop and execute multi-channel marketing campaigns to promote LTS.
- Assist with campaigns for admissions, school events, social events, and alumnae relations.

Communications

- Manage all aspects of the school's external print and electronic communications, ensuring the continuity of the School's brand and logo.
- Collaborate with staff to source and share success stories, student achievements, and educational highlights, for social and marketing content.
- In liaison with the event owner, assist with event advertising and communications.
- Maintain media contacts and manage public relations as needed.

Data & Reporting

- Track marketing analytics and enrolment data to evaluate campaign effectiveness.
- Provide reports and insights to Finance Director for ongoing marketing strategy improvement.
- Inform the development of the marketing strategy by conducting market research, including competitor analysis and market scanning, to identify new opportunities for LTS.
- Monitor and report on campaign performance, making data-driven recommendations for improvement.
- Analyse email performance metrics and optimise future campaigns.

APPLICATIONS

All applicants must complete the School's application form; which is available from the School website: www.lts.org.uk.

Please submit your application to vacancies@lts.org.uk

CLOSING DATE & INTERVIEWS

The closing date for applications is Friday 15th August. Interviews will take place in August. Further details and a schedule will be provided in advance of the interview.

SAFEGUARDING

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All appointments are subject to a satisfactory DBS Enhanced Disclosure and other safeguarding checks including checks with past employers.

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Society of Heads, Independent co-educational, day and boarding,
pupils aged 3 to 19 years

www.lts.org.uk

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