Earlscliffe

Dukes EDUCATION

Digital Content and Marketing Officer

Candidate Information Pack - October 2026



Welcome to Earlscliffe

Dear Applicant,

Thank you for your interest in joining Earlscliffe as our Digital Content and Marketing Officer.

As an international sixth-form college, we connect with students, families and educational agents around the world. For many, their first impression of Earlscliffe comes through our digital channels. We want that impression to capture the energy, ambition and warmth of our community—and help prospective students imagine themselves here.

We are looking for a creative, proactive colleague who can bring the Earlscliffe story to life. Someone who can spot a compelling story, capture a spontaneous moment and turn it into engaging content. From student interviews and short videos to photography, social media and website updates, your work will showcase the people, achievements and everyday experiences that make our college distinctive.

Alongside content creation, you will play an active part in our wider marketing activity: supporting campaigns, producing promotional materials, welcoming visitors and helping deliver events. This is a varied, practical role for someone who enjoys taking ownership, managing competing priorities and combining creativity with careful organisation.

You will work closely with me and colleagues across the college, building relationships with students and staff to uncover stories worth sharing. We welcome fresh ideas and a thoughtful approach to understanding what interests our audiences, measuring what works and turning engagement into enquiries.

If you enjoy creating content with purpose and would like to make a visible contribution to a welcoming international community, I would be delighted to receive your application.

With best wishes,



Julie Fish
Director of Marketing and Admissions
Earlscliffe

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About Earlscliffe and Dukes Education

Earlscliffe

Earlscliffe is an international sixth-form college in Folkestone, Kent, preparing students aged 15–19 for university and life beyond school. Our community brings together young people from across the world in a small, welcoming boarding environment.

Students benefit from small classes, personalised academic guidance and structured university preparation. Our TRaC™ approach — Test, Rank and Coach — uses regular testing and feedback to identify where support is needed and help students make progress.

Our English Language Centre of Excellence develops the language and communication skills students need for academic study. Alongside lessons, Sports, Culture and Service opportunities help students build confidence, independence and friendships.

Earlscliffe offers pathways including A-levels, pre-A-level, the Diploma in Business and Management, University Foundation and academic integration short courses. Its coastal location, close to Folkestone's town centre, the beach and the Creative Quarter, but only 54 minutes by train from central London, adds to the experience of studying and living here.

Dukes Education

Earlscliffe is part of Dukes Education, a family of schools and education organisations united by a shared commitment to helping young people build fulfilling futures through education.

Each school retains its own character and ethos. Being part of the wider family connects colleagues with educational expertise, professional networks and opportunities to learn from one another. Dukes also provides experiences beyond school through university application support, tuition and enrichment programmes.

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The role

- **Job title** Digital Content and Marketing Officer
- **Reports to** Director of Marketing and Admissions
- **Location** Earlscliffe, 29 Shorncliffe Road, Folkestone, Kent CT20 2NB
- **Salary and working arrangements** £28,000-£32,000 FTE (depending on experience)
  30 hour per week. Some weekend work will be required on arrival days.

Job Purpose

The Marketing Officer will support the development and delivery of the college's marketing and communications activities, helping to raise the profile of the college and promote our offering, boarding provision and wider student experience.
With a particular focus on international audiences, the postholder will create engaging marketing content, coordinate promotional activities and events, maintain the college's marketing communications and provide a welcoming and informative experience for prospective parents, students, educational agents and other visitors.
The successful candidate will be an enthusiastic and organised communicator who can effectively showcase the college's strengths, communicate our values and ensure a consistent and positive brand experience across all marketing channels and visitor interactions.

Key Responsibilities

Marketing and Communications

- Support the planning and delivery of the marketing and communications strategy.
- Promote the college's provision, boarding facilities, pastoral care, extracurricular activities and wider student experience.
- Help develop engaging marketing materials, including brochures, prospectuses, presentations, newsletters and promotional resources.
- Contribute to the creation and delivery of marketing campaigns aimed at international families and other relevant audiences.
- Ensure that all marketing materials and communications are accurate, professional and consistent with the college's brand and values.
- Identify opportunities to promote the college's achievements, facilities, events and distinctive features.
- Work with colleagues to gather information and develop content that showcases college life.

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Digital Marketing and Social Media

- Create and schedule content for social media channels, highlighting academic achievements, boarding life, student activities, college events and the wider college community.
- Support email marketing, digital campaigns and other online communications.
- Source stories, photographs and video content that reflect the college's strengths and student experience, ensuring appropriate permissions are in place.
- Monitor engagement with digital marketing content and contribute ideas for improving reach and effectiveness.
- Assist with maintaining and updating the college's website to ensure information is current, engaging and relevant to prospective families.

Tours and Visits

- Organise and conduct tours of the college for prospective parents, students, educational agents and other visitors.
- Present the college in a confident, engaging and professional manner, highlighting its academic environment, boarding provision, facilities and student experience.
- Tailor tours and presentations to the interests and requirements of individual visitors and international families.
- Coordinate visit arrangements with relevant academic, admissions, boarding and support staff.
- Assist with the planning and delivery of open days, information sessions, agent visits, school events and other promotional activities.
- Support the preparation of presentations, displays and promotional materials for events.
- Ensure visitors receive a warm welcome and leave with a positive impression of the college.
- Follow up on visitor feedback and identify opportunities to improve the overall visitor experience.

Marketing Administration and Evaluation

- Maintain organised records of marketing activity, campaigns, events, visitor feedback and external contacts.
- Assist with monitoring the effectiveness of marketing campaigns and communications.
- Contribute to reports on website engagement, social media activity, campaign performance and event attendance.
- Coordinate the production, ordering and distribution of marketing materials.
- Help manage the marketing calendar, ensuring campaigns, events and communications are delivered on schedule.
- Liaise with external suppliers, designers, printers, photographers and other marketing partners as required.
- Ensure compliance with the school's policies, including data protection, safeguarding, image permissions and brand guidelines.

General Responsibilities

- Develop a strong understanding of the college's ethos, offer, facilities and competitive strengths.
- Keep up to date with relevant marketing practices, digital platforms and developments in the education sector.
- Attend occasional evening and weekend events as required.
- Undertake other reasonable duties appropriate to the role.

Person Specification

Essential

- Excellent written and verbal communication skills.
- Strong organisational skills and attention to detail.
- A confident, friendly and professional manner when dealing with visitors and external contacts.
- The ability to present information clearly and deliver engaging tours and presentations.
- Experience managing social media accounts or creating digital content.
- Experience creating and editing short videos and digital content.
- Good IT skills and confidence using digital communication platforms.
- An interest in marketing, communications, content creation and brand promotion.
- The ability to manage several tasks and deadlines effectively.
- A proactive, creative and flexible approach to work.
- Strong interpersonal skills and the ability to work effectively with colleagues across the school.
- An understanding of the importance of safeguarding, confidentiality and professional conduct.

Desirable

- Experience in a marketing or communications role.
- Experience working in an independent school, college or boarding environment.
- Experience supporting events, open days or school tours.
- Experience communicating with international audiences or educational agents.
- Experience using website content management systems, email marketing platforms or marketing analytics tools.
- Knowledge of graphic design tools or content creation software.

How to apply

Please complete the **Earlscliffe staff application form** and provide a supporting statement explaining how your experience and skills meet the person specification. Include a full employment history, explain any gaps and provide the referee details requested on the form. A CV may accompany your application but does not replace the application form.
Submit applications to Yemina Hone, People Advisor. hr@earlscliffe.co.uk
Closing date: 06 November 2026
Interview date: 09 November 2026
Start date: ASAP upon satisfactory Safer Recruitment checks.

For an informal enquiry about the role, contact the school using the details on the final page and ask for the Director of Marketing and Admissions. Please let us know if you require any reasonable adjustments during the recruitment process.

Safeguarding and safer recruitment

Earlscliffe is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. The Admissions Officer must follow safeguarding procedures, maintain appropriate professional boundaries and report concerns promptly to the Designated Safeguarding Lead.

Appointment is subject to satisfactory safer recruitment checks, including identity, references, right to work and an enhanced DBS check, with a children's barred list check where the role is eligible. Additional checks may be required for applicants who have lived or worked overseas.

Shortlisted candidates may be subject to online searches as part of recruitment due diligence. Safeguarding and suitability to work with children will be explored at interview. The successful candidate will complete safeguarding induction and ongoing training and follow the current Keeping Children Safe in Education guidance and school policies.
School policies: www.earlscliffe.co.uk/about-earlscliffe/policies/

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How to contact Earlscliffe

For an informal discussion about the Admissions Officer role, please contact the school and ask for Julie Fish, Director of Marketing and Admissions.

School address: Earlscliffe, 29 Shorncliffe Road, Folkestone, Kent CT20 2NB, United Kingdom
Telephone: +44 (0)1303 253951
Email: admissions@earlscliffe.co.uk
Website: www.earlscliffe.co.uk