



JOB DESCRIPTION

DIGITAL MARKETING ASSISTANT

Luckley
HOUSE SCHOOL

WELCOME



Thank you for the interest you have shown in joining Luckley House School as a Digital Marketing Assistant.

Luckley House is a warm and welcoming boarding and day school. We are a community, small enough at 370 pupils for everyone to be seen, valued and counted but large enough to provide a wide variety of academic, sport and creative opportunities. Our uniqueness lies in the combination of our size, Christian ethos and flexibility to meet the needs of individual pupils and their families. We provide a distinctly academic education that is tailored to the individual needs of each pupil. This is offered in the context of a broad curriculum which celebrates the arts and sports as much as academic achievement.

We are looking for an enthusiastic and creative Digital Marketing Assistant to join our Marketing and Admissions team.

The department is the first point of contact for all parents and pupils looking to join Luckley.

It is a very busy office where no two days are the same! As Digital Marketing Assistant, you will play a key role in the development of Luckley's online presence on social media and relevant websites. We are looking for someone with excellent knowledge of social media platforms, for example, Facebook, Twitter, Instagram, LinkedIn, TikTok and YouTube, who has the creativity to think of new ideas to promote Luckley in the digital environment.

You will also need excellent communication and interpersonal skills and an eye for detail. Good photography, filmography and editing skills would be an advantage.

I am delighted that you are considering this role and look forward to receiving your application.

Mrs Claire Gilding-Brant, Head



ABOUT LUCKLEY HOUSE

Luckley House is a co-educational, independent day and boarding school for pupils aged from 11 to 18 years. Situated on the southern outskirts of Wokingham, Berkshire, Luckley House is set in 20 acres of landscaped lawns and majestic woodland. The School has a Christian ethos with a mission and values which flow from this.

The mission of the School is to provide an outstanding education for boys and girls characterised by academic excellence, a rich and diverse range of opportunities, aspiration and enthusiasm for life and generosity of spirit. The School has strong traditions in music, drama, art, debating, community outreach and sport, and there are many cocurricular activities open to pupils to help them develop their talents to reach the highest possible standards.

Luckley House was formed in 1959 through the merger of two girls' schools: Luckley School, founded in 1918 on the current site, and Oakfield House, established in the Lake District in 1895. The School adopted the name Luckley House School in 2013, and in 2015 began admitting boys for the first time. Over the past decade, student numbers have grown by over 75%, with boys now comprising half of the student body. Currently, the School has around 370 students and has been given for approval to expand to 420.

The School is committed to inclusivity, welcoming pupils from all faiths and backgrounds, which enriches the community and prepares students for the diversity of the modern world. Most students live within a 15-mile radius of the School, with many joining in Years 7, 9, and the Sixth Form from both independent and maintained schools. There are 40 boarding places available, with between 35 and 40 students boarding on weeknights, approximately half of whom are from abroad or are weekly boarders.

Luckley House offers a highly personalized academic experience, tailoring its education to the individual needs of each pupil.

The academic results at both GCSE and A Level consistently exceed national averages, and the majority of students secure places at their first-choice universities.



THE ROLE

JOB TITLE: Digital Marketing Assistant

JOB PURPOSE: To support the Marketing and Admissions Department with a particular focus on digital and social marketing.

ACCOUNTABILITY: To the Head of Marketing and Admissions

TO START: May 2026 (or as soon thereafter as possible)

HOURS: Monday to Friday 08:30 – 16:30 (35 hours per week).

Reduced hours in the School holidays may be possible.

Flexibility is needed to attend key School events such as open days/evenings, school events and some external events.

SALARY: £30,475 – £32,698 per annum depending on qualifications and experience.

CLOSING DATE: Friday 17 April 2026 (noon)

INTERVIEWS: Wednesday 29 April 2026

(Early applications are advised as we reserve the right to interview and appoint before the closing date.)

MAIN RESPONSIBILITIES

The Digital Marketing Assistant will support the School's marketing activities by creating, scheduling and monitoring digital content across the School's website, social media channels, email campaigns and online advertising. The postholder will help promote the School's brand, values and educational offering to prospective families, current parents, alumni and the wider community, with the aim of supporting pupil recruitment, retention and engagement.

There is an expectation to attend key School events such as open days/evenings, school activities and some external events.

Digital Content & Social Media

1. Assist in planning, creating and publishing engaging digital content for the School's social media channels (e.g. Instagram, Facebook, LinkedIn, YouTube, TikTok)
2. Capture and edit photos, short-form videos and graphics to showcase school life, academic achievements, co-curricular activities, events and pupil success stories.
3. Maintain a consistent tone of voice and visual identity in line with the School's brand guidelines.
4. Monitor social media activity, respond to comments/messages where appropriate, and escalate safeguarding or reputational

concerns promptly.

5. Actively engage with feeder schools' social media stories to maintain and develop relationships.

Website & SEO

1. Update and maintain content on the School website using the content management system (CMS).
2. Ensure website content is accurate, timely, engaging and aligned with admissions priorities.
3. Support basic search engine optimisation (SEO), including page titles, metadata, keywords and content improvements.

Email Marketing & CRM Support

1. Assist in the creation and distribution of email campaigns, newsletters and event invitations for prospective parents, current families, alumni and other stakeholders.
2. Support the delivery of paid digital campaigns across platforms such as Google Ads, Meta Ads and other relevant channels.
3. Help prepare campaign assets, using CANVA.

Brand, Events & School Promotion

1. Support the promotion of school events including open events, entrance assessments, productions, sports fixtures and concerts.
2. Work collaboratively with the Luckley

community to identify positive stories and content opportunities.

3. Help maintain and grow the School's online reputation and visibility.
4. Ensure all digital communications reflect the ethos, values and standards of the School.

General responsibilities

1. To carry out duties as may be required from time to time to be commensurate with the overall responsibility of the post, including supporting the Registrar with administrative tasks during busy periods of the admissions recruitment cycle.
2. To comply with and actively promote School policies, including Safeguarding, Equal Opportunities and Health and Safety.
3. To deal with all personal enquiries efficiently, sensitively and effectively, in a way that promotes a positive image of the School and maintains confidentiality.
4. To participate in the School's performance management process.
5. To be smartly dressed, establish a business-like environment and promote excellent relationships and a positive ethos when communicating with students, staff, parents and external contacts.
6. To undertake training and development relevant to the post.

The above is only an outline of the tasks and responsibilities of the role.

PERSON SPECIFICATION

The successful candidate will bring the following qualifications, knowledge, skills, experience and personal attributes to the role.

Qualifications

A good standard of general education is essential, and educated to degree level or an equivalent professional qualification is desirable.

Knowledge/Skills/Abilities

- Excellent knowledge of social media platforms, for example, Facebook, Twitter, Instagram, LinkedIn, TikTok and YouTube.
- Proficient in the use of CANVA for asset creation.
- Proficient in the use of photo and video editing suite software.
- Proficient in the use of social media management platforms, such as Hootsuite.
- Good photography and filmography skills.
- Excellent interpersonal skills and the ability to build relationships with a variety of stakeholders.
- Excellent written and oral communication skills and meticulous attention to detail.
- Excellent ICT skills e.g. confident and adept in use of Microsoft applications e.g. Word, Excel, PowerPoint, SharePoint, Teams; familiarity with database software e.g. SIMS (SIMS training can be provided).
- Confident and advanced level use of the internet and email.

Personal Qualities / Disposition

- Ability and willingness to support colleagues and form effective working relationships.
- A proactive attitude and ability to use own initiative.
- Be creative and think of new ideas to promote Luckley in the digital environment.
- Ability to work accurately and have strong attention to detail.
- Be articulate and presentable.
- Ability to work under pressure and manage competing priorities to ensure deadlines are met.

Background / Experience

- Knowledge and experience of current and emerging social media platforms is essential.
- Experience of working in schools, or in a digital marketing role would be an advantage.

Other

- A commitment to safeguarding and promoting the welfare of children and young people.
- A strong commitment to the principles of equality, diversity, and inclusion.
- Empathy with the Christian ethos of the School.
- Hold a full driving licence and has own transport.
- Able to work evenings and weekends when required by the role.

STAFF BENEFITS



PLACE OF WORK
Luckley House School,
Wokingham; a historic market
town with vibrant centre and
great transport links



GYM
Free use of the School gym.



**EMPLOYEE ASSISTANCE
PROGRAMME**
Confidential independent
support service for all staff.



PARKING
Free on-site parking.



FEE REMISSION
Fee concession of 25% for all
staff (pro rata if part time).



PENSION SCHEME
Contributory pension scheme
through APTIS with generous
employer's contribution



DEATH IN SERVICE
If an employee dies while in
service, a lump sum of four
times their salary is paid.



**ELECTRIC CHARGING
POINTS**
These are located on-site in
designated parking bays.



STAFF SOCIALS
The School holds a Staff Social
at the end of each term and all
staff are invited to attend.



WELLBEING
The School holds an annual
well-being afternoon.



HEALTH CENTRE
All staff can access the Health
Centre for urgent medical
issues.



FLU VACCINE
All staff are entitled to one
free flu vaccine every year.



**PROFESSIONAL
DEVELOPMENT**
The School has a dedicated
training budget for all staff.



HALF-TERM HERO
Staff can nominate a colleague
for a prize draw at the end of
each half-term



MEALS & SNACKS
Free lunches and
refreshments during term
time.

HOW TO APPLY

For further details please contact HR on 0118 974 3207 or 0118 974 3223 or via email Recruitment@luckleyhouseschool.org

An application form is available on the School's website (www.luckleyhouseschool.org).

Closing date: Friday 17 April 2026 (noon)

We reserve the right to interview and appoint before the closing date.