

MARKETING & CONTENT OFFICER

Great stories are happening every day at The Birkenhead Park School. We're looking for a creative Marketing & Content Officer to bring them to life - and help more families discover a school transformed.

From capturing students' achievements on film to creating campaigns that get people talking, you will help show our community what makes this school special. This is an exciting opportunity to put your creativity and ideas into practice, strengthen our reputation and inspire families to choose The Birkenhead Park School.

Reports to: School Business Director
Operational lead: Trust Director of Marketing & Management Operations
Contract: Permanent, 21 hours per week, 41 weeks per year (term time plus additional weeks)
Salary: Grade 5, SCP 6-11 £26,847 - £29,071 FTE (£14,224 - £15,402 actual)
Start date: As soon as possible

This is an exciting opportunity because...

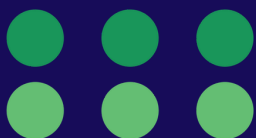
You will have a wealth of stories to tell - and the opportunity to shape how they are shared. Our students, staff and school community will be your inspiration as you create content that captures the ambition, opportunities and achievements at the heart of school life.

Your work will make a visible difference: helping parents see what we offer, encouraging families to attend events and building positive word of mouth. You will have the trust and flexibility to bring forward ideas, try new approaches and see the impact of your creativity.

You will be joining...

A supportive school team who are proud of what has been achieved and ambitious for what comes next.

You will work closely with colleagues across the school and the Trust Director of Marketing & Management Operations, combining your creative skills with a clear marketing purpose. You will have the support and encouragement to contribute ideas, use your initiative and help shape our marketing activity.



About the role

As Marketing & Content Officer, you will create, schedule and publish engaging content across our social media channels, website and digital platforms. Through compelling copy, photography and video, you will bring the experiences of our students and staff to a wider audience.

You will proactively seek out stories and develop marketing campaigns that strengthen the school's profile, boost event attendance and support applications. You will also work with our Primary Liaison team to create engaging resources for younger students and their families.

You will help maintain and strengthen the school's brand identity, ensuring it is presented consistently across internal and external communications, digital platforms, printed materials and displays around the school.

You will plan and coordinate content, maintain high standards of accuracy and presentation, and use performance insights to understand what works and improve future activity.

Please note, this role is based at The Birkenhead Park School. You will be expected to attend various events as part of your contracted hours.

About you

You are a creative communicator who knows how to turn a good story into engaging content. You bring experience in marketing or communications, including managing social media for an organisation, and skills in writing, photography and video.

You are organised, proactive and comfortable working independently, managing competing deadlines and building relationships with colleagues.

You pay close attention to detail and can use data to improve your work. You are enthusiastic about education and the difference it can make to young people's lives. An understanding of school audiences and experience with design tools such as Canva or Adobe Creative Suite would be an advantage.

You are open to embracing the possibilities of AI and keen to explore how it can support creativity, improve content and help you work more effectively.

You share our commitment to safeguarding, inclusion and the school's values of Positivity, Ambition, Resilience and Thoughtfulness.



About us

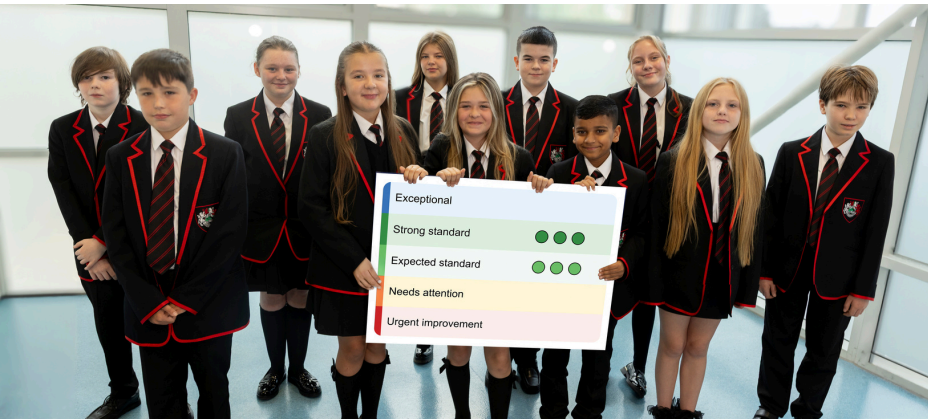
The Birkenhead Park School is a school transformed.

In its latest inspection, Ofsted found that pupils' experiences had "improved dramatically". High expectations, strong relationships and a calm, respectful environment have changed daily life at the school.

Our students are proud to belong, and we are proud of the staff who have made that change possible.

This is an exciting time to join us. As part of The BePART Trust, you will work with colleagues who are ambitious for every young person and committed to building on what the school has achieved.

You will have the chance to contribute your skills and ideas to a school with a strong sense of purpose and a clear belief in what its students can achieve.



How to apply

If you want to make a genuine difference, be part of a high-performing culture, and contribute to a school with unstoppable momentum, please complete the Support Staff application form:

<https://www.birkenheadparkschool.com/job-vacancies>

Please email your completed application form to recruitment@birkenheadparkschool.com



Application deadline:
Thursday 19th November 2026

Interviews: Tuesday 24th November 2026

