

MARKETING & CONTENT OFFICER



Role:	Marketing & Content Officer
Line Manager:	School Business Director
Operational Lead:	Trust Director of Marketing & Management Operations
Hours:	21 hours per week
Contract:	Permanent, term time & INSET days
Salary:	Grade 6, SCP 11-13, £27, 269 - £28, 163 FTE (£13, 743 - £14,193 actual)
Start Date:	September 2025

Help shape the story of The Birkenhead Park School.

We are seeking a creative and strategic thinker to join our passionate team as Marketing & Content Officer. This is a fantastic opportunity for a talented individual to lead content creation, enhance our digital presence and help change perceptions of our school in the local community.

In this newly shaped role, you will be at the heart of how we engage with parents, students and the wider community. From creating compelling social media campaigns and videos, to developing engaging content and building relationships with our feeder primary schools - your work will make a real impact on how people see and experience BPS.

About you

What you'll do:

- Lead on creating, scheduling and publishing inspiring content across social media, video and digital platforms.
- Work proactively to tell the story of our students, staff and community — driving positive word of mouth.
- Support the Primary Liaison team to create eye-catching, relevant resources for younger students and parents.
- Develop and deliver strategic marketing campaigns and resources to strengthen the school's profile and boost event attendance.
- Analyse performance and use insights to constantly improve and innovate.

What you'll bring:

- A creative mindset with excellent content creation skills (copy, photography, video, social).
- Experience of managing social media platforms for organisations.
- Strong organisational skills and ability to work proactively and independently.
- A passion for education and making a difference in your community.
- Knowledge or experience of working with primary/secondary education audiences.

Why join us?

- A dynamic and supportive team culture.
- The chance to make a real difference to our school's reputation and success.
- Flexibility and trust to shape the role and bring your ideas to life.

Qualifications

	Essential	Desirable
English and Maths pass at GCSE/O Level or equivalent	✓	
Qualification in marketing, communications, media etc.		✓

Experience

Experience in marketing or communications	✓	
Managing content across websites and social media platforms	✓	
Use of graphic design tools (such as Canva or Adobe Creative Suite)		✓

Skills / Knowledge

Ability to analyse marketing performance data and use insights to inform content strategy	✓	
Strong attention to detail in planning, editing and proofing materials	✓	
Ability to communicate effectively in a variety of situations	✓	
High level of ICT skills	✓	
Strong organisational skills with the ability to manage multiple projects and meet deadlines	✓	

To demonstrate a commitment to...

The schools values of Positivity, Ambition, Resilience & Thoughtfulness	✓	
Personal development and training	✓	
Safeguarding and promoting the welfare of students	✓	
Equality & diversity	✓	

About us

We're proud to be a school on the rise - where students thrive in a calm, focused and ambitious environment. Academic results have significantly improved and student attendance is not only the best in Wirral, but higher than the national average. **We're changing lives every day - and changing minds about what our school stands for.**



Fast Facts



We are a secondary school for students aged 11 - 16, with a student population of over 700.



We are part of the **BePART Educational Trust** and partnered with the Ofsted Outstanding Birkenhead Sixth Form College.



Ofsted has recognised our rapid improvement
"The school is on a rapid journey of improvement."



Our results are rising and we're seeing real progress each year, thanks to our dedicated staff and ambitious culture.



We offer rich curriculum plus a wide range of extracurricular opportunities such as trips, sports teams and clubs.



We are proud to be based in the heart of the Birkenhead community.



Our values of **Positivity, Ambition, Resilience, and Thoughtfulness** underpin everything we do, shaping confident, well-rounded young people.

Ambition **AND EXCELLENCE FOR ALL**

A great place to work

Staff tell us:

*"Once you join, you realise how **special** this place is."*

With a strong sense of teamwork, excellent training, and a commitment to wellbeing, it's no surprise that staff stay, grow, and thrive with us.



How to apply

Apply by completing the **Support Staff Application** form which can be found at:
www.birkenheadparkschool.com/job-vacancies

Closing Date: Thursday 12th June 2025
Interview Date: Thursday 19th June 2025

Completed applications should be returned to the HR Department by email to:
recruitment@birkenheadparkschool.com

We look forward to receiving your application

