



Bexhill
Academy

Position: Marketing and Lettings Assistant

**Salary/Hours: Fixed Term, Full time -
37hrs/week – £24747 - £25938 (NJC2 to NJC 3
Point 3 to 6)**

Closing Date: 18 August 2025

Mon to Thur 11:00 – 19:00

Fri 11:30 – 19:00

Includes 30 minute unpaid break

Interview Date: 25 – 29 August 2025



Dear Candidate,

Thank you for your interest in joining us at Bexhill Academy. We are a school that is proud to be part of our local community and we work hard to serve our local families. We are a happy and supportive team and we ensure that the well-being of all staff members is a priority.

Bexhill Academy is part of the Attwood Academies Trust. We are a larger than average secondary school with approximately 1500 students currently on roll. Bexhill is a beautiful seaside town and is best known for the De La Warr Pavilion and being the home to the first British motor race.

We have recently been judged as 'Good' in all areas by Ofsted (June 2025). The school has undergone significant improvement in the last few years and is now in an excellent position to take this improvement to the next level. We have a team of hardworking, dedicated, caring, passionate and talented staff that are committed to Bexhill Academy being the best school it can possibly be. As a staff body we are aligned into providing the very best education and school experience for each and every one of our students. We have high standards throughout and ensure that there is clarity and purpose in everything that we do.

We offer a number of excellent staff benefits for our employees including a comprehensive Employee Assistance Programme (EAP) and a healthcare scheme. We have a partnership with the Mulberry schools trust, which is a high performing Multi Academy Trust of schools that are based in London. This offers our staff excellent CPD opportunities and offers our students numerous exciting opportunities.

If you are an individual that will be committed to ensuring the best education and school experience for all students, then we would love to hear from you.

We look forward to meeting you.



Dr Craig Neal
Headteacher

Job Advert

Are you a creative, enthusiastic individual ready to kick-start your marketing career in a dynamic school environment?

Join us at Bexhill Academy as a Marketing and Lettings Assistant, working alongside the Commercial Manager to support marketing, communications, lettings, and event operations. This role is ideal for someone ready to take the next step in their career—combining digital marketing, content creation, event management, and lettings. You'll lead on exciting projects and help shape our public presence, all within a supportive and forward-thinking environment.

We welcome applications from individuals with experience in these areas, as well as those with the passion and ambition to grow into the role. For the right candidate, we're open to offering this position as an apprenticeship (would suit college leaver), with full training and development provided.

In return, we can offer an environment where you will gain whole school experience and learn much on your journey.

Our school is unique, exciting and innovative – our philosophy is inclusive and founded on respect. If you feel this fits with your own value set and you have a track record of leading change, raising standards and you strive for excellence, then this might be just the role for you.

Pre-Application enquiries are encouraged. Please contact Juan.bishop@bexhillacademy.org for more information.

Please see our website www.bexhillacademy.org under 'about us' and then 'recruitment' for more details and to access the application form.

Please note that we do not accept CVs or approaches from agencies. Completed Bexhill Academy application forms should be sent to recruitment@bexhillacademy.org

Bexhill Academy is committed to safeguarding and promoting the welfare of children and young children, therefore all positions are subject to an Enhanced Disclosure and Barring Service check (DBS).

Job Description

Teaching and supporting at Bexhill Academy

Teachers and support staff at Bexhill Academy make the education of their pupils their first concern. They seek to achieve the highest possible standards in work and conduct, act with integrity and have strong subject knowledge. Through endeavour, they keep their knowledge and skills as current as possible, remaining at the forefront of pedagogy and educational research.

Post: Marketing and Lettings Assistant

Accountable to: Commercial Manager

Principal Accountabilities:

Marketing & Content Creation

- Assist in developing content for digital platforms, including website, newsletters, social media, and promotional campaigns.
- Help schedule and monitor social media activity, tracking engagement and responding to interactions where appropriate.
- Contribute to visual content such as posters, flyers, and digital graphics, working alongside the Graphic Design and Print Officer.
- Support email marketing campaigns, including list management, content editing, and basic performance reporting.

Event Support

- Help organise and deliver academy events, such as open evenings, parent engagement activities, and community partnership events.
- Assist with event logistics including promotion, room set-up, guest management, and post-event follow-up.
- Represent the academy at public-facing events and support internal coordination across departments.

Communications & PR

- Support the implementation of the academy's communications plan.
- Help draft press releases, blogs, and alumni stories.

- Maintain and update key communications platforms, ensuring brand identity and tone of voice are consistent.

Lettings support

- Support the promotion of academy facilities (such as The Attwood Theatre, sports spaces, and classrooms) through online listings, social media, and printed materials.
- Help maintain booking systems, updating availability calendars, processing enquiries, and logging key details accurately.
- Liaise with the Commercial manager and site team to ensure hire requirements are met and spaces are prepared appropriately.
- Provide on-site support during lettings, including evening and weekend shifts.
- Operate front-of-house food and drink sales, assist with merchandise, and help deliver other commercial activities that support academy income generation.

Staffing:

Staff Development: Recruitment / Deployment of Staff:

- To take part in the academy's staff development programme
- To work as a member of a designated team and to contribute positively to the team ethos.

Quality Assurance:

To contribute to the quality assurance procedures and policies of the academy.

Management Information:

- To maintain appropriate records and to provide relevant accurate and up-to-date information as appropriate for teaching colleagues/parents and carers and external agencies.
- To be responsible for developing and maintaining personal development records

Communications:

- To communicate effectively with colleagues, the parents of students as appropriate
- Where appropriate, to communicate and cooperate with persons or bodies outside of the school

- To follow agreed policies for communications in the academy

Management of Resources:

- To contribute to the process of the ordering department supplies through the appropriate channel.

Other Specific Duties:

- To play a full part in the life of the academy, to support its distinctive aim and to encourage staff and students to follow this example
- To continue personal development as agreed
- To comply with the academy's health and safety policy and undertake risk assessment as appropriate

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.

Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.

The academy will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

The job description is current at the date shown, but following consultation with you, may be changed by management to reflect or anticipate changes in the job which are commensurate with the salary and job title.

The Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The successful applicant will be subject to an Enhanced DBS check.

Person Specification

| Criteria | Essential | Desirable |
|-------------------------------|---|--|
| Education | GCSEs in English & Maths (grade 4/C or above) | A Level or equivalent in Media/Marketing/Art |
| Experience | <ul style="list-style-type: none"> • Experience working in a team or customer-facing role (this could include volunteering, part-time work, or school/university projects) • Experience creating content for social media, newsletters, posters, or digital platforms (personal, educational, or professional) • Experience handling multiple tasks and meeting deadlines in a busy environment | <ul style="list-style-type: none"> • Experience in a marketing, events, communications, or letting's role • Experience working in or with schools, education, arts, or community organisations • Experience supporting or delivering public events, from planning to on-the-day operations |
| Knowledge | <ul style="list-style-type: none"> • An understanding of the role of marketing and communications in an organisation • Basic knowledge of social media platforms and how they can be used to engage different audiences • Awareness of what makes good written, visual, and digital content • Understanding of customer service principles and the importance of professionalism • Awareness of events or venue operations, or willingness to learn how lettings and school events run | <ul style="list-style-type: none"> • Familiarity with tools like Canva, Mailchimp, Google Workspace, or basic design and scheduling software • An understanding of branding and tone of voice in marketing • Knowledge of safeguarding, data protection, and confidentiality in a school or public-facing environment |
| Skills & Abilities | <ul style="list-style-type: none"> • Creative, organised, and enthusiastic about marketing, events, and communication • A confident communicator with strong written and verbal skills • Able to manage their time effectively and work across multiple priorities | <ul style="list-style-type: none"> • Previous experience in marketing, events, lettings, or customer service • Knowledge of graphic design, video editing, or website content management |

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| | <ul style="list-style-type: none"> • Willing to learn and develop new skills with guidance and training | <ul style="list-style-type: none"> • Familiarity with school environments or working with young people • A relevant qualification (e.g. in marketing, media, business, or communications) |
| Personal Qualities | <ul style="list-style-type: none"> • Has a positive, proactive attitude and a willingness to get stuck in • Enjoys working with people and thrives in a busy, collaborative environment • Is adaptable and open to learning new things, even when stepping outside their comfort zone • Has an eye for detail but can also see the bigger picture • Takes pride in their work and is committed to high standards • Is curious, creative, and excited about making an impact • Shares our values of inclusivity, integrity, and ambition | |
| Commitment and other requirements | <ul style="list-style-type: none"> • A commitment to the values and ethos of Bexhill Academy • Willingness to work occasional evenings and weekends to support events or lettings • Flexibility to respond to the varied demands of a fast-paced school environment • A strong commitment to safeguarding and promoting the welfare of children and young people • Willingness to undertake relevant training and professional development • Ability to maintain confidentiality and always uphold professional standards • Right to work in the UK | |

Our School

Creating the Best Opportunities for All

At Bexhill Academy, we strive to create equal opportunities for all our students, ensuring that they have access to the best resources and support to thrive academically and personally. Our inclusive approach celebrates diversity, fostering an environment where students from all backgrounds can learn from one another and develop essential life skills such as empathy, tolerance, and respect. We provide a variety of academic pathways and personalized support systems, tailoring our educational approach to meet the unique

needs and aspirations of each student. By nurturing their individual strengths and talents, we equip our students with the skills and knowledge needed to succeed in an ever-changing world.

It's important for us to recognise that the little things matter. Smart uniform, manners, kindness, and punctuality are something we promote within our academy as we feel this embeds a deep sense of pride and self-respect within our students.

In conclusion, Bexhill Academy is dedicated to providing an exceptional educational experience that combines academic excellence, personal growth, and a supportive community. We foster a culture of aspiration, challenge our students to reach their full potential, and create equal opportunities for all. Join us at Bexhill Academy, where we believe in the power of education to transform lives and shape a brighter future.

Wellbeing

We understand that well-being is paramount to academic success. Our school offers a comprehensive well-being program for staff and students that focuses on building resilience, promoting a healthy lifestyle, and equipping us all with the tools to manage stress and navigate challenges. Through a range of extra-curricular activities, student leadership opportunities, and community service initiatives, we actively encourage personal growth, self-discovery, and the development of essential life skills. Our dedicated well-being team provides guidance and support, ensuring that staff and students have access to the resources they need to flourish both inside and outside of the academy.