



Lord Grey Academy
Lord Grey Can



MARKETING OFFICER

Required for as soon as possible

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“Lord Grey Academy is committed to safeguarding and promoting the welfare of children and young people and requires all staff and volunteers to demonstrate this commitment in every aspect of their work.”





Advertisement

MARKETING OFFICER

Permanent

Hours of Work: 8.30am to 4.30pm (4pm on Fridays)

37 hours per week

40 weeks per year

(38 weeks term time, 5 training days and 5 additional days to suit business needs)

Tove Learning Trust Band E - G Points 4 to 13 (FTE £26,017 - £30,024)

Actual annual salary range: £22,951 - £26,486 per annum.

We are searching for an enthusiastic Marketing Officer to join our team in Lord Grey Academy as soon as possible.

The role requires the post holder to promote and support the achievements of the Academy through social media platforms, websites and published literature. To produce key promotional and reporting materials and promote the profile of the Academy within their communities and beyond. Alongside completing general daily marketing activities and Academy communication across all platforms and ensure clear signage around the school campus including for events.

Lord Grey has access to Apprenticeship levy where the post holder could complete an apprentice qualification in Marketing while they work. While working at an apprenticeship level you would be paid on the Government Apprenticeship pay scales and supported to ensure your development and progression throughout the training period. There will be a combination of structured training, hands on learning and mentoring that will be provided to enable this progression.

The post holder will be supported and supervised by the School Business Manager at Lord Grey

A vacancy booklet, information for candidates booklet and the application form are all available on the vacancies section of Lord Grey Academy's website: <https://www.lordgrey.org.uk/vacancies/>

Please note the application forms are available on the right hand side of the above link.

Completed application form and covering letter should be submitted to Human Resources at Lord Grey Academy or emailed to hr@lordgrey.org.uk by 9am on Monday 2 November 2026. Interviews will be held on Thursday 5 November 2026.

Only successfully short listed candidates will be contacted.

The Academy is committed to safeguarding children. The successful applicant will require an enhanced DBS check.



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Tove Learning Trust

Tove Learning Trust (TLT) is a highly successful multi-academy Trust with primary, secondary and alternative provision schools across the West Midlands, Northamptonshire and Milton Keynes. We are a cross phase trust providing a high-quality education for over 11,500 children between the ages of 4 and 18. Within our family of schools we have four primaries, nine secondaries and two alternative provision schools.

As an employer of choice, we recognise every colleague is an individual, we value diversity, and work as a team to remove barriers to equity. We know that when you are 'the best you', whatever your role is with the Trust, you will transform students' lives.

The Trust is committed to ensuring that all children achieve as highly as possible and we work hard to offer stimulating environments that enable every learner to progress and flourish. We have a small central team and a committed Board of Trustees that are focused on delivering outstanding outcomes.

We aim to have academies that are excellent communities of learning where children thrive on success.

You will have access to a team of school improvement directors specialising in Maths, English, Science,

Humanities, EYFS and SEND & Inclusion. Our outcomes in the vast majority of our schools exceed national expectations and many of our schools are rated Good or better by OFSTED.

Employee Benefits:

- Teacher & support staff pension schemes
- Continuous Professional development (CPD)
- Training School Alliance
- Networking opportunities
- Specsavers eyecare voucher
- Free Flu vaccine
- Employee Assistance Programme (EAP)
- Medicash - Health Cash Plan:
 - 24/7 GP Appointments & prescription services
 - Dental treatment
 - Optical care
 - Physiotherapy
 - Skinvision - skin health tracker
 - A range of essential healthcare expenses
 - Exclusive discounts on shopping & travel

The Academy is committed to safeguarding children. The successful applicant will require an enhanced DBS check.





JOB DESCRIPTION - MARKETING OFFICER

Title: Marketing Officer
Reports to: School Business Manager
Based: Lord Grey Academy
Hours: 37 hours per week, 40 weeks per year
(38 term time weeks, 5 training days and 5 additional days to suit business needs)
Grade: Grade: E- G, Points 4 to 13

Job Context

The role is to promote and support the achievements and future plans of both Academies. The post holder will be supported and supervised by the School Business Manager and the TLT Marketing Team. The Academies are open to the post holder being an apprentice, who would be paid on the Government Apprenticeship pay scales and supported to ensure their development and progression throughout the training period. The Academies would seek to progress the post holder through their development to a Marketing Officer role within the Academies.

The role requires the post holder to assist in producing key promotional and reporting materials, promoting the profile of the Academies within the community and beyond, alongside completing general daily marketing activities and Academy communication across all platforms.

The role will work across two Milton Keynes Secondary schools - Lord Grey Academy and Stantonbury School, adhering to the TLT and the individual Academies ethos and values. This will also involve networking with the Tove Learning Trust (TLT) marketing team and other marketing staff across the Trust for best practices, ideas and communication.

Key Responsibilities

- Produce and promote quality marketing materials for social media platforms, websites, intranets, prospectuses.
- To monitor the academies' presence on social media platforms. Alert appropriate staff to the content and to remove, flag and report inappropriate or unwanted content.
- Raise the profile of each Academy within their local communities and beyond.
- Drive the focus of communication on all platforms to ensure adherence to the marketing plan and consideration for new developments working on the development of the voice of the academies to match their values.

Responsibility Area 1 - Events

- Attend events, shows in the academies; collecting usable marketing materials and data to create articles or media content for publication.
- Work closely with other colleagues and departments to clearly communicate events for prospective parents/students.
- Ensure external Academies calendars match the internal calendars and work closely with the PA to the Principal to ensure timely communications.
- Report on events, shows, fixtures, trips, celebration days, faculty activities, open evenings and GCSE and A-Level Results Days, for creating interesting and informative articles/advertisement for publication through our media outlets and press releases, to maximise publicity.



Responsibility Area 2 - Social Media

- Draft and post, upon approval, interesting and rich content, across all platforms.
- Provide day to day management of the social media platforms.
- Schedule social media messages and promotions in a timely manner.
- Monitor and seek responses to customer feedback, comments across the platforms.
- Monitor social media platforms. Alert appropriate staff to the content and to remove, flag and report inappropriate or unwanted content.
- In conjunction with your line manager regularly reporting on, analysing and measuring campaign results, highlighting key trends and proactively adapting to this feedback as needed.
- Accurate and timely promotion of HR recruitment adverts, across all platforms.

Responsibility Area 3 - Website/Intranet

- Prepare and publish information, upon approval, that is relevant, compliant and accurate.
- Maintain the website/Intranet to ensure all links are operational and connect to the correct information.
- Check that the Academy is maintaining a positive and professional image of the academies.
- Work with your line manager to establish a review process of the website/Intranet to ensure compliance.

Responsibility Area 4 - Marketing

- Draft and publish, upon approval, relevant material to promote events and key dates across all platforms inline with the marketing plan.
- Keep the presentation interesting, eye-catching and represents the diversities of the academies.
- Work with your line manager to develop and deliver a successful communications, marketing, PR and advertising plan, within budget.
- Work with your line manager to develop and deliver the Academies short, medium and long term strategic marketing plans.
- Liaise with all internal and external stakeholders to plan timely communications and marketing.
- Liaise with the TLT Marketing team as to the wider marketing plan and timings across the year.
- Work with your line manager and Associate Principals and staff of each Academy to ensure current and accurate information is published.
- Draft and publish, upon approval, key Academy communications e.g. articles, newsletters, website, social media platforms, speeches, press releases.
- Organise updated photos and materials for each of the academies to use.
- Ensure current information is displayed on the academies screen in reception.
- Create and edit videos for publication through our media outlets.
- Liaise with key staff to produce and update professional quality marketing and communication materials, such as booklets, brochures and all other publication materials.

Responsibility Area 5 - Brand

- Act as a brand guardian to the Academies', ensuring that all material produced consistently meets the individual Academy house style.
- Work with your line manager and the leadership team of each academy to design their brand, promote and evolve the brand for the future.



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Responsibility Area 6 - General

- Follow statutory guidance on information that is legally required to be published by schools.
- Follow guidelines on restrictions and permissions for the publication of photographs and data.
- Liaise with the IT department and suppliers to ensure a seamless communication provision.
- Liaise with the TLT Marketing team for products, joined up campaigns and future developments.
- Provide reports and survey results to Leadership teams and Managers.
- Produce and coordinate Social Media and Marketing projects for the Academies and create key procedural documentation vital for the role.
- Job profile to be completed within normal working hours, except where agreed for special events or circumstances throughout the year.
- Ensure all communications, marketing and PR activities comply with Academy policies including for example Safeguarding, Child Protection and GDPR Policies.
- Carry out any other duties which may reasonably be required by the Principal.

Tove Learning Trust expects its employees to work flexibly within the framework of the job description. This means the post holder may be expected to carry out work that is not specified in the job description but which is within the remit of the role, duties and responsibilities.

Tove Learning Trust is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff & visitors to share this commitment.

Signed: _____

Date: _____



PERSON SPECIFICATION

Knowledge	Essential	Desirable	How evidenced
A strong knowledge of digital marketing	✓		A I R
Experience of, and proven positive impact in, a Marketing/PR capacity	✓		A I R
Strong IT skills and a willingness and ability to embrace new technologies and platforms	✓		A I
A good understanding and working knowledge of; for example SEO (Search Engine Optimisation) and Google Analytics		✓	A I
Qualifications	Essential	Desirable	How evidenced
Degree, ideally in Marketing and/or Communications		✓	A
Level 3+ in Social media and Marketing	✓		
GCSE English and Maths at Grade C; 5+ A*-C at GCSE level or equivalent	✓		A I
Skills	Essential	Desirable	How evidenced
Strong organisational, time-management and planning skills	✓		A I
Ability to work in a fast-paced environment where excellence is the norm	✓		A I R
Confident user of IT	✓		I
Excellent communication skills, verbal and written	✓		A I R
An eye for accuracy and detail; a completer-finisher	✓		A I
An ability to enthuse colleagues and students	✓		A I
Able to work calmly and effectively under pressure	✓		A I
Resilient	✓		A I R
Positive and growth mind-set	✓		A I R
A shared approach to problem-solving and achieving goals	✓		A I
Experience	Essential	Desirable	How evidenced
Experience of running impactful digital and other marketing campaigns	✓		A I R
Evidence of good interpersonal relationships with young people and adults	✓		A I R
Experience of website transformation and the use of social media platforms for marketing and communication	✓		A I R

A – Application form I – Interview R – Reference