



MERCHANT TAYLORS'
School

*Marketing
Communications
Officer*

From August 2025

Information for Candidates



Welcome from the Head Master



We are delighted that you are interested in joining us at Merchant Taylors'. We are a highly successful day school for boys aged 11-18 situated in north-west London, close to Moor Park on the Metropolitan Line.

This is an exciting time for Merchant Taylors' School. The School delivers academic excellence by nurturing pupils' individual passions and interests, instilling a lifelong love of learning. At the heart of the School is its commitment to holistic education: offering the widest set of experiences to each pupil. An education at Merchant Taylors' is academic and challenging, but full of joy.

We hope this brochure gives you a sense of Merchant Taylors' School and the role you could play here. I warmly invite you to join us on this journey.

Yours sincerely,
Simon Everson

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for you.



The School

Merchant Taylors' School is a leading independent day school offering an outstanding, all-round education for over 960 talented boys aged 11 to 18 years. Competition for places is fierce, and entry is by competitive assessment at 11+ and 16+. Merchant Taylors' Prep School caters for an additional 370 boys from 3 to 11 years of age offering a through-school experience for suitable boys.

Renowned for its high academic achievement, Merchant Taylors' pupils are intellectually able, curious and enthusiastic about learning. These qualities are fostered through an academically ambitious curriculum and forward-thinking teaching methods that seek to stretch, challenge and support boys in their studies. A wide range of co-curricular activities further inspires and develops the boys' skills, passions and interests, ensuring they develop as happy, confident individuals ready to make their mark on the world.

Public examination results are outstanding, the majority of students proceeding either to leading universities as well as medical schools in the UK or abroad. We pride ourselves on our outstanding pastoral care as well as our excellent academic results, and aspiration in all areas goes well beyond the norm, making Taylors' a particularly exciting and rewarding place to teach.



History

Merchant Taylors' School has been one of the leading boys' schools in the UK since its foundation by the Merchant Taylors' Livery Company of the City of London in 1561. One of the nine great 'Clarendon schools', its alumni have achieved distinction throughout history. However, the School wears its heritage lightly, its strong sense of tradition very much at the service of the future. Through the Merchant Taylors' Educational Trust, it retains close links with other Merchant Taylors' schools, and with the Merchant Taylors' Company itself. Relocated from the City of London to Sandy Lodge, Northwood in 1933, the School sits on 280 acres of parkland, playing fields and lakes, all within easy reach of Central London, Middlesex, Buckinghamshire, and Hertfordshire.

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Campus and Facilities

Merchant Taylors' is fortunate to have some of the finest school grounds in the country. With state-of-the-art facilities, it provides an exceptional educational environment for its pupils. Located in Moor Park in North London, Merchant Taylors' is just a 30-minute underground journey from Central London and is easily accessible from Hertfordshire, Middlesex and Buckinghamshire.

The School's impressive sporting infrastructure includes 60 acres of playing fields, a new world-class five-lane indoor cricket centre, cricket nets, ten cricket squares, a heated indoor pool, a large indoor sports hall, three floodlit all-weather hockey pitches, lakes for sailing and windsurfing, floodlit hard tennis courts, squash courts and an athletics track.

The state-of-the-art Design, Engineering and Technology building has university-standard equipment.

The Performing Arts are well catered for with rehearsals, recitals, chamber concerts and recordings taking place in the bespoke Recital Hall, while major concerts are given in the Great Hall. The Studio Theatre provides another rehearsal and performance space for plays throughout the year.

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The Person

The Marketing Communications Officer will work closely with the Director of Marketing & Admissions and the Marketing Communications Manager to support the development and implementation of the School's strategic marketing plan. The primary focus of this exciting new role is to tell the School's story across multiple platforms, engaging prospective and current families, alumni, and the broader community. The role will contribute to the school's growth, visibility, and community engagement by creating content that fosters a connected and vibrant school culture.

We are looking for an enthusiastic individual with innovative ideas to create engaging content to promote the School. We provide a friendly, collaborative environment where hard work is valued, and team members feel supported to reach their potential.

Summary of Responsibilities

Content Development

- Create engaging, high-quality content for the school's website, social media, weekly e-newsletter and publications highlighting pupil achievements, school facilities and current events.
- Day-to-day management of the School's social media channels (Facebook, Instagram, LinkedIn and YouTube).
- Develop and maintain a content calendar, ensuring posts align with the school's strategic goals and current events.
- Monitor social media performance, adjusting strategies to boost engagement and grow followers.
- Regularly update the school website to ensure it is engaging, user-friendly, and search engine optimised.
- Track website traffic and user behaviour to inform future marketing activity.

Brand Management

- Act as a brand ambassador, ensuring all marketing materials align with the school's visual identity.
- Design marketing materials such as ads, brochures, posters, flyers, banners and branded merchandise.
- Support the wider team with high-quality presentation materials to ensure brand consistency.
- Liaise with external suppliers such as designers and printers to manage the production of marketing materials from the brief stage to completion.

Advertising and Campaigns

- Support the Marketing Communications Manager in delivering targeted marketing campaigns (digital and print) to attract prospective pupils, raise brand awareness, and increase the School's presence in the local community.
- Track and analyse results of campaigns and provide data-driven recommendations to optimise future campaigns.

Photography and videography

- Capture high-quality photos and videos for use in promotional materials, event coverage and social media content.
- Maintain and update the School's asset library ensuring it is up to date and accessible.

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Events

- Support the Director of Marketing & Admissions in the organisation and promotion of events for prospective and current parents such as Open Days and assessment days.
- Support occasional evening and weekend events as required.
- Represent the School at external events (e.g. conferences, future school events, education shows).



Communications

- Produce the weekly e-newsletter and contribute to other publications, keeping the school community informed about news, events and accomplishments.
- Write and proofread copy and editorial content promoting the School.
- Write and enter submissions for school awards and listings.

Other Duties:

- Assist as needed in administrative tasks e.g. process invoices and track budget spending.
- Undertake any other duties as may be reasonably required and requested by your line manager to meet the School's priorities and demands.

Safeguarding

It is the post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact and to adhere to and ensure compliance with the School's Safeguarding Policy Statement at all times. If in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School s/he must report any concerns to the Head Master.

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Person Specification

Qualifications

	Essential	Desirable	Method of Assessment
Educated to degree level or equivalent	✓		Production of the Applicant's certificates
Demonstrable knowledge of marketing principles	✓		
Ideally qualified with a marketing qualification (CIM, CIPR)		✓	Discussion at interview
			Independent verification of qualifications

Experience

	Essential	Desirable	Method of Assessment
Proven marketing experience, ideally within the education sector or a similar field.	✓		Contents of the Application form
IT literate with experience working with Microsoft Office	✓		Interview
Proficiency working with design packages such as Adobe Creative suite, Canva or equivalent	✓		
Experience producing printed collateral	✓		Practical task at interview
Experience generating new ideas for marketing and promotional activities	✓		Professional references
Experience writing and producing newsletters and website content	✓		
Experience of event planning and management		✓	
Experience using content management systems (CMS) such as WordPress and email tools such as Campaign Monitor		✓	
Experience with web analytics tools (e.g. Google Analytics, Google AdWords)		✓	

Skills

	Essential	Desirable	Method of Assessment
Outstanding communication skills, both written and verbal with the ability to craft engaging content for different platforms	✓		Contents of the Application form
A meticulous approach to detail with strong proofreading skills	✓		Interview
Excellent organisation and time management skills – meeting deadlines and planning	✓		Practical task at interview
Photography and videography skills	✓		Professional references
Video/photography editing experience		✓	

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Knowledge

	Essential	Desirable	Method of Assessment
Familiarity with social media platforms and experience executing paid digital marketing campaigns	✓		Contents of the Application form
Understanding of marketing metrics	✓		Interview
Familiarity with the independent schools sector		✓	Practical task at interview
			Professional references

Personal competencies, qualities, attitude and behaviours

	Essential	Desirable	Method of Assessment
Collaborative, team-oriented attitude with the ability to work across departments and different stakeholders	✓		Contents of the application form
Excellent social skills	✓		Interview
Calm under pressure	✓		
Reliable and able to work unsupervised	✓		Practical task at interview
Motivation to work with children and young people	✓		
Ability to form and maintain appropriate relationships and personal boundaries with children and young people	✓		Professional references
Emotional resilience in working with challenging behaviours	✓		
Positive attitude to use of authority and maintaining discipline	✓		

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Conditions & Benefits

General Conditions

Start date: August 2025

Hours: 8:00am – 5:00pm Monday to Friday with a one hour unpaid lunch break (40 hours per week)

Salary: £34,445 –£39,894 per annum (dependent on qualifications, skills and relevant experience)

Other Benefits

- 25 days per annum plus public holidays
- 15% employer contribution to a defined contribution pension scheme (3% employee contribution)
- Life cover 4 x annual salary and income protection
- Access to a cash flexible benefit in lieu of pension contribution
- Access to a number of lifestyle benefits including Cycle to Work, ULEV cars, and retail discount vouchers via our benefit provider
- Staff fee remission on school fees (subject to admissions criteria).
- Use of School leisure facilities, including pool, gym and fishing lakes.
- Lunch provided free of charge when the School Catering Department is open.
- Free parking on site, with access to electric vehicle charging (payable via app).
- Support for professional development and professional membership fees.



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The Process

Please complete an application form and an accompanying letter (maximum 500 words) outlining your suitability for the post; you may wish to include a brief CV.

Applications to be submitted by Thursday 12th June 2025, 9am.

First round interviews to be held on Wednesday 18th June 2025 and Thursday 19th June 2025.

Second round interviews to be held on Tuesday 24th June 2025.

If you have any questions regarding the role, please reach out to Anneliese Brackin, Director of Marketing & Admissions on AJB@mtsn.org.uk.

Applications to (email or post):
Recruitment Officer,
Merchant Taylors' School,
Sandy Lodge,
Northwood,
Middlesex,
HA6 2HT
Email: recruitment@mtsn.org.uk

Merchant Taylors' School is an equal opportunities employer and committed to safeguarding and promoting the welfare of children. This role will bring you into contact with children, you are expected to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974. Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

How we use your information

We will use the information which you provided, and which we collect from other sources (such as from references and from the Disclosure and Barring Service) for the following purposes: to assess your suitability for the role for which you have applied, to assess your suitability to work with children and to enable us to comply with our legal obligations (including safeguarding and promoting the welfare of children).

Further information on how the School uses personal data is set out in the School's Staff Transparency Notice, which can be found on the Vacancy page of the School Website.

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