



Marketing and Content Coordinator

Contract	Fixed term (4-6 months)	Hours	Full time, 40 per week all-year round
Reports to	Director of Marketing and Admissions	Location	Broomwood, Clapham, London
Start date	As soon as possible	Salary	£30-35,000 pa

About Broomwood

Broomwood is an award-winning group of independent schools in Clapham, educating more than 600 children from Pre-School to Year 8.

Across our Pre-Prep and Prep schools, we combine academic ambition with outstanding pastoral care, helping children to develop confidence, curiosity and character. This is an exciting time to join Broomwood as we strengthen our profile, develop our digital presence and share the distinctive stories of our pupils, staff and wider community.

The role

Broomwood is seeking a creative, enthusiastic and highly organised Marketing and Content Coordinator to join its Marketing and Admissions team on a fixed-term basis.

This is a varied, hands-on marketing role with a particular focus on photography, short-form video and digital storytelling. Working closely with the Director of Marketing and Admissions, the successful candidate will help bring life at Broomwood to a wider audience while supporting parent communications, events, publications and the department's wider marketing activity.

The role would suit someone with strong creative instincts, plenty of drive and the confidence to work at pace across a busy group of schools. They will be able to take direction and execute ideas effectively, while also contributing ideas and proactively identifying stories and opportunities.

The successful candidate will receive direction and support from the Director of Marketing and Admissions but will be expected to organise their workload effectively, use initiative and deliver agreed work to a high standard.

Key responsibilities

Photography and video

- Capture high-quality photography that showcases everyday school life, pupil achievements, trips, sport, facilities and key events across Broomwood's sites.
- Plan, film and edit engaging short-form video for social media, the website and digital campaigns.
- Work with the department lead and colleagues to develop creative ideas, shot lists and simple storyboards for agreed projects.
- Edit and format photographs and video appropriately for different channels and audiences.
- Attend performances and other school occasions to capture photography and video where appropriate.



- Follow the school's safeguarding and consent procedures when capturing, storing and publishing content involving children.
- Maintain an organised and accessible library of photography, video and other creative assets.

Marketing content and digital channels

- Work proactively with the Director of Marketing and Admissions, colleagues and pupils to identify stories and generate content ideas.
- Create engaging written and visual content for social media, the school website, email communications, advertising and publications.
- Support the day-to-day management of Broomwood's social media channels and schedule agreed content.
- Help coordinate content around school events, admissions priorities and marketing campaigns.
- Tailor content for different audiences and platforms, following Broomwood's agreed tone of voice and visual identity.
- Prepare content for review and approval by the Director of Marketing and Admissions before publication, where required.
- Support regular website updates and contribute content to the development of Broomwood's new website.
- Use available engagement information to help the department understand which content is performing well.
- Keep up to date with relevant developments in social media, photography, video and digital content creation.

Parent communications and publications

- Support the preparation, editing and distribution of bi-weekly parent newsletters.
- Gather and coordinate newsletter content from colleagues across the schools.
- Proofread communications carefully, checking spelling, grammar, dates and other details.
- Maintain and update information on the parent portal.
- Coordinate the production of the annual school yearbook, working with colleagues, pupils and external suppliers to gather content and keep the project on schedule.
- Support the production of other parent-facing communications and publications when required.

Events and wider marketing support

- Support the planning and delivery of open mornings, tours, community events and other marketing and admissions activities.
- Provide practical support before, during and after events, including preparing materials, setting up spaces and welcoming visitors.
- Capture and prepare timely content from events for use across Broomwood's channels.
- Produce digital and printed materials to support events, admissions activity and agreed campaigns.
- Work closely with the Admissions team to support pupil recruitment and conversion activity.
- Assist with the coordination of advertising, publications, signage and other marketing materials.
- Liaise with external designers, photographers, videographers, printers and other suppliers as required.
- Undertake other reasonable marketing and communications duties appropriate to the role.



Person specification

Essential

- Enthusiasm for marketing, content creation and visual storytelling, with the drive to develop further.
- Strong photography skills and confidence capturing people, activities and live events.
- Experience creating and editing short-form video, gained through employment, freelance, academic, voluntary or personal projects.
- Examples of photography, video or digital content that demonstrate creativity and sound visual judgement.
- Confidence using relevant photo and video-editing tools, with the ability to learn new software.
- Strong written English and careful proofreading skills.
- A practical understanding of major social media platforms and the content that works well on them.
- Strong organisational skills and the ability to manage competing tasks and deadlines across multiple sites and events.
- The ability to take direction, respond positively to feedback and deliver agreed work reliably.
- The initiative to identify stories, suggest ideas and solve day-to-day problems.
- Excellent interpersonal skills and the confidence to build positive relationships with colleagues and pupils.
- A collaborative, flexible and supportive approach.
- An understanding of confidentiality, safeguarding and appropriate permissions when creating content involving children.

Desirable

- Experience in a marketing, communications, content or creative role.
- Experience in a school, education setting or similarly busy organisation.
- Experience producing or editing longer-form video, such as interviews, profiles or event films.
- Experience using Adobe Creative Cloud, Canva or comparable creative software.
- Experience using a website content-management system, email platform or parent portal.
- Experience supporting events, publications or admissions campaigns.
- A basic understanding of digital accessibility, SEO or content analytics.

Personal qualities

- Creative, curious and willing to bring ideas to the team.
- Energetic and comfortable working at pace.
- Calm, organised and dependable.
- Attentive to detail and proud of producing high-quality work.
- Confident and personable when working with children and adults.
- Adaptable and willing to support the wider team.
- Sensitive, discreet and committed to Broomwood's values and educational approach.

Safeguarding

Broomwood is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. The successful applicant will be subject to appropriate safer-recruitment checks, including an enhanced Disclosure and Barring Service check, references and other checks required for work in a school. This job description provides an overview of the principal responsibilities associated with the role. It is not intended to be exhaustive, and duties may be reviewed according to the evolving needs of Broomwood and the Marketing and Admissions team.