



Cobham Hall

Marketing Officer Candidate Information Pack



INTRODUCTION

At Cobham Hall, you will join a welcoming and supportive community where relationships matter, and everyone contributes to the success of the School. This is an opportunity to play a key role in shaping the future growth of a distinctive school with significant potential, helping to share the stories that make Cobham Hall such a special place to learn, grow and belong.

We are seeking an enthusiastic, creative and highly organised Marketing Officer to join the Cobham Hall team at an exciting stage in the School's development.

This is a varied and hands-on role that will be central to raising the profile of Cobham Hall, supporting pupil recruitment, strengthening engagement with current families and alumni, and promoting the many successes of our students and staff.

The successful candidate will be responsible for creating compelling content, managing digital marketing channels, supporting events and open mornings, and ensuring that the unique story of Cobham Hall is communicated consistently and effectively to a wide range of audiences.

This role would suit an energetic marketing professional who enjoys storytelling, content creation, relationship building and working within a busy school environment.

Closing date for applications: 9:00am on Tuesday 13 October 2026.

The School reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

Key facts about the role:

Salary

COMPETITIVE,
DEPENDENT UPON
EXPERIENCE

Hours

MONDAY TO FRIDAY,
40 HOURS PER WEEK.
STANDARD HOURS ARE
8:00 AM TO 5:00 PM, WITH
SOME FLEXIBILITY FOR THE
RIGHT CANDIDATE.

Benefits

- COMPETITIVE SALARY
 - PENSION SCHEME
 - FREE LUNCH
 - FREE PARKING
 - FREE USE OF GYM
 - PROFESSIONAL DEVELOPMENT OPPORTUNITIES
 - MEMBERSHIP OF THE MILL HILL EDUCATION GROUP NETWORK
 - A BEAUTIFUL HISTORIC WORKING ENVIRONMENT IN THE HEART OF KENT
-

Contract Type

SUPPORT, FULL-TIME

Reporting Manager

DIRECTOR OF
EXTERNAL RELATIONS /
HEAD

The position is subject to a 6 months probationary period

THE SCHOOL

Cobham Hall is housed in a beautiful Grade 1 listed Tudor mansion built in 1584, and was at one stage, home to the Ashes of cricketing folklore. The School is otherwise set in 150 acres of tranquil 18th Century park landscape in the pretty village of Cobham in Kent.

The School is within half an hour of central London via the High Speed train service from Ebbsfleet International to London St Pancras and within an hour of the Channel ports of Dover and Folkestone by car.

Cobham Hall was founded in 1962 and is a co-educational Boarding and Day school for girls and boys aged 11 to 18. It is a member of the Round Square network of schools and indeed when it became a member back in 1971 was, at the time, the first all-girls' school to join the network.

The Round Square IDEALS are central to the School's ethos, helping each student to realise that "there is more in you than you think": the School's motto. There is a high commitment to the personal wellbeing of each student and Cobham Hall is recognised as a leading innovator in this area.

In March 2021, Cobham Hall joined the Mill Hill Education Group opening up new opportunities for investment and collaboration. Now in transition to a day and boarding school for girls and boys aged 11 to 18, Cobham Hall will become fully co-educational throughout from September 2025.

The small class sizes ensure that each student is supported on their educational journey and enables lessons to be dynamic and engaging.

Mr Brown was appointed Headmaster of Cobham Hall in September 2026, having previously spent 10 years as Headmaster of Hertford Prep School, also part of the Mill Hill Education Group.

Mr Brown believes that education should develop the whole child, preparing pupils for life beyond school. Under his leadership, Cobham Hall is committed to providing a personalised approach to education, combining excellent teaching with outstanding pastoral care. His vision is to nurture academic ambition alongside confidence, character, curiosity and independence.

A part of the Mill Hill Education Group

A charitable collection of independent schools. Its aims of instilling values and inspiring minds has been a key focus since the founding of Mill Hill School in 1807. All schools share an educational philosophy around developing thoughtful and responsible pupils with a global outlook. School life combines academic rigour with a breadth of opportunities to develop young people able to flourish in an ever-changing world.



JOB DESCRIPTION

MARKETING AND COMMUNICATIONS

- Support the delivery of the School's marketing and communications strategy
- Develop engaging content across digital and print channels
- Maintain brand consistency across all communications and marketing materials
- Identify opportunities to raise awareness of Cobham Hall locally, nationally and internationally
- Promote the School's achievements, events, partnerships and student successes

DIGITAL MARKETING

- Manage and update the School website, ensuring content remains accurate, engaging and current
- Develop and deliver content across social media platforms including Instagram, Facebook, LinkedIn and TikTok
- Plan and maintain an annual content calendar
- Monitor engagement and analyse campaign performance using relevant analytics tools
- Implement SEO best practice to improve online visibility and website traffic
- Create and distribute email marketing campaigns and newsletters

CONTENT CREATION

- Write engaging news stories, articles, case studies and promotional copy
- Capture and edit photography and video content for marketing campaigns
- Produce creative digital assets using Canva, Adobe Creative Suite or similar software
- Support the production of prospectuses, admissions materials, advertising campaigns and publications

ADMISSIONS AND EVENTS SUPPORT

- Work closely with the Admissions team to support pupil recruitment and retention
- Assist in the planning, promotion and delivery of Open Mornings, Taster Days and major School events
- Gather testimonials, parent feedback and pupil stories to support admissions activity
- Help deliver a first-class visitor experience for prospective families
- Public Relations and Community Engagement
- Develop positive relationships with local media and external partners
- Identify opportunities for press coverage and media engagement
- Promote community partnerships and wider School initiatives
- Support communication with parents, alumni and the broader Cobham Hall community

REPORTING AND ANALYSIS

- Monitor recruitment trends, competitor activity and market developments
- Produce regular reports on campaign performance and enquiry generation
- Use data and insight to continuously improve marketing effectiveness and return on investment



PERSON SPECIFICATION

ESSENTIAL

- Degree-level education or relevant professional marketing qualification
- Previous experience in a marketing, communications or admissions role
- Excellent written and verbal communication skills
- Outstanding attention to detail and proofreading ability
- Experience managing social media channels and creating digital content
- Strong organisational skills with the ability to manage multiple projects simultaneously
- Ability to work both independently and collaboratively
- A proactive, positive and flexible approach
- Excellent IT skills, including Microsoft Office
- Commitment to safeguarding and promoting the welfare of children

DESIRABLE

- Experience working within education or the independent school sector
- Knowledge of website content management systems
- Experience using Google Analytics and SEO tools
- Photography and videography skills
- Experience using Adobe Creative Suite, Canva or equivalent design software
- Understanding of admissions and pupil recruitment processes



HOW TO APPLY

1

If you would like to apply for this role, please complete an application using the Apply button below.

APPLY

2

Our Guidance Notes for Applicants can also be found on the portal. Please complete the application by **9.00am on Tuesday 13 October 2026**.

Please note that we are unable to accept applications unless they are made on our own application form. Due to the large number of applications the School receives, please be aware that only shortlisted candidates will be contacted to be invited for an interview.

The Mill Hill Education Group reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

The Mill Hill Education Group is committed to safeguarding the welfare of children. As part of our Recruitment Checks, the appointed candidate will be subject to a Social Media and Enhanced DBS Check.

The Education Group apply for an Enhanced Disclosure from the Disclosure and Barring Service (DBS) for all positions at the schools which amount to regulated activity. The role you are applying for meets the legal definition of regulated activity with children.

If you are successful in your application you will be required to complete a DBS Disclosure Application Form. Employment with the schools is conditional upon the schools being satisfied with the result of the Enhanced DBS Disclosure. Any criminal records information that is disclosed to the schools will be handled in accordance with any guidance and/or code of practice published by the DBS. It is an offence for person barred from working with children to apply for this post.

The Mill Hill Education Group is committed to Equal Opportunities and welcomes applications from all sections of the community.

Successful applicants will also be expected to keep up to date with annual safeguarding training, DfE guidance and School specific safeguarding information.



Cobham Hall

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Part of Mill Hill Education Group