



QUEEN'S

JOB DESCRIPTION

Job Title:	Creative Marketing Executive
Hours:	37.5
Status:	Full Time
Salary:	£26,227.50 per annum

Responsible to: Head of Marketing

About The Job

Join the Marketing team at Queen's College, a bold and creative school with a digital-first approach to marketing. This is an early-career opportunity for someone looking to build a broad creative skillset across graphic design, video production and marketing, rather than specialising too early.

This is a varied, hands-on role where no two days are the same. Around 40% of your time will be spent creating engaging graphic design, 40% producing and editing video content, with the remaining time dedicated to helping develop and deliver marketing campaigns that make people stop, think and remember Queen's College.

We are looking for someone who is curious, creative and excited by the challenge of telling real stories in fresh ways. Rather than following the traditional independent school marketing playbook, you'll help create authentic campaigns that capture attention, spark conversation and give families a genuine insight into life at Queen's.

Whilst school admissions are paramount, this role extends beyond this. You'll help tell the stories of the whole College, creating campaigns that promote everything from holiday camps and sports facilities to venue hire, public events, performances and community initiatives, giving you the opportunity to work across a wide variety of audiences and projects.

Our team has a bold test-and-learn culture. You'll be encouraged to experiment with new ideas, try different creative approaches, measure what works and learn from what doesn't, without fear of failure. We believe the best marketing comes from curiosity, creativity and a willingness to keep improving.

We recognise that great ideas aren't always measured by years of experience. If you have strong visual and creative skills, we'd love to see what you can do, whatever stage you're at in your career.

Main Duties

- Create high-quality graphic design for social media, digital advertising, print, display, publications, events and the wider College.
- Film and edit engaging video content that captures the stories, people and personality of Queen's College.
- Contribute creative ideas for marketing campaigns from concept through to delivery.
- Help plan, create and publish content across the College's social media channels.
- Identify and tell authentic stories that showcase life at Queen's in a fresh and engaging way.
- Work alongside colleagues across the College to capture events, achievements and everyday moments.
- Support the delivery of integrated marketing campaigns across digital, print, email, web and events.
- Keep up to date with creative trends, new technologies and best practice in design, video and social media.
- Measure the success of campaigns and content, using insights to continually improve future work.
- Help maintain and develop the Queen's College brand across all marketing activity.
- Manage multiple creative projects simultaneously, ensuring work is delivered to a high standard and on time.
- Be an active contributor to the team's test-and-learn culture, bringing forward new ideas and creative approaches.
- Support the development and maintenance of the Queen's College website, helping to keep content engaging, accurate and up to date.
- Act as a guardian of the Queen's College brand, helping to ensure all marketing and communications are consistent, high quality and aligned with the College's visual identity and tone of voice.
- Undertake other reasonable marketing and creative duties, supporting colleagues and contributing to the successful delivery of projects and campaigns across the College as required.
- As a vibrant and busy College, some evening and weekend working will be required to capture events and support marketing activity. Time off in lieu will be provided in accordance with College policy.

Child Protection and Safeguarding

Safeguarding and promoting the welfare of children is everyone's responsibility. Everyone who comes into contact with children and their families has a role to play. In order to fulfil this responsibility effectively, all practitioners should make sure their approach is child-centred. This means that they should consider, at all times, what is in the best interests of the child (KCSiE 2026).

You must comply with the Queen's College Child Protection and Safeguarding Policy and Procedures and the requirement to report any concerns relating to the safety or welfare of children.

Additional Duties:

To undertake such additional duties as may be reasonably required commensurate with the level of responsibility within the College.

The post-holder will undertake assigned duties and responsibilities, ensuring that all actions are discharged within the regulatory and legislative requirements to which the College is subject.

July 2026

This job description is current at the above date. In consultation with the post holder it is liable to variation by the School to reflect actual, contemplated or proposed changes in or to the job.

Person Specification – Cover Supervisor

Qualifications/experience

- Experience working with children, ideally in a school.

Knowledge

- Knowledge of effective pastoral care and safeguarding and child protection issues.

Skills and Abilities

- Strong communication and interpersonal skills.
- Strong IT skills.
- Strong organisational and administrative skills.
- Ability to create and maintain strong, supportive relationships with staff and pupils.

Personal/professional qualities

- Ability to work in a way that promotes the safety and wellbeing of children and young people.
- Flexible and resourceful.
- High expectations of pupils
- Aspirational and empathetic; has a genuine belief in the potential of every pupil.
- Calm and confident
- Enjoys working with young people
- Good problem-solver, willing to learn and to go the extra mile.