



LITTLEGARTH
Big Opportunities

MARKETING & EVENTS ASSISTANT

(Part-Time, 0.5 FTE, Year-Round)

Required for June or September 2026

Littlegarth School
Horkesley Park
Nayland, Colchester
CO6 4JR

01206 262 332 | recruitment@littlegarth.org

MARKETING & EVENTS ASSISTANT

THE ROLE

To support the delivery of the school's marketing and admissions strategy, with a particular focus on developing and promoting the school, large scale events and initiatives that enhance the school's visibility and generate additional income.

Key aspects of the role are:

- the ability to identify and capture the unique stories, achievements and opportunities within the school, and use these to create engaging social media content,
- successfully market events, holiday programmes and other initiatives, taking a full and active part in planning and delivering them, liaising with a wide range of stakeholders.

This is an exciting opportunity for someone who enjoys both creativity and organisation, and who is keen to play a part in growing the school's events and wider initiatives.

KEY RESPONSIBILITIES

1. CONTENT CREATION & SOCIAL MEDIA

- Manage and develop the school's social media channels, understanding who our parents and prospective parents are; report to the Head; liaise with all relevant parties
- Proactively identify many opportunities to showcase school life every week (e.g. lessons, pupil achievements, activities and events) and plan campaigns and posts
- Create engaging content in keeping with the school's branding (posts, images, short videos, reels, blogs) or work with the IT department to bring your visions into life as engaging content
- Liaise with the IT Manager to keep the school website updated and contribute news stories, blogs etc.
- Monitor engagement and suggest ways to improve reach and effectiveness

2. EVENTS & INCOME-GENERATING INITIATIVES

- Support the planning, promotion and delivery of open mornings, tours, admissions events and other whole school events understanding who we are as a school and who our families are
- Play a key and pro-active role in developing and marketing events, holiday clubs, courses and other income-generating activities, communicating with a wide range of people and gaining buy-in from them
- Assist in identifying opportunities to expand the school's events and income programmes and bringing them to life
- Coordinate logistics including bookings, communications and materials
- Be in attendance as a key person for events
- Ensure all events are effectively promoted and captured for marketing

3. MARKETING

- Plan and assist with marketing campaigns for both admissions and additional school initiatives
- Support email communications to prospective and current parents
- Maintain marketing databases and mailing lists
- Work with staff to gather content and promote activities across the school
- Deputise for the Marketing and Admissions Coordinator when required

MARKETING & EVENTS ASSISTANT

PERSON SPECIFICATION

Essential

- Strong social media and digital communication skills
- Ability to identify opportunities and think creatively about promoting events and initiatives
- Successful experience of events promotion or marketing, or sales
- Good organisational skills and attention to detail
- Excellent written communication to a range of stakeholders, including prospective and current parents
- Excellent verbal communication, including phone manner; approachable
- Strong organisational skills
- Ability to inspire and enthuse others
- Proactive, positive and flexible approach
- Independent and also a team player
- Empathetic and understanding of the school and its families
- Keen to get involved, be physically active and work hard
- Enjoy meeting people
- Be presentable/professional in appearance

Desirable

- Interest in developing commercial or community initiatives
- Ability to navigate basic spreadsheets and school systems

WORKING PATTERN

- 0.5 FTE (Monday to Friday)
- Year-round role, with flexibility required around key events

SALARY

To be discussed at interview; competitive and based on experience.

HOW TO APPLY

Applications are on the school's application form, which can be found on the school's website: <https://littlegarth.org/vacancies>, and returned to recruitment@littlegarth.org for the attention of Kathy Uttley, Head.

Closing date for applications: Sunday 10 May 2026, midday

Interviews to be held soon after the deadline date.

We reserve the right to interview and appoint earlier than the closing date for strong applications.

Littlegarth School is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with current and past employers, online searches, and the Disclosure and Barring Service (DBS).

ADDITIONAL BENEFITS



EMPLOYEE ASSISTANCE PROGRAMME

Provides free and confidential advice, including a series of face-to-face counselling sessions, online and phone support and wellbeing app



WELLBEING INITIATIVES

- Staff room treats
- Regular 'thank yous'
- End of term celebrations



MEALS AND REFRESHMENTS

- Morning snack, fruit, tea and coffee available
- Lunch provided



OCCUPATIONAL HEALTH

Professional help to both staff and the school where work-related adjustments may be required



FINANCIAL WELLBEING

- Regular benchmarking of our salary scales
- Emergency financial assistance loan and salary advances
- Pension and biennial 1:1 pension advice



PROFESSIONAL DEVELOPMENT

- INSET and regular training opportunities to develop skills
- Apprenticeships



ADDITIONAL BENEFITS

- Kind and happy children
- Welcoming community of staff and parents
- Free car parking
- Beautiful 28-acre site with a multitude of wildlife, plenty of green spaces and fresh air