



Application pack for the post of  
**Marketing Assistant**  
Autumn 2025

[www.cheamschool.co.uk](http://www.cheamschool.co.uk)

Cheam School, Headley, Berkshire, RG19 8LD

# CHEAM | Marketing Assistant



## Overview

Cheam, a wonderful co-educational prep school on the Berkshire/Hampshire border, is looking for a Marketing Assistant. An outstanding opportunity to join the team at one of the leading prep schools in the country, Autumn term 2025.

We are looking for a digital and content savvy junior marketer who can bring ideas to life, helping to enhance the Cheam brand. This role would suit a creative, dynamic team player who will work closely with the Head of Marketing and the Registrar to help drive Cheam's marketing and admissions strategies.

This is a full-time, term time, position with occasional requirement to work on a Saturday / during the holidays.

## About Cheam School

Cheam was founded in 1645 and is one of the oldest prep schools in the world. Cheam is an IAPS boarding and day school with some 300 pupils, boys and girls, in the Prep School and approximately 70 in the Pre-Prep and Nursery. Cheam prides itself on its excellent all-round record academically, musically, artistically and on the sports field. The facilities are outstanding and in recent years the development programme has delivered new classrooms, a new library, music school, enhanced drama facilities (fully equipped studio), a Sports Centre, an Art, Design & Technology Centre, an Astroturf pitch and a staff village comprising six houses. The school feeds the top Public Schools in England, including Eton, Marlborough, Radley, Harrow, Wellington, Bradfield, St. Mary's Ascot and St. Mary's, Calne. The school is non-selective yet achieves consistently high standards academically through an inspirational and dedicated team of teaching staff.

Cheam School is situated in a stunning rural location ten minutes from Newbury and fifteen minutes from Basingstoke, just off the A339. It is surrounded by smaller towns and villages from which it draws many of its pupils.



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## The Role

Key responsibilities and duties.

The successful candidate will report directly to the Head of Marketing. Key responsibilities and duties will be as follows:

- Championing and growing the Cheam brand in new and exciting ways. Supporting with the creation and roll-out of impactful and engaging marketing campaigns including advertising, PR and digital marketing.
- To support with editing of the school website and the parent portal.
- Produce the weekly digital newsletter with support from other staff. To create fresh content and ideas to make the news engaging and informative.
- Create and post organic content on our social media channels, managing the content calendar to ensure a balanced stream of content that reflects our strategic pillars
- Create, post and manage paid social campaigns through Meta Ads manager, provide post-campaign reports, highlighting key performance metrics
- Copywrite and manage PPC campaigns when relevant
- Design and create advertising material for social and print campaigns for general marketing requirements and also Admissions and the Cheam Foundation events
- Co-ordination of filming for events, filming of the Head for internal communications to parents, filming of staff for internal communication. This is to include editing and uploading films. To liaise with the office team to ensure this communication is delivered to the relevant audiences at specific times.
- Photograph / film main events at schools, from galas, to workshops, fixtures and classroom activities that can be showcased on social media. To liaise with the teaching team to coordinate photography and filing on a weekly basis.
- Helping with updating online profiles and advertising.
- Support of research activities as required, including relevant sector and competitor analysis and information.
- Managing the marketing database to communicate with key groups.
- Support on all events such as Open Mornings, Move-up Mornings, Senior School Fairs and other marketing events both on-site and away.

*And to undertake other reasonable duties from time to time as the School may require.*

# CHEAM | Marketing Assistant



## Role Requirements

The role would suit someone looking to gain a broad experience in all aspects of marketing and communications. There will be a focus on digital marketing, so an interest in social-first content design and creation is essential. Experience in editing websites will also be required.

- Qualifications: Educated to A level (desirable) or degree level (desirable), as well as any other relevant qualifications.
- Professional background:
  - Experience of working in a marketing role is desirable.
  - Experience of working in a School is desirable but not essential.
  - Track record of successfully promoting a brand through social media.

### Knowledge and skills:

- Strong written and verbal communication skills, with excellent attention to detail and ability to proof-read efficiently and accurately.
- Numeracy skills that are sufficient to the requirements of the role, e.g. ability to understand digital performance metrics.
- Proven content and copy skills across multiple channels.
- Ability to use design programmes such as Canva, InDesign and/or Adobe Photoshop
- Strong digital marketing knowledge, including an understanding of Meta Ads Manager, Website Content Management System (CMS), Google Analytics, PPC and SEO.
- Proficiency in Microsoft Office programmes (PowerPoint, Excel, Word, Teams, Outlook)

### Personal attributes:

- Strong interpersonal skills and ability to build effective and successful relationships with both internal and external stakeholders.
- Ability to think creatively, work independently when required and be proactive.
- Tasks are wide reaching and varied so the individual must be highly organised and have fantastic time management skills.
- Enthusiastic, self-motivated, driven and able to act on own initiative, but also happy working within a close team environment.
- Someone who is excited by the prospect of promoting one of the country's most successful prep schools and who is able to reflect the values of Cheam and its ethos in everything they do
- Conscientious and flexible approach
- Willing to keep up to date with developments in the independent education sector, undertaking training as required
- Understanding and commitment to the welfare and safety of our pupils.

# CHEAM | Marketing Assistant



## Conditions of employment

*For guidance only and does not constitute an offer of form of binding contract*

- Ideally the start date would be September 2025
- This is primarily a term-time position at the School. 40 working hours per week (Monday to Friday, with a 30 minute paid lunch break) during term time (including 3 days at the start and end of each term). This comes with some flexibility but could be 8.30am - 4.30pm for example.
- In addition, the person will be required to work 10 days per year during holidays to help manage the School's year-round requirements and will be arranged with the Head of Marketing. It is envisaged that these hours will be spread through the School holiday, although there may be a focus on the Summer given a focus on the start of the academic year. It should be noted that School holidays at Cheam are circa 17 weeks a year in total.
- When school events are running in the evening such as Galas, Drama Productions etc, to attend and film/photograph the event. This represents in the region of 8 -10 evenings a year.
- There may be a requirement to work on a small number of Saturdays including Sports Day, Prize Giving and Open Mornings. This represents in the region of 5 Saturdays a year.
- Support staff contributory pension scheme with contributions from the School of 4% (based on a minimum of 4% employee contributions).

## Benefits

- Generous pension scheme
- Professional development
- School lunches
- Use of the school Gym and Cheam's wonderful facilities

## Salary

This will be competitive, according to experience and qualifications.

## Summary

This is an outstanding opportunity for someone with energy, passion and enthusiasm. Someone who is proactive, has a can-do attitude and wants to join a very happy and cohesive team that is driving the school forwards into a particularly exciting phase of its development.

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## How to apply

To apply, please complete the non-teaching application form found on our website [www.cheamschool.co.uk](http://www.cheamschool.co.uk) and forward along with a covering letter and full C.V. to Emma (Head of Marketing) at [ioulianoue@cheamschool.co.uk](mailto:ioulianoue@cheamschool.co.uk).

The application form requires the names, addresses and telephone numbers of two referees, one of which should be a present employer and one a previous employer. Please indicate clearly in your letter when it would be appropriate for referees to be approached.

## Key Dates

Closing date for applications: Friday, 20th June 2025

Interviews: Week commencing 23rd June 2025

The school reserves the right to call someone to interview before the application closing date.

*Cheam School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Applicants must undergo child protection screening, including checks with past employers and the Disclosure and Barring Service.*