



Lingfield College is a vibrant and successful 0–18 school, known for its warm community, excellent pastoral care and inspiring academic outcomes.

## Recruitment Pack

**Digital Marketing Executive**

Full Time: 40 hours per week

Closing Date: Wednesday 4<sup>th</sup> February 2026

Inspiring Exciting Futures



## Life at Lingfield

Lingfield College is a thriving independent day school for pupils aged 0–18, set on a green and spacious campus in the heart of Surrey.

As an all-through school, we offer a warm and welcoming environment where pupils grow with confidence from Nursery to Sixth Form.

We are proud of our grounded and friendly atmosphere - something visitors notice immediately. With around 900 pupils and 250 staff, our community is large enough to offer breadth and opportunity, yet small enough that every individual is known and valued.

At Lingfield, we believe education should develop the whole child. We encourage curiosity, confidence, kindness and ambition, supporting pupils to achieve their best academically while also nurturing their creativity, character and wellbeing.

All staff, both teaching and support, form part of a qualified and experienced team, united in a common goal: to inspire exciting futures for every Lingfield pupil.



Further information is available on the School's website  
[www.lingfieldcollege.co.uk](http://www.lingfieldcollege.co.uk)

See also the Muddy Stiletto's Schools Review  
[Click here for our review](#)



## Hello & Welcome

Welcome to Lingfield College, and thank you for your interest in joining our community. Lingfield is a vibrant, welcoming and forward-looking school where every colleague plays a meaningful role in our continued success and in the lives of our pupils.

Ours is a culture built on respect, collaboration and kindness. Staff work closely with one another, and with our pupils, to create an environment that is both ambitious and supportive. We equip our colleagues with the tools, training, and professional development needed to flourish in their roles, and we continue to invest in our facilities and digital strategy to enhance the experience for both staff and pupils.

Working at Lingfield is rewarding and purposeful, surrounded by friendly, like-minded people. Our 40-acre campus is set in the Surrey countryside, yet benefits from excellent transport links, with Lingfield station only a short walk away.

**Richard Bool**  
 Headmaster & Luna, Our Wellbeing Dog

# Digital Marketing Executive

## Department:

Marketing Department

## Location:

Whole School

## Contract:

Full time (40 hours per week).  
 Core hours: 8.30am – 4.30pm with paid lunch.  
 Some evening/weekend work required for events (TOIL provided).  
 28 days' holiday inc. bank holidays.  
 Flexible working options, including reduced school-holiday hours, may be considered.

## Closing Date:

Wednesday 4th February 2026

## Salary:

£30,000-£34,000 depending on experience

## The Department

The Marketing Department leads all digital and offline marketing for Lingfield College. Our purpose is to support admissions growth, enhance the school's reputation, and showcase our vibrant community through high-impact campaigns, content and communications.

We work closely with colleagues across the School and with external agencies to deliver a wide range of projects across digital, print, events, design, photography, video and communications ideas and initiatives will genuinely shape our digital presence.

## Role Overview

This is a central, hands-on and creative role within our Marketing Department — perfect for someone who lives and breathes digital storytelling and wants to take ownership of a varied, fast-paced and highly creative remit.

You will lead the creation of high-quality, story-rich digital content that reflects the vibrancy of school life, celebrates our pupils and staff, and strengthens Lingfield's visibility and reputation. From dynamic short-form video to social media strategy, photography, copywriting and website communications, you will be instrumental in shaping our digital voice.

Working across Nursery, Prep, Senior and Sixth Form, you'll spend time around the school capturing authentic moments, building relationships with staff and pupils, and identifying the stories that help families understand who we are. This is a role for someone proactive, imaginative and confident — someone who enjoys "getting stuck in," spotting great content opportunities and delivering work they are genuinely proud of.

You'll be joining a friendly and creative team where your ideas and initiative will genuinely shape our digital presence.

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*It's a highly professional and genuinely friendly place and it truly is a warm and welcoming community. The beautiful campus and amenities also make it an uplifting environment for both teaching and learning.*



**Andrew,**  
English Teacher

# Role Description

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Here is an overview of the responsibilities and how they will be involved in the day to day running of the School

## Digital Content Creation

- Capture high-quality short-form video and photography across the School.
- Edit content using Canva, CapCut, InShot, iMovie or Adobe tools.
- Produce engaging social-first assets, including reels, stories, interviews, graphics, and behind-the-scenes content.
- Repurpose and clip footage provided by the external videography agency for social use.
- Create longer-form written content (blogs, profiles, features) to support web and digital storytelling.
- Maintain a GDPR-compliant digital asset library and manage image permissions.
- Work with external videographers to plan, brief and schedule long-form video projects across the academic year.
- Coordinate with staff, secure permissions and support filming days as needed.
- Repurpose delivered footage for social media, website and digital marketing.
- Ensure all content is accurate, on-brand and aligned with safeguarding guidance.

## Social Media & Channel Growth

- Lead the planning, creation and scheduling of daily content across Instagram, Facebook, LinkedIn, YouTube and potentially TikTok and Threads.
- Be a visible presence around the School, proactively gathering stories and moments that reflect daily school life.
- Build strategic monthly content calendars to support engagement and recruitment.
- Write compelling, platform-tailored copy for diverse audiences.
- Moderate comments and messages, ensuring timely, professional engagement.
- Analyse channel performance, track trends, and provide monthly insights and recommendations.
- Conduct competitor benchmarking within the independent school market.

## Digital Strategy & Paid Advertising

- Support the delivery of paid digital advertising campaigns (Meta Ads, Google Ads).
- Assist with audience targeting, creative refinement and messaging.
- Monitor performance and report on results with actionable insights.
- Contribute to digital growth strategies across platforms, informed by trends and data.



## Website & Email Communications

- Update and maintain website content via the School's CMS.
- Support SEO best practices (metadata, tagging, page structure, content optimisation).
- Create and send digital newsletters and targeted emails.
- Assist in improving user journeys and website experience.

## Campaigns, Events & Wider Marketing

- Support major campaigns such as Open Mornings, Sixth Form recruitment and Results Day.
- Capture content at School events (some evening/weekend work with notice).
- Assist with print materials, advertising, collateral and admissions communications.
- Liaise with external creative suppliers where needed.
- Contribute to annual content planning and thematic storytelling.

## Brand, Data & Administration

- Champion the Lingfield brand identity, tone and visual consistency across all touchpoints.
- Track and report on digital performance using platform insights and analytics tools.
- Provide clear, data-informed recommendations.
- Support general administrative tasks within the Marketing team.



# Person Specification

It is expected that the successful applicant will have and can demonstrate the following.

## Candidate Profile

The successful candidate will join a friendly, collaborative and ambitious Marketing team.

We're looking for someone who:

- Is Digital-First: Naturally tuned into social trends, short-form video, storytelling formats and how content performs across different platforms.
- Is Confident & Collaborative: Comfortable directing pupils and staff for quick shoots, building rapport and working closely with all departments in a warm, professional manner.
- Is Creative & Curious: Always spotting moments others walk past, full of ideas, and eager to experiment with new tools and content styles.
- Is Organised & Self-Motivated: Able to manage multiple priorities, work at pace, and take ownership of their output with pride.
- Is Development Focused: Sees this role as a chance to step forward professionally, building new skills and contributing to a creative, ambitious team.

## Experience, Knowledge, Skills

### Essential

- 1–3 years' experience in a hands-on, multi-channel marketing or content role.
- Strong photography and short-form video capture/editing skills.
- Proven experience managing professional social media channels.
- Excellent written communication, copywriting and grammar.
- Proficiency with Canva (essential) and video editing tools (desirable) such as CapCut, InShot or Adobe or similar.
- Strong organisational and time-management skills.
- High digital literacy and ability to learn new software quickly.
- Confident communicator able to build rapport with a wide range of stakeholders.

### Desirable

- Experience working within education or the not-for-profit sector.
- CIM or equivalent marketing/communications qualification.
- Familiarity with website CMS platforms and SEO principles.
- Experience with email marketing tools (e.g. Mailchimp, HubSpot).
- Experience working with external suppliers, photographers or videographers.
- Adobe Creative Suite skills (InDesign, Photoshop, Premiere Pro).



# Let's Work Together



Hello, I am Cathryn, Head of HR. Please feel free to get in contact with the HR team if you need any support with any part of the application process.

**Cathryn Marsden, Head of HR**



Explore all our current vacancies at:

<https://www.lingfieldcollege.co.uk/i/work-with-us>

If you're considering joining Lingfield College, we're already delighted.

Ours is a community built on warmth, ambition and genuine collaboration — a place where people feel valued and where the work you do has real purpose.

If you're looking for a role that challenges you, supports you and allows you to make a meaningful impact, you may well find your next step here.



## How to Apply

- Please submit your CV and a covering letter outlining your interest in the role and your suitability for the position to [hr@lingfieldcollege.co.uk](mailto:hr@lingfieldcollege.co.uk) by Wednesday 4<sup>th</sup> February 2026.
- If you would like an informal discussion about the role, our HR Team will be happy to help. [hr@lingfieldcollege.co.uk](mailto:hr@lingfieldcollege.co.uk)
- Please also complete the Equal Opportunities Monitoring form, which will be separated from your application on receipt.



## Further Information

To see more information in regards to our recruitment and applicant policies. Please head to our website or scan the following QR code:



Any queries to:  
[hr@lingfieldcollege.co.uk](mailto:hr@lingfieldcollege.co.uk)

Lingfield College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. All applicants will be subject to child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

We are equally committed to equality, diversity and inclusion. We welcome applications from all suitably qualified candidates and provide a supportive working environment where every individual is treated with fairness, respect and value.



Lingfield College provides a generous package of benefits to support, reward and care for our staff. These are just a few of the advantages of being part of our community.



### Location

Easy access from Surrey, Sussex and Kent, with good transport links.



### Free Lunches

Hot meals with veggie options, plus salads and soup. Tea, coffee and subsidised breakfast items provided.



### Health Plan

Complimentary Level 1 Medicash Health Plan, with the optional upgrades available.



### Pension Scheme

Employer contribution scheme.



### Parking

Free car parking is available.



### Fee Remission

Reduced term fees for staff with a child at the school.



### Development

Strong commitment to CPD, coaching and career progression.



### Sports Facilities Access

Free access to our fully equipped on-site gym



### Social & Wellbeing

Exclusive staff social events from crafts, yoga, Theatre trips and more



### EV Car & Bike Scheme

Cycle to Work and Electric Vehicle schemes.



### Employee Assistance Programme

Confidential support accessible when staff need it most.



### Staff Rewards

Access thousands of discounts and perks through the Reward Me Now app.



## Directions at a Glance

### Arriving via M25

- Exit at Junction 6 → A22 south towards East Grinstead / Lingfield Racecourse.
- At Blindley Heath, turn onto B2029 towards Lingfield
- Continue through Lingfield; at both mini roundabouts, take the first exit.
- Prep School: Continue past the main entrance to the Racecourse; the Prep School entrance is on your left.
- Senior School: Continue under the railway bridge, then left into St Piers Lane.

### Arriving from Edenbridge

- Take the B2028 towards Lingfield.
- Senior School: Turn right into St Piers Lane, before the railway bridge.
- Prep School: Continue under the bridge, then turn right into the entrance.

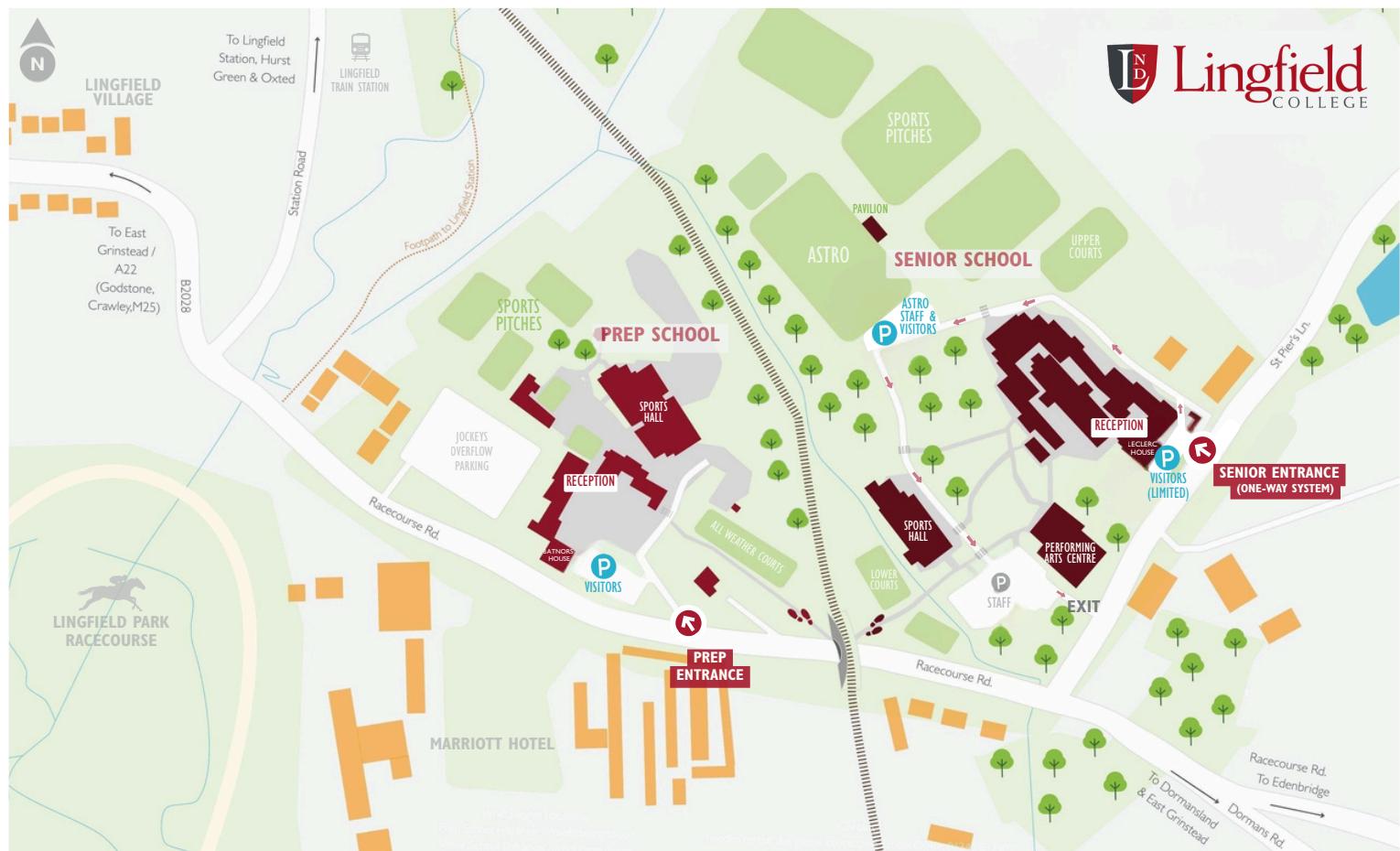
## Parking & Arrival Steps

### Prep School

- When the gates are closed, please press the call button on the left-hand side and a member of staff will open them for you.
- Park in the Visitors' car park on your left.
- Once parked, head through the archway and turn right at the wooden gates to the Prep School Office.

### Senior School

- Limited visitor parking is available in front of Le Clerc House.
- If this is full, follow the one-way system to the Astro parking.
- Report to Reception, in the main building.



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Working at Lingfield has been an amazing experience for me to not only develop myself professionally but also build strong connections with colleagues across support departments and teaching



# *Inspiring* Exciting Futures



# Lingfield COLLEGE

Prep School & Nursery  
Racecourse Road, Lingfield,  
Surrey, RH7 6PH

Senior School & Sixth Form  
St. Pier's Lane, Lingfield,  
Surrey, RH7 6PN

Telephone: 01342 832407  
[www.lingfieldcollege.co.uk](http://www.lingfieldcollege.co.uk)

