

Communications Marketing Manager

October 2026



Welcome

Thank you for your interest in Haileybury. This is an exciting opportunity to join a highly successful school which is moving forward with confidence and purpose.

Haileybury was recently selected as one of the 100 best private schools in the world and our last inspection was outstanding. Interest in the School from prospective families is as strong as ever.

We are a dynamic, outward-looking and future-oriented school. We offer a 21st Century relevant curriculum and our pupils leave school with the values, skills and credentials they will need to thrive.

Through our team of dedicated staff and as a result of exceptional facilities across our remarkable campus, we are able to offer our pupils an extraordinary range of opportunities.

We are ambitious and we pursue excellence, but Haileybury's success is built on the strength of the relationships across our community.

If you feel excited by the prospect of being a member of a dynamic and successful team, then we would welcome your application.

Eugene du Toit
The Master



The School

Haileybury is a co-educational boarding and day school for pupils aged 11-18. There are currently over 900 pupils at the School. Demand for places and pupil numbers has increased dramatically in recent years.

The Haileybury of today enjoys an excellent worldwide and national reputation. This reputation is primarily based on the very high standard of education that is provided at the School. This was reflected in the report written by the ISI Inspection team who visited the School in October 2025. The report gives a clear picture of a progressive, ambitious school which offers its pupils the very best all-round education. A copy of the report can be viewed [here](#).

Haileybury is a dynamic, outward-looking and future-oriented school. It aims to provide high academic achievement, outstanding pastoral care and a rich and varied co-curricular programme; we want our pupils to leave school as confident, rounded and ambitious individuals. As a large, diverse community, the fundamental values of service, kindness and respect are essential. Pupil voice is important and there are many opportunities for pupils to express their opinions, including an active Pupil Senate. The team of teaching and operations staff are dedicated and highly professional.

Haileybury comprises a dedicated Lower School (Years 7 and 8), a Middle School for Years 9-11 and a Sixth Form of around 360 pupils. All Senior School pupils are boarders or day pupils in one of the 12 senior Houses. There is also boarding House in our vibrant Lower School. The Houses are set within the extensive campus grounds, and most of the teachers are also accommodated within 5 minutes walk of the School. The sense of community at the School is especially strong.

Haileybury has a vibrant academic culture. Its curriculum model is distinct and in the Sixth Form pupils have the choice of following the International Baccalaureate Diploma Programme (IBDP) or A levels. The most popular UK university destinations include Oxbridge and the Russell Group; Haileybury's pupils also achieve places at top North American and European universities.



The role

Haileybury is seeking to appoint a Communications Marketing Manager to lead the development and delivery of effective communications across the School.

The Communications Marketing Manager is responsible for developing and delivering engaging communications and marketing activity that strengthens Haileybury's reputation, reflects the School's ethos and values, and supports pupil recruitment and community engagement.

The role has ownership of the School's physical brand presence, printed and recruitment materials, public relations activity and communications supporting key recruitment events. Working closely with the Director of Marketing and Admissions, Digital Marketing Manager, Admissions, Events and Development teams, the postholder will ensure that communications are consistent, compelling and aligned with the School's wider marketing objectives.

This is a permanent, full-time position working 37.5 hours per week, Monday to Friday.

The Communications Marketing Manager will report to the Director of Marketing and Admissions.

The purpose of this job description is to set out the current principal duties of the post. It does not detail every individual task, and employees are required to undertake such tasks and duties as are allocated to them from time to time in accordance with the role.

This job description will be reviewed annually as part of the School's annual performance review process.



Haileybury

Responsibilities

The Communications Marketing Manager will:

- Work with the Events team and the Digital Marketing Manager to support recruitment events by planning, market and supporting these important recruitment events, information evenings and showcase events.
- Work with the visits team in Admissions to recommend the most appropriate way to showcase the school through tours and associated collateral and follow up.
- Own and develop the main prospectus and admissions collateral including copywriting, photography and layout.
- Ensure standardisation and adherence to physical branding on school campus including uniforms, signage, banners and merchandise.
- Write engaging copy, tailored to different audiences across print (and digital) platforms to showcase the best of Haileybury.
- Plan, deliver and develop advertising for pupil recruitment in trade magazines, local press and community boards.
- Work closely with the PR agency to coordinate the right stories and editorials to showcase the school in the best light including pupil achievements, campus upgrades, sports victories, charity events and education innovation.
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- Support the Director of Marketing and Admissions in drafting official statements and responses in unexpected campus events .
- Develop the parent newsletter and work closely with the digital marketing manager on distribution.
- Line manage the in house designer
- Manage relationships with external creative partners and Digital Marketing Manager, ensuring high standards and timely delivery.
- Ensure compliance with safeguarding, GDPR and image use protocols.



Haileybury

Other requirements

Safeguarding and Child Protection

All employees must be aware of their responsibilities for promoting and safeguarding the welfare of children and young persons with whom they may come into contact whilst at Haileybury. Employees must comply with the School's Safeguarding and Child Protection Policy and must be familiar with how to raise any safeguarding or child protection concerns.

Health and Safety

In accordance with the Health and Safety at Work etc. Act 1974 and associated legislation, all employees must comply with relevant health and safety procedures and guidance at all times. They must be familiar with, and assist the School in the implementation of, its Health and Safety Policy which is available on the School Portal.

Employees must also adhere to any requirements arising from, or relating to, any relevant risk assessments, Control of Substances Hazardous to Health (COSHH), PPE, and manual handling. Specifically, employees must carry out all duties in a manner which does not endanger themselves or others.

Data Protection

All employees must comply with the School's Data Protection Policy, and must carry out their duties in a manner which is consistent with this policy and data protection legislation generally.

Equality and Diversity

Employees must comply with the School's equality, diversity and inclusion policies and practices in force from time to time and must carry out their duties in a manner which does not discriminate against any person on the grounds of any protected characteristic.

Code of Conduct

Employees at Haileybury are expected to work together cooperatively showing respect, courtesy and helpfulness to others at all times. Employees should work to actively support and promote the School's positive ethos and culture, and must act in accordance with the School's Staff Code of Conduct.



Person specification

Qualifications, Skills and Experience

- Degree-level qualification in Marketing, Communications or a related discipline, or equivalent relevant experience.
- Proven experience in marketing, communications, PR or a similar role, ideally within the education sector.
- Strong digital skills and experience delivering multi-channel marketing and communications campaigns.
- Excellent copywriting, editing and verbal communication skills, with the ability to adapt content for different audiences.
- Strong understanding of brand management and maintaining consistent messaging and visual identity.
- Excellent organisational and project management skills, with the ability to manage competing priorities and deadlines.
- Experience managing sensitive communications and working appropriately in challenging or time-critical situations.
- Strong stakeholder management and relationship-building skills.
- Ability to use data and feedback to evaluate activity and identify opportunities for improvement.

Personal Attributes

- Creative, proactive and innovative, with the ability to develop engaging ideas and content.
- Confident, approachable and professional, with excellent interpersonal skills.
- Highly organised, adaptable and able to work effectively under pressure.
- Collaborative and solutions-focused, with a willingness to work flexibly across the School.
- Discreet and trustworthy, with sound judgement when handling sensitive information.
- Excellent attention to detail and commitment to high standards.



Benefits

Staff have the opportunity to utilise the School's wonderful facilities including fitness suite, tennis centre, and swimming pool, at certain times.

Staff are also provided with lunch within our magnificent dining hall.

Other benefits include cycle to work scheme, EV scheme, pension, and group life assurance.

Professional development and learning sit at the heart of the School, and the successful post-holder will be joining a vibrant intellectual community.

Our staff body is collegiate and supportive, and staff wellbeing is prioritised. The School has a full-time Health and Wellbeing Centre and Chaplain.



Application process

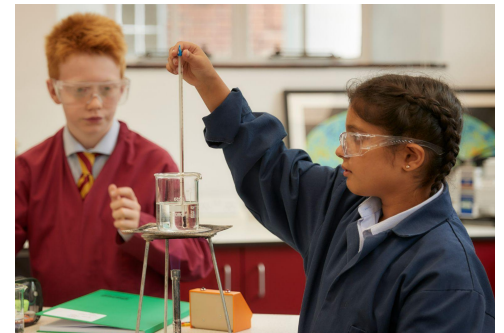
To apply for the above position, please complete the application form in full, with reference to the job description and return it to hr@haileybury.com by **Monday 12 October 2026 at 12 noon**.

Please be aware that we cannot consider an application unless the application form has been filled in completely, including details of your full employment history.

The School reserves the right to make an appointment before the closing date; candidates are therefore encouraged to apply as soon as possible.

The School has a diverse pupil body and is committed to its strategy of equal opportunity, diversity and inclusion. We encourage applications from candidates with a wide range of backgrounds to enrich our collective knowledge and experience. Appointments will be made on merit.

Haileybury is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Applicants for the above post must be willing to undergo child protection vetting, including reference checks with previous employers, prohibition checks and a criminal record check via the Disclosure and Barring Service.





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