



DURSTON HOUSE

# Marketing Officer Candidate Information Pack

Required for  
immediate start

Closing date for applications:

Monday 23 February  
2026



St Paul's School  
GROUP

# Employee Benefits

At Durston House we offer a range of benefits, which include:

Generous pay scales

Training and Development Opportunities

A contributory pension scheme

Remission of fees for children of staff

Free daily hot/cold lunches, tea, coffee and biscuits during term time

Generous holiday entitlement

Employee Assistance Programme

*'Values of kindness, respect and independence shine through.'*

—Good Schools Guide Review 2024

## Key Facts about Durston House

- Girls & Boys aged 3 - 13
- 315 Pupils
- Located in Ealing, West London
- Day School with Breakfast Club & After-School Care Provision
- 15 pupils - Average Class Size
- 6.75 acres of Playing Fields
- Less than 10 miles from Central London
- 7 TFL bus routes across neighbouring boroughs



# Welcome to Durston House School



Durston House is a leading London prep school for girls and boys aged 3 – 13, located in Ealing, West London. An education at Durston House is based upon academic rigour through excellent teaching, encouraging pupils to explore, question, take risks, and develop their creativity, communication and teamwork – all central to successful life-long learning. At Durston we have a fine record of preparing pupils for top Senior Schools in London and beyond. We take pride in the true and visible diversity of our community and embrace pupils and staff from all ethnic, cultural and religious backgrounds.

Durston House places an emphasis on high standards of work and targets that are commensurate with each pupil's personal development. We believe that it is hugely important to create an educational environment that encourages all pupils to be curious and enthusiastic about their opportunities to learn and grow. We place our pupils at the centre of everything we do, making sure that every opportunity is taken to enable each pupil to flourish.

Lessons are delivered in a range of ways, taking account of different learning styles and preferences, and the certainty that pupils should explore and experience practically, not just from a textbook. Workshops, Outings, Trips and outdoor adventures complement the classroom experience across all year groups. Throughout the school there is an After-School Activities Programme, offering a wide range of activities from chess, coding, skateboarding, photography and many more! After-School Activities at Durston House aim to inspire, enthuse and develop curiosity in pupils.

Durston House is a founding member of a group of leading, not-for-profit preparatory schools committed to delivering the best in education – the St Paul's School Group, effective from 1 January 2026. The Group brings together strong, pupil-centred prep schools in partnership with St Paul's School, combining long-established traditions with forward-thinking leadership while each school retains its own identity and excellence. Further details can be found at this link: [stpaulsschoolgroup.com](http://stpaulsschoolgroup.com).

**Mr Giles Entwisle, Headmaster**

# The School

Founded in 1886, the school has a proud and long history of achievement in partnership with parents and the local community. The school encourages pupils to be active participants in their learning and lives; to revel in success; to celebrate effort; to expect challenge; to take calculated risks and to develop independence.

Pupils thrive in an environment of support, academic challenge and high expectations. Our ability to develop exceptional people cannot be separated from our rich history.

*“A school where they chant their Latin verbs, can plot countries and can hold a conversation with an adult knowing what’s going on in the world, “ summed up by one happy mum.*

—Good Schools Guide Review 2024

Durston House School employs over ninety full-time and part-time staff in both teaching and support roles. The school offers a dynamic and inspiring environment for any teaching professional. In addition, the diversity of support roles available provides a wealth of opportunities for a whole range of specialists and professions – from Administration, Finance and IT, to Buildings and Grounds Maintenance.

As a member of staff, you will be encouraged to develop your skills and experience through our professional development programme. You will be part of a friendly and welcoming school community.



# The Role

Durston House is seeking to appoint an organised, proactive and creative Marketing Officer to support the delivery of the School's marketing objectives.

Working under the direction of the Headmaster and Senior Management Team, with oversight from the Head of Marketing (St Paul's School), the post holder will provide operational and administrative support to the marketing function, contributing to the recruitment and retention of pupils.

The role is available on a full-time or part-time basis, with core hours of work 8.00am–4.00pm, and offers some flexibility including the option for home working, subject to operational requirements.

The Marketing Officer will support engagement with current and prospective parents and pupils across a range of channels, ensuring that all marketing activity reflects the School's ethos and adheres to its brand guidelines. Salary will be commensurate with experience.

## Main Duties and Responsibilities

- Support the implementation of the agreed marketing plans for the school, under the direction of SMT and the Head of Marketing (St Paul's School)
- Oversee the production, preparation and coordination of key promotional materials and update when required including, prospectus materials, magazines, digital advertising, website, social media, newsletters, videos, media releases and offline advertising etc. ensuring outputs are accurate, timely and approved before publication
- Support the consistent presentation of the Durston House brand within the St Paul's School Group through high quality presentation at all points of contact with the public
- Work closely with the Registrar on all aspects of entry and recruitment – supporting a tone that reflects a caring, vibrant and academic environment when dealing with prospective and current families
- Promotion of the Durston House ethos with current parents, friends, staff, feeder schools, the media and the local community
- Support the development of links with national and local media, under guidance
- Support and assist the Headmaster in producing high quality presentations for Open Mornings and other significant events for current and prospective parents
- Liaise with photographers and videographers to produce high quality media for promotional material and presentations
- Draft press releases and submit to relevant publications and local media in liaison with the Headmaster
- Support and assist with the production of newsletters that are sent to existing parents
- Develop the link with the Durston House Parents Association (DHPA) and the Old Durstonian Association (ODA) and enhance their partnership in marketing the school
- Work with Heads of Department in promoting outreach opportunities with a marketing cross-over (e.g. multi-school sports events/Art Exhibition/Language days etc.)

## Website

- Maintain and update the website
- Support SEO activity, liaising with external agencies and web developers as directed
- Support initiatives to increase website engagement
- Assist and support contributions of news from staff
- Update educational websites where information for Durston House is held e.g. Good Schools Guide, IAPS etc.

## Social Media

- Support and contribute to the development and delivery of the Social Media strategy
- Create a content strategy for the relevant channels, working closely with teaching staff
- Monitoring the existing platforms and make approved responses where required

## Events

- Support the organisation and planning of Marketing events that promote the school and reflect its Ethos and School Missions, in liaison with SMT and the Maintenance Team (e.g. Open Mornings)
- Prepare and disseminate information about Events
- Create and maintain an Events Calendar
- Assist with the evaluation of events and marketing activity
- Support the branding elements of key events including signage, displays and merchandise
- Provide marketing support for the school's annual Induction activities for pupils, including preparation of materials and event communications

## General

- Track marketing expenditure and provide information to support budget monitoring
- Prepare marketing updates and reports for review by SMT and the Head of Marketing ( St Paul's School)
- Regularly review other schools' activity and changes in the school market
- Participate in training and developments activities and programmes
- Attend major school events, such as Open Mornings, Carol Service and School Concert, outside normal school hours
- Attend all Staff Study Days, according to Term Dates for Staff
- Comply with, and assist with the development of policies and procedures, and reports all concerns to an appropriate person, in respect of:
  - Safeguarding of pupils
  - Health, safety and security
  - Confidentiality
  - Data protection
- Maintain best practice in the School's marketing and communications, mindful of legal requirements such as GDPR and best practice

## Meetings

- When appropriate, report to Senior Management Team (SMT) meetings to report on marketing and admissions
- Attend SMT Meetings when required
- Attend full staff meetings when possible

## Working Time Beyond Agreed Hours

If the Marketing Manager is required to attend the meetings and/or events, as above, beyond normal hours, overtime will not be paid unless actually working or carrying out a specific responsibility.

## Person Specification

### Qualification and Skills

#### Desirable

- Educated to degree level with appropriate qualifications in Marketing and related fields
- Familiarity with the UK independent school's sector
- Awareness and experience of issues relating to safeguarding the health, welfare and safety of children

### Experience and Knowledge

#### Essential

- Professional marketing qualification or equivalent experience
- Experience of working in a fast-paced environment, ability to work under pressure at busy times and to work to deadlines
- A commitment to continued professional development
- Proficiency in MS Office (MS Excel, MS Word and MS Outlook) database packages and internet systems
- Proficiency using InDesign and the Adobe Package
- A proven interest in digital channels
- Knowledge of existing and emerging web tools and social media platforms

### Abilities, Skills and Attributes

- Superb interpersonal and influencing skills with the ability to build and maintain effective working relationships with colleagues and stakeholders at every level
- Enthusiastic, pro-active, flexible and self-motivated to achieve goals and continuously improve performance.
- A creative problem-solver with the ability to think ahead
- Impeccable attention to detail
- Excellent administrative and organisation skills; with good attention to detail and the ability to use initiative and prioritise workload

# How to Apply

**Durston House will only accept applications from candidates completing the relevant Application Form in full. CVs will not be accepted in substitution for completed Application Forms.**

1. If you would like to apply for this role, please download the application form from the school website.
2. Your application form should be completed and returned to **recruitment@durstonhouse.org** by **Monday 23 February 2026**.

We reserve the right to appoint before the closing date for an exceptional candidate.

## Safeguarding Statement

*Durston House is committed to safeguarding and promoting the welfare of its pupils and expects its entire staff to share this commitment. The successful applicant will be subject to child protection screening, including checks with past employers and the Disclosure Barring Service. We will carry out online searches on shortlisted candidates as part of our due diligence checks. This will include publicly available information on social media and other online platforms.*

## Equality, Diversity and Inclusion Statement

*Durston House School is committed to equality, diversity and inclusion. We encourage applications from a diverse range of suitably qualified candidates.*



# DURSTON HOUSE

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Registered Charity No. 294670



**PART OF THE ST PAUL'S SCHOOL GROUP**

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