



Marketing and Communications Officer

Full time

For September 2026

Information for Applicants

About Austin Friars

Austin Friars is a leading Augustinian coeducational school for children of all faiths, aged 3–18, serving the local areas of north Cumbria and southwest Scotland. It has for a long time been the first-choice school for parents considering independent day education in the region. The School has a strong reputation for providing a high-quality, all-round education which meets the individual needs of each child, being particularly proud to offer far more than just an excellent academic education.

Austin Friars was established in 1951 by the friars of the Order of St Augustine to offer a boarding education for Catholic boys in Cumbria and the city of Carlisle. Girls were first admitted in 1986, and boarding ended in 1998. St Monica's was established in 1985, on the same site as Austin Friars, as a school for boys and girls of primary age. In 2003, the formal amalgamation of the two Schools established Austin Friars as a single school for students aged 3–18. While maintaining its traditions, the School has, in recent years, broadened its outlook and celebrates the Christian liturgical calendar in ways that both reflect its Catholic roots (history, ethos and ideals) and the practice of the wider Christian family, catering for the needs of all pupils in a truly inclusive environment.

The School has a distinctive mission, ethos and values, reflecting its strong ties with the Augustine community worldwide. Its relatively small size fosters a warm and supportive atmosphere, and pastoral care is a particular strength.

Most pupils live within a 30-mile radius of the School, with a small number from overseas. A broad and rigorous curriculum encourages high achievement alongside sporting, cultural and personal development. Classes are small, allowing pupils to benefit from individual attention and acquire knowledge and understanding appropriate to their individual needs. Learning support is an integral part of the curriculum for those who will benefit.

The School has created a purposeful atmosphere in which all students can achieve their best in a wide and varied range of subjects as well as beyond the classroom. Pupils are provided with every opportunity to develop their talents to the full, moving towards adulthood in a happy and fulfilling environment where all are valued and encouraged. Teaching a mostly traditional curriculum, pupils have opportunities to pursue a wide range of options according to their interests and abilities.

The School's website can be viewed at www.austinfriars.co.uk

The Post

The position of Marketing and Communications Officer will report to the Head of School.

The Person

A supporter of independent education is absolutely essential, as is the need to understand, support and promote the Augustinian values and ethos of the School as enshrined in the School's mission statement.

Qualifications

Educated to degree level or an equivalent level of skills, knowledge and professional experience. (Candidates without a bachelor's degree but with equivalent professional experience are encouraged to apply).

Holding a recognised marketing qualification would be an advantage.

Responsibilities

Marketing and Brand Management

- Develop and deliver creative marketing campaigns that enhance the school's visibility and reputation.
- Maintain the school's brand identity by ensuring consistent use of logos, templates, tone of voice and visual assets across all communications.
- Produce high-quality marketing materials including brochures, prospectuses, adverts, leaflets, presentations and promotional literature.
- Manage the annual marketing budget, ensuring effective allocation of resources and strong return on investment.

Digital Marketing and Content Creation

- Manage and update the school website, ensuring content remains accurate.
- Oversee the school's social media channels, creating engaging content that reflects daily school life and key strategic priorities.
- Plan and deliver digital campaigns, including paid advertising where appropriate, to support admissions and brand awareness.
- Monitor performance across digital channels and use analytics to inform future campaigns and content strategy.

Communications and Public Relations

- Identify and develop newsworthy stories from across the school community.
- Write and distribute press releases, articles and media communications to strengthen local and regional press coverage.
- Build and maintain positive relationships with media contacts, partners and external stakeholders.
- Draft and edit written communications including newsletters, speeches, reports, donor communications and parent-facing materials.

Photography, Videography and Creative Production

- Capture and coordinate photography and video content to support marketing, communications and archival needs.
- Provide creative support for departments requiring promotional or event-related media.
- Oversee the creation of visual content for digital, print and internal display purposes.

Admissions and Recruitment Support

- Work closely with the Admissions Registrar to support pupil recruitment and retention initiatives.
- Develop targeted campaigns to promote key entry points, scholarships, events and open days.

Events and Community Engagement

- Support the planning, promotion and delivery of major school events - including open events, community initiatives and celebratory occasions.
- Coordinate marketing activity for internal and external events to maximise attendance and engagement.
- Help strengthen relationships with parents, alumni, donors and the wider community.

Reporting and Strategic Development

- Produce regular reports on marketing activity, campaign performance and audience engagement.
- Track trends, competitor activity and sector developments to identify new opportunities.
- Contribute to the school's wider strategic objectives by providing marketing insight and recommendations.

Skills and Experience

- Significant experience in a marketing and communications role preferably in a school or other educational environment, to include developing plans and strategies in accordance with organisational objectives.
- Experience of digital marketing
- Experience in copywriting
- An eye for design and the ability to use the Adobe Suite (including Photoshop, InDesign and Premiere Pro) would be helpful.
- A fluent communicator in English and a high level of written and oral communications skills
- Experience of generating positive PR and handling the media
- Demonstrable experience in developing and maintaining a strong organisational brand.
- Experience of managing agencies, designers, printers or other key stakeholders in marketing and communications activities
- Ideally, experience in schools marketing and an appreciation of the aims of independent education.
- Experience of managing budgets would be an advantage.
- Pro-active approach to planning and prioritising work, with the ability to use initiative.

- Proficient in the use of Microsoft Office.

The Appointment

Applications should include:

- Completed application forms parts A and B.
- A supporting letter of application.

Austin Friars is an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, the Disclosure and Barring Service and Prohibition checks if appropriate. The appointment will be subject to the satisfactory outcome of the DBS Enhanced Check. In addition to candidates' ability to perform the duties of the post, the interview process will also explore issues relating to safeguarding and promoting the welfare of children.

Candidates invited for interview will have the opportunity to have a tour of the School.

One referee should be the applicant's current or most recent employer. Please note that references will not be accepted from relatives or from people writing solely in the capacity of friends. References will be sought prior to interview and the School may approach previous employers for information to verify particular experience or qualifications, before interview. Where an applicant is currently working with children, the current employer will be asked about disciplinary offences relating to children and whether the applicant has been the subject of any child protection concerns and if so, the outcome of any enquiry or disciplinary procedure. Where an applicant is not currently working with children but has done so in the past, that previous employer will be asked about those issues.

All candidates invited to interview must bring documents confirming any educational and professional qualifications referred to in their application form. Where originals or certified copies are not available for the successful candidate, written confirmation of the relevant qualifications must be obtained from the awarding body.

Where the successful candidate has worked or been resident overseas in the past five years, the School will carry out such checks and confirmations as may be required in accordance with statutory guidelines. If relevant, the School will also verify the right of foreign nationals to work in the UK.

All candidates invited to interview must also bring with them:

- A current passport (if you do not hold a current passport, or you do not hold a British passport, then further evidence will be required as proof of the right to work in the UK).
- Driving Licence – photocard.
- Documentation evidencing your current address (e.g., utility bill, bank statement). This documentation must be no more than 3 months old and must not be printed from the internet.
- Where appropriate, any documentation evidencing a change of name (for example, marriage certificate).

All applications should be clearly marked:

Confidential – Marketing and Communications Officer

And emailed to hr@austinfriars.co.uk for the attention of Mrs Yanina Palmer
or by post to:

Mrs Yanina Palmer, HR Department, Austin Friars, Etterby Scaur, Carlisle, Cumbria, CA3 9PB

Closing date

No later than 12noon on Friday 24th July 2026.

Interviews scheduled for week commencing 27th July.

Starting date September 2026.