



QUEEN'S GATE
SCHOOL

APPLICANT INFORMATION

Digital Marketing Assistant

Fixed-term (January to
August 2026), Part-time

125-126, 131-133 QUEEN'S GATE
SOUTH KENSINGTON
LONDON
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QUEEN'S GATE SCHOOL TRUST LTD
REGISTERED CHARITY NO. 312724





WELCOME FROM THE PRINCIPAL



Welcome to Queen's Gate School, and thank you for taking the time to review our application pack.

Queen's Gate is a happy, bustling GSA school for girls aged 4-18. Located in South Kensington, London, we are ideally placed to take advantage of the many educational opportunities on offer nearby. We are a close-knit community of around 500 pupils, and are proud of our light-hearted atmosphere, where we promote individuality, authenticity and creativity. Our intake is broad, and we pride ourselves on valuing each girl for her own gifts and talents. Our pupils leave us to a range of higher education institutions across the UK and abroad, and the breadth of their chosen degree courses speaks to our success in fostering our pupils' interests across the academic spectrum and beyond.

We encourage all our girls to be bold in their dreams and to seek to exceed their potential. We are firm in our belief that to do so, our girls must feel happy and secure, and so as a School we aim to

provide a warm, supportive environment in which our girls can grow, explore and aspire.

Likewise, we are committed to offering a workplace where our staff can develop their skills and advance in their careers. We have a generous CPD budget, and encourage networking with colleagues at other GSA schools. A number of our staff serve as governors for other schools, which we are also pleased to facilitate.

We hope the information supplied in this pack will leave you keen to come and be part of all that makes us such a special place. We are a school where our hard work is underpinned by good cheer and genuine camaraderie, and we would be delighted to receive your application to join us.

With warmest wishes,

Amy Wallace
Principal

ABOUT US

Queen's Gate is located on Queen's Gate itself, inhabiting five of the iconic Victorian terraces: three are mostly used by the Senior School, while the remaining two are given over to the Junior School; however, there are many shared spaces and a constant flow of pupils and staff between the two buildings. Although we do not have much outside space of our own, we are spoilt by what the local area offers. Girls make regular visits to the nearby museums and Hyde Park, while sport takes place at a range of nearby leisure facilities, including the River Thames for rowing.

We are relatively diverse in the nationalities represented in our pupil and staff body, and are proud of the way this enriches the experience of all those within our community. Our standard entry points are 4+, 7+, 11+ and 16+. We follow a broadly English curriculum, culminating in GCSE and A Level examinations. Our pupils leave us for universities across the UK, including Oxbridge and other Russell Group institutions, as well as looking further afield; we have alumnae studying in Canada and the US, including at a number of Ivy League colleges.

Our intake is relatively broad, and we are exceptionally proud of the results our girls achieve. We have pupils performing at the highest levels in Music, Drama and Sport. Currently, we have girls competing internationally in Fencing, Volleyball and Athletics, another playing in the National Youth Orchestra, and one in the National Youth Theatre. We have an extensive programme of enrichment activities, as well as a plethora of trips to destinations in the UK and abroad.

Queen's Gate's stated aims are to create a secure, happy, yet stimulating environment in which each girl can realise her academic and personal potential.

Our ethos is one of celebrating each girl as an individual, and allowing her to explore her own interests and gifts. We facilitate this through our extensive academic curriculum (we offer 28 subjects at A Level) and a higher-than-normal amount of choice at GCSE. Scholarships are awarded for academic merit but also to those demonstrating exceptional talent in, and dedication to, Sport, Music, Drama and Art. The School is committed to widening access, and offers a number of means-tested bursaries.

We place great emphasis on the importance of pupils' happiness and wellbeing, which we support through outstanding pastoral care, our extensive co-curricular programme and an open determination to inject fun wherever possible.

Our girls have no uniform, and our dress code allows them enormous scope to explore their own sense of style and to come to school feeling comfortable and confident in what they are wearing. Girls have many opportunities to provide feedback or present their own ideas, particularly in terms of charity events, which are a regular feature.

The Senior Management Team currently comprises the following staff members:

- Principal
- Vice Principal
- Bursar
- Director of the Junior School
- Director of Studies
- Director of Pastoral Care
- Assistant Director of Pastoral Care
- Assistant Director of Studies (Pupil Progress)
- Assistant Director of Studies (Pedagogy)
- Head of Sixth Form

The Junior School has an additional leadership team with individuals leading on teaching and learning, pastoral care and co-curricular/operations.

Our Board of Governors maintain regular contact and incorporates professionals from a range of fields. We are also fortunate to benefit from a strong and supportive PTA.

THE ROLE



We wish to appoint a Digital Marketing Assistant to join our small Marketing Team. Ensuring our school is well-positioned in the crowded London day school market is crucial for our ongoing success, and this role will have the opportunity to contribute to our ongoing marketing strategy as well as maintaining our many existing strengths in this area.

This is a new role, and would suit someone who is looking to move into a marketing career. Likewise, this role will involve direct engagement with our pupil body, so this could also suit someone considering a career in the education sector.

This is a fixed-term role from January to August 2026. This role is part-time, and the precise hours and pattern of work will be agreed with the successful candidate.

The draft job description is below, but may be adjusted to take into account the expertise of the successful candidate.

Responsibilities:

- Managing our website, including supporting the Marketing Team with content creation
- SEO
- Digital advertising
- Supporting the Director of Admissions with analytics and reporting
- Supporting the Director of Admissions with email marketing
- In liaison with the Creative Marketing Assistant, managing our existing social media presence and looking to develop this further
- Supporting marketing events such as Open Evenings and Taster Days
- Providing some administrative support to the Director of Admissions at key times of the year
- Helping develop and maintain our various databases of prospective parents
- Liaising with external organisations such as The Good Schools Guide, The Independent Schools Show

The salary is £25,000 to £35,000 FTE dependant on experience and qualifications.

THE PERSON

Qualifications	Essential	Desirable	Method of Assessment
A good honours degree (any subject considered)	●		Appropriate original certificates
Higher degrees and/or other relevant qualifications		●	Appropriate original certificates
Membership of professional body relevant to subject		●	Appropriate original certificates

Basic Skills, Characteristics & Competencies	Essential	Desirable	Method of Assessment
Excellent understanding of digital marketing	●		Opportunities at interviews to recount experience
Knowledge of current marketing practices in the independent schools sector		●	Questions asked during interviews
Excellent communication skills, including written communication	●		Interviews and in tray task
Advanced research skills		●	Opportunities at interviews to recount experience and interview task
Awareness of Health and Safety procedures in a School		●	Teaching lesson Opportunities at interviews to recount experience
A willingness to undertake appropriate training to develop skills and knowledge	●		
Awareness and understanding of safeguarding and welfare of children, including the ability to form and maintain appropriate relationships and personal boundaries with children and young people	●		Opportunities at interviews to recount experience
Awareness of GDPR and understanding of its application in School life		●	Teaching lesson Opportunities at interviews to recount experience

Experience	Essential	Desirable	Method of Assessment
Experience of working in a relevant marketing setting		●	Application Interviews References
Experience of working with young people		●	Application Interviews References

Personal Qualities	Essential	Desirable	Method of Assessment
Sense of humour	●		Interviews References
Enthusiasm and energy	●		Interviews References
Self-motivation	●		Interviews References
Commitment	●		Interviews References
Patience and diplomacy	●		Interviews References
Flexibility, resilience and excellent organisational skills	●		Interviews References
Ability to seek and take advice	●		Interviews References

APPLICATION PROCESS

Queen's Gate is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The post is exempt from the Rehabilitation of Offenders Act 1974. The School is therefore permitted to ask shortlisted applicants to declare all convictions and cautions on a self-declaration form in advance of attending an interview (including those which are "spent" unless they are "protected" under the Disclosure and Barring Service ("DBS") filtering rules) in order to assess their suitability to work with children.

The School may carry out online searches on shortlisted applicants, for which all such applicants will be required to provide details of their online profile, including social media accounts, as part of their application. Prior to employment commencing, successful applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the DBS.

Successful applicants will also be required to produce evidence of qualifications, identity, and the right to work in the UK. Two references will be taken up, one of which will be with the most recent employer. They will also be required to complete our Health Questionnaire.

All those working at Queen's Gate share in our responsibility to safeguard and promote the welfare of the children and young people in our care. This will include completing regular training and maintaining a good awareness of key policies and procedures relating to our safeguarding duties. Where a role has specific or additional responsibilities in relation to safeguarding, this will be detailed within the job description.

All candidates are also requested to complete an online Equal Opportunities Monitoring Form. This can be found at the end of our application form. The form will be separated from your application on receipt. The information on this form will be used for equality monitoring purposes only and will play no part in the recruitment process.

Queen's Gate School is committed to ensuring that all job applicants and members of staff are treated equally, without discrimination because age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex and sexual orientation. We welcome applications from all sections of the community.

To apply for this role, please complete our application form which can be found on our website: www.queensgate.org.uk/about-us/employment-opportunities

Please return a completed application form, along with a covering letter to the Principal, to recruitment@queensgate.org.uk

The closing date for applications is **Monday 1 December 2025 at 12pm**. We reserve the right to close the application process early if a suitable candidate is found.

