



Gordon's School

Development and Marketing Administrator – Job description

Reports to: Development Director
Team: Working within the Development team
Hours: 30 hours per week term time plus two weeks. Some evening and weekend work to attend the events required

Main Purpose of the Role

The Development and Marketing Administrator plays a vital supporting role within the busy and varied Development & Community Team. The team is responsible for strengthening the school's connections with former students (Gordonians), delivering engaging communications, organising events, building partnerships, and supporting fundraising and commercial activity – including our growing Enterprise provision.

This role provides day-to-day administrative and marketing support across all areas of the team's work, including web content, social media management and advertising campaigns. It offers the opportunity to contribute creatively and practically to a wide range of exciting projects and events that extend Gordon's reach and impact.

Key Responsibilities

- Provide general administrative support to ensure smooth team operations
- Assist with communications to parents, alumni, and stakeholders
- Draft and schedule content for social media and email newsletters
- Help manage and update the school and Enterprise websites
- Support marketing for the Enterprise department, including the creation of flyers, adverts, and digital campaigns
- Maintain and update stakeholder and alumni databases
- Assist in organising and delivering events, including careers and alumni events, fundraising campaigns, and Enterprise activities
- Manage school merchandise orders and second-hand uniform sales
- Support the school's online ticketing and booking systems
- Assist with research on prospective donors, sponsors, or partners
- Provide admin support for visiting careers speakers and enterprise initiatives
- Work collaboratively within a small, proactive team across a range of projects

This job description is not intended to be a comprehensive definition of the post and will additionally include any task which may reasonably be required of the post holder to complete as part of the role. It will be reviewed annually and may be subject to modification or amendment after consultation.

Person Specification

Essential:

- Strong organisational and administrative skills
- Excellent attention to detail
- Friendly, professional, and confident communicator
- Comfortable using Microsoft Office and learning new systems
- Able to manage multiple tasks and prioritise effectively

- A team player with a proactive and flexible approach
- Confident using social media in a professional or marketing context

Desirable:

- Experience in a school, alumni, events, or fundraising environment
- Familiarity with Canva, WordPress, or basic website content management systems
- Understanding of digital marketing, advertising platforms, or SEO
- Knowledge of CRM systems or databases
- Interest in communications, marketing, or event planning

Gordon's School is a State Boarding and Day School 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 appropriate screening including a DBS check.