

STOVER

NURTURE | INSPIRE | PREPARE

Marketing Assistant

Candidate Brief

Full time, 42 weeks a year, permanent · £24,500

Welcome to Stover School

Stover School is an independent, co-educational day school in South Devon for children aged 3 to 18. It provides an education which nurtures, prepares, challenges and inspires each pupil.

From early beginnings as the Chestnut School in Newton Abbot in the late 1920s, Stover was founded on its present site in 1932 by Mrs Joan Key (née Dence). The 64-acre site forms the core of Stover Park, the historic estate of the Templer family from the 18th century.

Through the generosity of the Key family, the school became an educational trust in 1956.

Our approach combines an experiential, globally minded curriculum with strong values rooted in family and Christian principles. Our vision is simple: to nurture, inspire and prepare pupils for a life full of curiosity, confidence and purpose.

In the foothills of Dartmoor, in the heart of Devon's countryside and a few miles from the sea, we are a close and warm community working towards one goal: the education of children from the early years until they become young adults.





Welcome from the Head

Thank you for your interest in the role of Marketing Assistant at Stover School.

Stover is a truly independent, non-selective, co-educational day school for pupils aged 3 to 18, set in 64 acres of parkland on the edge of Dartmoor. We are a friendly, local school with a global outlook, and our vision is to nurture, inspire and prepare every pupil for a life of curiosity, confidence and purpose.

We have a wonderful story to tell, and we now need someone to tell it brilliantly. As we approach our centenary in 2032, we have set a clear ambition to grow to 500–550 pupils, supported by a new sports hall and community facilities and our candidacy for Round Square.

I am looking for someone who shares Stover's values, loves working as part of a team and enjoys the energy and variety of school life – someone who takes pride in capturing and sharing the moments that make Stover special, in the classroom, on the sports field and on stage.

This role could suit one person with a broad range of creative skills or be shared between two people whose strengths complement each other, such as a confident writer and storyteller alongside a talented designer or digital specialist.

Please do get in touch if you have some, but not all, of the skills listed. Enthusiasm, a good eye and a willingness to learn matter just as much as experience, and we will support the right person or people to grow in the role.



Caroline Ward

Head

Our School

Class sizes are modest and standards high. Stover has a long-standing reputation for excellence in music, drama and the expressive arts, alongside a thriving sports department and an exciting and extensive co-curricula programme.

As a non-selective school, we are extremely proud of our academic results. 2026 brought the school's strongest A Level results in 17 years, and the best GCSE results since 2018 (discounting the estimated results during the COVID pandemic).

At A Level, over 41% of papers were awarded A* or A grades and 63% of the cohort achieved A* or A grades, across 13 subjects including all three Sciences, Mathematics and English Literature.

At GCSE, 90% of papers were graded 4 or above, and over half of all papers achieved grade 6 or above.

What comes next. Planning permission is in place for the first phase of our masterplan: a sports hall with covered courts, a multi-use games area and new classrooms. Our candidacy for Round Square, the global network of schools committed to experiential, character-based education, has been approved.

Each of these is a story waiting to be told well.

3–18
Early Years to Sixth Form

64 acres
Historic parkland estate

Outstanding academics
Non-Selective School

2032
Our centenary









JOB DESCRIPTION

The Role

The Marketing Assistant supports the delivery of Stover's marketing and communications activity, helping to attract new families and strengthen engagement with the school community.

This is a hands-on, creative role combining copywriting, photography, video, social media and the production of printed and digital materials. You will work closely with the Development & Growth Manager, Communication & Retention Lead and Admissions Manager to showcase school life, support campaigns and events, and maintain a consistent Stover style.

Reports to	Development & Growth Manager, working across the marketing, communications and admissions team.
Contract	Full time, term time plus, 42 weeks; permanent.
Job Share	Applications for a job share are welcome, with responsibilities divided according to complementary skills in copy and content creation, digital marketing and design.
Salary	£24,500 for the full-time, 42 week role: pro rata for a job share
Focus	Creative marketing support: engaging copy and content, social media, digital and print design, and event coverage to support pupil recruitment and retention.
Start date	As soon as possible

The Marketing Team

A newly shaped four/five-person department, balancing external growth with retention and exceptional customer experience.



Key Responsibilities

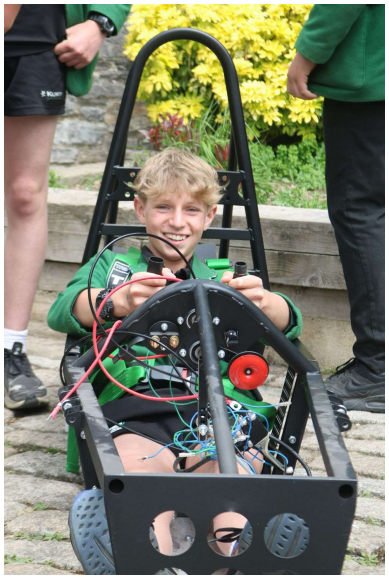
For a job share, responsibilities may be allocated between postholders according to their skills in copy and content creation, digital marketing and design.

Content & copywriting

- Write and proofread engaging copy for the website, newsletters, social media and marketing materials.
- Gather news and stories from across the school, showcasing pupils' achievements and everyday school life.
- Adapt content for different audiences, maintaining a consistent Stover tone of voice.

Digital & Social Media

- Create, schedule and publish content across the school's social media channels in line with the agreed content calendar.
- Capture photographs and video of lessons, activities and events for use across digital and printed communications.
- Update website content and support digital campaigns promoting open days, school events and pupil recruitment.



Design & brand

- Produce attractive, on-brand materials, including brochures, posters, prospectuses, displays and event programmes.
- Prepare artwork for print and digital use, following Stover's brand guidelines.
- Maintain an organised collection of photographs, videos and design files, ensuring content is suitable for its intended use and follows the school's consent procedures.

Events & team support

- Support the promotion and delivery of open days, recruitment events and school activities.
- Provide photography, video and social media coverage of school events, including occasional evening and weekend activities as agreed.
- Work closely with the Development & Growth Manager, Communication & Retention Lead and Admissions Manager to deliver marketing tasks accurately and on time.



Person Specification

This role suits a creative, organised individual who enjoys bringing stories to life through words, images and design. Experience in a school setting is desirable, but relevant experience from other sectors is equally welcome. We welcome applicants with a broad range of skills or complementary strengths suitable for a job share.

Experience · essential

- Experience of creating marketing materials or communications through employment, study or voluntary work.
- Producing engaging written content and/or digital and print design, supported by examples of your work.
- Working to deadlines and managing several tasks at once.
- Using digital tools and social media to communicate with different audiences.

Experience · desirable

- Marketing or communications in a school, education or community setting.
- A relevant qualification in marketing, communications, design or a related subject.
- Photography, video editing, print production or prospectus design.
- Updating websites, preparing email newsletters or using social media analytics.

Skills

- Strong skills in copywriting and content creation and/or design using software such as Adobe Creative Suite or Canva.
- Good written English and close attention to accuracy, spelling and presentation.
- An eye for engaging stories and visuals, with the ability to follow brand guidelines.
- Well organised: able to plan ahead and respond to opportunities for fresh content.

Personal qualities

- Creative, enthusiastic and hands-on, with a willingness to learn.
- A warm, confident communicator who builds positive relationships with staff and pupils.
- A collaborative team player who welcomes feedback and contributes ideas.
- Professional and discreet when handling information and images.
- A commitment to safeguarding and promoting the welfare of children.
- An interest in school life and a willingness to support events.



'The school is a happy and busy community where school leaders promote an inclusive and supportive environment where pupils feel valued and are well cared for.'

ISI Inspection Report, Spring 2024



Benefits

- Generous holiday entitlement plus statutory bank holidays
- Contributory pension scheme
- Generous fee remission for children
- Complimentary lunch when the Dining Hall is operating
- Annual professional membership subscriptions
- A workplace on a 64-acre parkland estate on the edge of Dartmoor

'The aims of the school to nurture, challenge and inspire are clear to all pupils who respect one another and behave well.'

ISI Inspection Report, Spring 2024



Safeguarding and the welfare of children

Stover School is committed to safeguarding and promoting the welfare of children and young people, and expects all staff to share this commitment. The post holder must follow the school's Child Protection Policy at all times and report any concern about a child's safety or welfare to the Designated Safeguarding Lead or the Head.

The duties outlined are not an exhaustive list and may be altered to include other tasks commensurate with the role, as directed by the Head in liaison with the Bursar.









How to Apply

Please complete the Stover School application form explaining what you would bring to the role and how your experience matches the person specification, returning to hsymons@stover.co.uk We are unable to accept a CV on its own. Please refer to our website at www.stover.co.uk where additional information, school policies and videos can be viewed.

If you would like a tour or an informal conversation about the role before applying, please contact Helen Symons, 01626 359909.

CLOSING DATE	INTERVIEWS	START DATE
5pm Friday 20th November	w/c 30th November	As soon as possible

Shortlisted candidates will be invited to interview at Stover School. We reserve the right to appoint before the closing date, so early applications are encouraged.

The appointment will be subject to the satisfactory completion of all pre-employment checks required in schools, including an enhanced Disclosure and Barring Service check, references and an assessment of medical fitness for the role. Other checks will be made in line with current legislation and Keeping Children Safe in Education. Shortlisted candidates will be asked to declare any criminal record or information that would make them unsuitable to work with children. The contract of employment will be between the post holder and the Governors of Stover School.

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