



Interim Marketing Assistant (4 months initially with possibility to extend)

Purpose of the role

To address a current resource gap within the Marketing and Admissions team, we are seeking to appoint an interim Marketing & Events Assistant.

Role overview

Based at our 52-acre campus in Edinburgh, this is an exciting early career opportunity to work in a fast-paced marketing team that sits at the heart of delivering our school's new strategy. Suited to a recent graduate or early career marketing assistant with great content creation skills, a wealth of ideas, a passion for digital and an eye for detail, the primary focus of this role is to create engaging, timely and high-quality social media content that supports the School's brand and showcases everyday life at Watson's.

With a busy calendar of recruitment events, school activities and campaigns, the successful candidate will help us tell our story in an engaging and entertaining way to prospective parents, current families and members of our Watsonian community.

In addition to content creation, the role will provide administrative support for our programme of recruitment events, helping ensure events are delivered efficiently and to a consistently high standard. We value ideas, creativity and energy and are looking for someone who brings their own passion and enthusiasm to the role as well as a talent for writing copy and digital content creation.

Job description

The Interim Marketing & Events Assistant will support the Marketing and Admissions team by creating compelling social media content, promoting our brand, and assisting with the administration and delivery of pupil recruitment events.

Key responsibilities

Social media and content creation

- Proactively attend school events, activities and key moments to capture engaging photo and video content.
- Plan, create and publish a variety of social media content, including:
 - Brand awareness posts

- Event promotions
- Organic content showcasing everyday life at Watson's
- Short-form video and visual content.
- Work with colleagues from across the school to identify content opportunities that align with marketing objectives.
- Ensure all content reflects the Watson's tone of voice, brand identity and guidelines.
- Create high-quality graphics and visual assets using Canva.
- Assist with maintaining the social media content calendar and scheduling posts where required.

Events & administrative support

- Provide administrative support for recruitment and admissions events.
- Assist with event logistics, communications, registrations and preparation of materials.
- Support the Marketing and Admissions team with general administrative tasks as required.
- Contribute and attend recruitment events.

The successful candidate will demonstrate:

- A proactive, enthusiastic and self-motivated approach.
- Excellent organisational and time management skills, with the ability to manage multiple priorities.
- Confidence in identifying content opportunities and working independently.
- Strong written communication skills and an eye for engaging digital content.
- Proficiency in Canva and confidence creating content for social media platforms.
- Excellent attention to detail.
- An understanding of branding and the importance of maintaining consistent brand standards.
- Strong interpersonal skills and confidence engaging with staff and pupils while capturing content.
- Flexibility to attend school events as required.

Key attributes

We are looking for someone who is:

- Creative and curious.
- Highly organised, dependable and proactive.
- Adaptable and willing to get involved across a wide range of activities.
- Self-motivated.
- Passionate about storytelling and digital communications.

Location

George Watson's College, Colinton Road Campus

Working Hours

Full time (36.25 hours per week) with the requirement for some evening and weekend work to cover school events which will be part of weekly agreed full-time hours.

Grade and Salary

Grade 2, Salary Range £27,903 - £31,138

Reporting to

Marketing and Communications Manager

Benefits

Eight weeks annual leave (two to be taken at Christmas and New Year, automatic enrolment in the contributory support staff defined contribution pension scheme, Membership of the Galleon Club (the school's fitness club)

Start date

1 October 2026

Term

4 months initially with the possibility to of extension