

**Keystone Knowledge**  
**Recruitment Pack**

# **Content Marketing Executive**

**March 2026**



## What we do

At Keystone Knowledge, we work with schools and trusts on an operational and strategic level. We are passionate about the importance of good education and supporting school leaders to improve on industry standards and bring school operations and teaching practice together to create truly great schools. We work in areas such as finance, internal scrutiny, HR and trust growth to assist senior leaders and school business management with solutions that ultimately facilitate better outcomes for students and pupils.

## About this role

We are looking for a creative and ambitious Content Marketing Executive to join our growing business.

You'll work closely with the leadership team to help maintain and deliver our marketing and go-to-market strategy, helping us generate high-quality leads that convert whilst building brand awareness.

With experience in B2B content creation, you will play a central role in enhancing our online presence via our new website, creating content that engages customers and showcases our services whilst highlighting our culture and values.

You will also create and deliver campaigns via multiple channels including our social media platforms and email.

This role is a hybrid between time in our Ashby de la Zouch office and working from home.

## About you

We care much more about getting the right person to work with us, than what paper qualifications you may have. However, it is likely that the right person will have:

- ✓ At least 2 years experience of B2B content creation
- ✓ Strong copywriting and content creation skills, including graphic on Canva
- ✓ Strong organisational skills, with the ability to manage multiple stakeholders and priorities
- ✓ Ability to work flexibly and react quickly to opportunities, creating content that reflects current priorities
- ✓ Ability to research and keep up to date with current issues affecting the sector
- ✓ Excellent attention to detail
- ✓ Experience with CRM and marketing platforms/tools (e.g. HubSpot, Google Analytics, MailChimp, Canva, Wordpress, Joomla)
- ✓ A strong work ethic, always able to organise effectively within a small dynamic team and take ownership of actions and outcome.

## Why join us?

Here at Keystone we're a friendly bunch who are passionate about making a difference in the education sector. We care about our team and offer a flexible, hybrid working environment alongside some other nice perks:

- ✓ A friendly, people focused environment with great values
- ✓ Contributory pension scheme
- ✓ Flexible working arrangements
- ✓ Working from home arrangements
- ✓ Generous holiday pay scheme, including 25 days paid leave, bank holidays and bonus Christmas to New year closedown
- ✓ Director's discretionary bonus
- ✓ Access to Discounts at 100's of retailers and service providers through PerkBox™
- ✓ Employee Assistance programme, supporting mental and physical health
- ✓ Your birthday or other celebration day as paid leave if it falls on a workday

## Job Profile

<b>Role title</b>	Internal Audit Officer (Internal Scrutiny)
<b>Department</b>	Operations
<b>Salary</b>	£28,000 to £30,000 per annum, FTE
<b>FTE</b>	Part time (0.6, 22.5 hours) Permanent
<b>Location</b>	Hybrid working between the Keystone office and work from home. (The ability to travel to client schools on occasion may be required)
<b>Reporting to Responsible for</b>	Senior Leadership N/A

## **Core Purpose**

To ensure that the responsibility of the role is carried out in a way that reflects the vision and values of Keystone Knowledge. Observing company policy, practice, and procedures.

To contribute to a culture of a personal approach and vision to creating outstanding education.

To create compelling content and deliver via multi- channel campaigns to generate high quality leads that convert to clients.

## **Role-specific responsibilities:**

Working closely with our team and external Digital Marketing Manager, you will:

- Create compelling content including website copy, white papers, blogs, emails, case studies, lead magnets, videos and images
- Plan and execute multi-channel campaigns including website, email and social media to drive awareness, engagement, and leads
- Own and maintain the editorial calendar, ensuring a consistent flow of fresh, sector relevant content
- Conduct market and competitor research to inform messaging and campaign direction
- Optimise content for SEO through well-structured web copy (with guidance from the Digital Marketing Manager)
- Stay ahead of social media trends and platforms used by the sector, proactively suggesting innovative ways to engage our audience and increase reach
- Become a product expert and translate features into clear, benefit-led messaging
- Support Sales and Aftersales campaigns by providing content packs for campaigns and events
- Track and analyse content performance to optimise future campaigns
- Contribute to website updates and administrative tasks to support the team's success

### **General responsibilities:**

- Work in accordance with our policies and champion our vision and values, maintaining the company's reputation
- Observe the health and safety policies and procedures
- Invest time in your own development; attend training, undertake personal research and identify opportunities for your continued personal development.
- Recognise that Keystone is a growing business and undertake all reasonable requests in line with your position
- Work to the highest standards of corporate and social responsibility
- Be committed to our ethics and values in relation to equality, diversity and inclusion.

## Person specification

Role Title                    Content Marketing Executive (0.6)

Department                Marketing

Assessed by  
application  
(A) or at  
interview (I)

### Attainment and Qualifications

#### Essential

Batchelor degree in marketing, media or similar, or equivalent experience

A  
A/I

#### Desirable

CIM level 6 or similar marketing qualification

A

### Experience

#### Essential

Two plus years in B2B content creation for lead generation

A/I

Experience of using CRM, CMS and marketing platforms/tools (e.g. HubSpot, Google Analytics, MailChimp, Canva, Wordpress, Joomla)

A/I

Experience tracking and analysing performance, using insights to optimise content

A/I

#### Desirable

Experience of not for profit or education settings

A/I

Experience of working in an SME

A

### Skills and Knowledge

#### Essential

Understanding of how content drives SEO, engagement, and conversion

A/I

Ability to research and keep up to date with current issues affecting the sector

A/I

Strong copywriting and content creation skills including graphic design (Canva)

A/I

Email marketing

A/I

Social Media growth

A/I

#### Desirable

Knowledge and understanding of consultancy-based work

A/I

### Personal Disposition

Strong organisational skills, with the ability to manage multiple stakeholders and priorities

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Ability to work flexibly and react quickly to opportunities

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Excellent attention to detail

I

A strong work ethic, always able to organise effectively within a small dynamic team and take ownership of actions and outcome.

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### Others

Ability to obtain a successful DBS check (carried out by Keystone)

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## How to Apply

We currently advertise our open positions on LinkedIn™ and via our website: [www.keystoneknowledge.com](http://www.keystoneknowledge.com). We welcome enquiries related to the job. To apply, please submit a cover letter no longer than two pages of A4 along with your complete CV to [HR@keystoneknowledge.com](mailto:HR@keystoneknowledge.com). Your cover letter should explain why you are interested in this position and what skills you can bring to Keystone Knowledge.

While we strive to provide feedback to all applicants, depending on the number of applications received, there may be other options. If you are still waiting to hear from us within four weeks after the application deadline, please assume your application has not succeeded. Please note that we reserve the right to close the position earlier than the deadline if we receive sufficient suitable applications.

Contact us:

Web: [www.KeystoneKnowledge.com](http://www.KeystoneKnowledge.com)

Email: [hr@keystoneknowledge.com](mailto:hr@keystoneknowledge.com)

Phone: 01332 278032

