





MARKETING AND ASSISTANT ADMISSIONS OFFICER

Required February 2026 (or sooner)

Permanent, 40 hours per week, term time only plus 15 days

The position

Saint Nicholas School is seeking a talented Marketing and Assistant Admissions Officer on a permanent contract for a February (or sooner) start. Reporting to the Headmaster and Bursar, the post holder will be an excellent communicator, responsible for the development and promotion of Saint Nicholas School's brand across a mix of marketing channels, including overseeing the roll out of the school's new website, and will play a key role in the organisation of marketing events such as open days. The Marketing and Assistant Admissions Officer will work alongside the Admissions Officer to plan, deliver, and review PR and marketing plans to promote and grow the school to prospective parents, as well as communicating effectively with existing parents, showcasing pupils' achievements and activities at the school. This is an exciting opportunity for the successful candidate to devise and lead an innovative marketing strategy and have the opportunity to work in an ambitious and high-performing school, where pupils are at the heart of everything we do.

The successful applicant

The successful candidate will have previous experience and a successful track record within communications, marketing or PR. They will possess creative flair in creating or commissioning photography, videography, or design work. We also value personal skills and attributes including excellent communications and organisational skills, self-motivation, and attention to detail. Excellent IT skills and a high level of consistency, accuracy and integrity are pre-requisites, as is a strong understanding of using social media to boost pupil numbers. The successful applicant will have a solid understanding of marketing and communications, especially digital channels, including Instagram and TikTok and be keen to deepen knowledge and develop further within the role. This role requires a proactive, analytical, and highly organised professional who can design and execute marketing strategy focused on cost-effectiveness, measurable impact, and strong return on investment (ROI). The successful candidate will play a central role in optimising the admissions conversion journey, strengthening the school's brand presence, and ensuring consistent, high-quality communications both internally and externally. As part of the Admissions team, you will help tie together marketing and sales processes to drive enrolment growth.

The role is permanent, term time only plus 15 days, 40 hours per week 8.30am to 5.00pm Monday to Friday. Actual salary for the position is £30,437 which represents Point NA31 on the Saint Nicholas Support Staff pay scale (FTE £36,340)

The successful candidate must be available each year for five Saturdays, for open mornings, Speech Day, and other school events as required, as well as some evening events and August GCSE results day (dates agreed in advance).

We offer a wide range of benefits to school staff including training and development opportunities, up to 50% fee reduction for children of staff (after completing one year), contributory pension, occupational health scheme, great career opportunities and free lunches (during term time).

Closing date for applications – Monday 8th December 2025

Interviews to be held on Thursday 11th December 2025

All applications must be made on our official application form, which can be downloaded from the school's vacancies page: <https://www.saintnicholasschool.net/contact-us/staff-vacancies/>

Please return your completed application to Hannah Draper, HR Manager at h.draper@saintnicholasschool.net



School's history & background

Saint Nicholas School was founded in 1939 with a total roll of 7 pupils. By 1977, the pupil roll had increased to 140 and at this time the school moved from its modest premises in Mill Street, Churchgate Street, to the current location at Hillingdon House. Today, Saint Nicholas is a thriving independent coeducational day school catering for approximately 500 pupils aged from 2 ½ to 16, with a fabulous nursery for babies from 3 months of age.

The school is situated in delightful gardens and grounds which extend to more than 14 acres. Pupils in the nursery, pre-school, lower, middle and upper school are each housed in their own area, within close proximity of each other, enabling good access to shared facilities. The School is very well equipped with specialist classrooms, science laboratories, technology areas, ICT rooms, and libraries. Sports facilities include extensive playing fields, tennis courts, a heated swimming pool, a sports hall and state-of-the-art theatre.

The school is located close to London and Cambridge with direct train access to both, as well as being a short drive from Stansted Airport and the London Underground via Epping. You can find more about the school by visiting our website <https://www.saintnicholasschool.net/>

KEY RESPONSIBILITIES

The School Marketing and Assistant Admissions Officer plays a key role in promoting the school's identity, supporting pupil recruitment, and ensuring a smooth, welcoming admissions experience for families. This position supports the Admissions Officer through the coordination of admissions activities while also leading and contributing to marketing initiatives that enhance the school's visibility, reputation, and community engagement. The role combines administrative efficiency, strong communication skills, and creative marketing to help attract, inform and guide prospective students and parents throughout the admissions journey.

This list is not exhaustive and you may be required to undertake other responsibilities and training as requested by your line manager. Key responsibilities include:

Marketing

- Working with the Headmaster and Bursar, develop the school's marketing and communications strategy and associated plans and activities to implement the school's strategy
- Creating and managing marketing materials, including brochures, flyers, social media content, website updates and newsletters
- Liaising with colleagues to create, produce and distribute the weekly school newsletter
- Developing and managing relationships with local press and media outlets to promote the school and handle any media enquiries
- Managing and updating the school's website
- Assisting with the planning and execution of school events, such as open days and other evening activities
- Collaborating with colleagues across the school to develop and deliver effective marketing initiatives
- Conducting market research to identify new opportunities for the school to promote itself and stand out from competitors
- Developing the Saint Nicholas School brand, including communications style and language guidance for staff to use in interaction with parents
- Ownership and development of in-house style materials e.g. presentation decks for staff to use
- Supporting the ongoing development and embedding of the Saint Nicholas School brand and help ensure that communications across the school are consistent with and adhere to the brand guidelines.
- Develop and implement a comprehensive social media strategy to enhance the school's online presence and reputation.
- Manage and create engaging content across platforms such as Facebook, Instagram, LinkedIn, TikTok and X (Twitter).
- Plan, schedule and publish posts to maximize reach, engagement and follower growth.
- Monitor and respond to comments, messages and inquiries on social media channels in a timely and



- professional manner.
- Analyse social media metrics and generate reports to measure campaign effectiveness and suggest improvements.
- Collaborate with school staff, departments, and pupils to create authentic content showcasing school activities, achievements and events.
- Plan and execute social media campaigns for admissions, open days, events and special initiatives.
- Stay updated on social media trends, tools and best practices to keep the school's marketing innovative and competitive.
- Assist in the development of marketing materials, including graphics, videos and promotional content for online
- Support the wider marketing strategy, including email marketing, newsletters, and community engagement initiatives.
- Ensure brand consistency and adherence to school policies across all communications and online platforms.
- Build and manage an annual marketing calendar to ensure consistent and impactful campaigns year-round.
- Use market insights, competitor analysis, and demographic data to identify opportunities for growth across age groups

Admissions

- Support the Admissions Officer with day to day management of the admissions process from initial enquiry to enrolment.
- Serve as a point of contact for prospective families, providing timely, professional communication via email, phone and in person.
- Have a working knowledge of using an admissions management system, preferably Applica.
- Track admissions metrics and prepare reports for the Admissions Officer and Senior Leadership Team as well as Governors.
- Use admissions metrics to inform marketing campaigns by preparing promotional materials and assisting with digital outreach.
- Provide logistical and administrative support during peak admissions periods and school events.
- Ensure a positive, welcoming experience for all applicants and families, upholding the school's values and standards.
-

General

- Work closely with Admissions to align marketing activity with sales goals, streamline processes, and improve conversion rates.
- To contribute to organisational effectiveness through positive team working
- To act as an ambassador for the school
- To participate in staff training, organisation/team meetings and events, as required.
- To comply with the organisation's health and safety, confidentiality, data protection and other policies.

KEY QUALIFICATIONS, SKILLS & EXPERIENCE

Essential

- Educated to degree level or equivalent experience that demonstrates ability
- Excellent written, visual and verbal communication skills, with a high level of attention to detail
- Excellent proof-reading skills
- Strong organisational and project management skills, with the ability to manage multiple campaigns, tasks and priorities simultaneously and effectively
- A creative mindset, with the ability to develop and implement innovative marketing and PR strategies
- Ability to work independently and as part of a team, with excellent interpersonal and collaborative skills
- A strong work ethic and willingness to take on a range of responsibilities as required
- Ability to analyse data and provide insights to inform marketing decisions
- Proven experience in social media marketing, preferably in education or non-profit sectors



- Proficient in social media management tools (e.g. Hootsuite, Buffer, Canva, Meta Business Suite)
- Creative ability to produce visually appealing content
- An analytical mindset with the ability to interpret engagement data.

Desirable

- At least 2 years' experience in a marketing, communications or PR role
- Knowledge of digital marketing tools and techniques, including social media, email marketing and website management
- Knowledge of the education sector, and specifically independent schools, is beneficial but not mandatory
- An interest in photography and videography is beneficial

Personal Attributes

- A passion for marketing, PR and communications, with a keen interest in the education sector
- A positive and proactive attitude, with a willingness to take on new challenges and learn new skills
- High levels of energy, drive and enthusiasm, with a commitment to achieving results
- Excellent interpersonal skills, with the ability to build and maintain strong relationships with internal and external stakeholders
- Flexibility and adaptability, with the ability to work under pressure and to tight deadlines
- A commitment to continuous improvement and a desire to develop new skills and knowledge in the field of marketing, PR and communications
- Collaborative team player
- Strong literacy and numeracy skills
- Positive, hardworking, and flexible
- Ability to communicate clearly with pupils, staff and parents
- Ability to approach all confidential matters with discretion, sensitivity and diplomacy

We would love to hear from you if you are looking to join a supportive and enthusiastic team in beautiful rural surroundings. We respect the hard work and commitment demonstrated by everyone at Saint Nicholas School and we are proud of the caring and mutually supportive atmosphere.

SAFEGUARDING

Saint Nicholas School is fully committed to safeguarding and promoting the welfare of children, young people and other vulnerable groups and expects all staff, parents and volunteers to share this commitment. All staff and volunteers, where appropriate, will be required to complete our safer recruitment checks including qualifications; references; enhanced DBS and barred list; proof of identity; right to work in the UK; online checks and overseas, EEA and prohibition checks. New employees will be required to submit a Staff Self Declaration form (referring to disqualification under the Childcare Act 2006 as amended in 2018).

EQUALITY AND DIVERSITY

Saint Nicholas School aims to employ staff who are best qualified for the post and does not discriminate on the grounds of race, colour, nationality, ethnic or national origin, religion or religious belief, sexual orientation, marital or civil partnership status, disability or age.

As a result of the Asylum and Immigration Act 1996, employers now have to verify that new recruits who are not British nationals are eligible to work in this country. Therefore, any applicant who is offered an interview will be asked to provide official documentation to verify their ID, address and right to work in the UK. It is also normal practice for the School to ask for original qualifications and professional membership documents to be presented as detailed on the application form.