



Thomas's
COLLEGE

Marketing and Admissions Officer



Application Details

As our Marketing and Admissions Officer, you will take a key role in implementing the marketing, communications and admissions strategy that primarily focuses on maximising recruitment of pupils to the College whilst also enhancing the school's relationship with current parents and the local community.

This is an active operational role, supporting the vital work of the College's Admissions and Marketing Department. You will be joining at an exciting time as we head towards the launch of Thomas's College in September 2025. This newly created role presents an exciting opportunity for a hands-on marketing, communications or administration professional to be part of the future vision of Thomas's London Day School.

The Marketing and Admissions Officer will support the team with all aspects of recruitment, marketing, communication and retention.

I do hope you will join me on this exciting journey.

Laura Cottrell,
Director of Admissions and Marketing,
Thomas's College

For further details go to the Thomas's London Day Schools website: www.thomas-s.co.uk/join-our-team or email: fwarren@thomas-s.co.uk

To apply for this post please complete the school's application form [Click Here](#) and forward it together with your CV to hr@thomas-s.co.uk

Closing date for applications:

Midday on Friday 26th July

Interview date:

Wednesday 31st July and Thursday 1st August

We reserve the right to interview and close the vacancy prior to this date, therefore early applications are encouraged.

Please note that referees will be contacted prior to the interview. Please send your completed application form and covering letter to: hr@thomas-s.co.uk

If you would like an informal confidential discussion regarding this role prior to application then please contact Laura Cottrell, Director of Admissions and Marketing, lcottrell@thomas-s.co.uk

Welcome

Thomas's College Thomas's College is a new co-educational day and boarding secondary School that will open in September 2025. The acquisition of the exceptional 5-acre site in Richmond provides outstanding new premises for the School, which will offer a world-class education to students aged 11 to 18. Thomas's College will open for Years 7 to 12, building to a capacity of 630 pupils up to Year 13. Our existing secondary school, Thomas's Putney Vale, currently educates 13 to 16 year-olds. The new acquisition, to which pupils and staff at Thomas's Putney Vale will transfer, will enable the provision of full secondary education from Years 7 to 13 (ages 11 to 18) on one unique and historic site, in a location that is unparalleled for a London school.

Thomas's London Day Schools was established more than fifty years ago and developed into a group of four prep schools and a kindergarten, which educate more than 2,000 boys and girls aged 2 to 13. The founding vision of the schools embraced a broad curriculum and a strong set of values, with kindness at the core. This vision and ethos will be central to Thomas's College and the ambition to deliver educational excellence at every stage of a Thomas's education.

With the announcement of the Founding Master for Thomas's College, Will le Fleming and the admissions cycle at multiple entry points now well underway we are seeking a Head of Admissions to join the Admissions and Marketing team at Thomas's College.

Kindness, courtesy, honesty, respect, perseverance, independence, confidence, leadership, humility and being givers and not takers are Thomas's core values. If you share our collective enthusiasm and core values, are entrepreneurial and with a proven track record within an administrative or admissions context, we hope to meet you.



The Role and Terms of Employment

The Marketing and Admissions Officer will join a team of dedicated admissions professionals whose focus is recruitment and retention. The Marketing and Admissions Officer will be responsible for developing marketing materials that support these twin goals whilst ensuring the smooth running and successful completion of the admissions process, from initial enquiry through to pupils joining the school alongside the Admissions team.

This role is pivotal in ensuring Thomas's College maintains its vibrant community of day pupils and weekly/flexi boarders to agreed targets whilst ensuring all families receive personal attention.

Line Manager:

Head of Admissions

Contract:

Term time + 6 weeks or Full time year round – please confirm your preference in your covering letter

Hours of work:

37.5 hours per week, Monday to Friday

Annual Leave:

30 days + bank holidays (3 days of annual leave should be reserved to use between Christmas and New Year)

Salary:

£38k FTE

Start Date:

Autumn 2024

Location:

Prior to Thomas's College opening in September 2025 the Marketing and Admissions Officer will be able to work flexibly with a combination of time spent at Thomas's Putney Vale, Thomas's College and from home. Once Thomas's College opens in September 2025 the Marketing and Admissions Officer will be based permanently at Thomas's College, Richmond with potential for flexible working to be mutually agreed during School holidays. The Marketing and Admissions Officer will need to be flexible to work at events occasionally at weekends and in the evenings for which Time Off In Lieu will be mutually agreed.

Key Responsibilities

We are looking for someone with excellent interpersonal and organisational skills, 2-5 years of marketing/communications experience, a positive attitude and plenty of enthusiasm who is able to work in a busy and varied role, using their own initiative, supporting the Director and Head of Admissions. This role will both assist with the delivery of the admissions process and develop effective marketing materials. It is envisaged that the role will be 50/50 admissions/marketing.

Marketing/Communications

- Implement the marketing, communications and admissions strategy for Thomas's College, working with the in-house design team where needed, assuming responsibility for the development and production of all printed and digital promotional materials.
- Develop dynamic, relevant and accurate content for use in our printed and digital publications, website, social media channels and inclusion in regular newsletters, press releases and parent communications.
- Liaising with videographers, photographers and, where needed external providers to create compelling marketing materials that support all aspects of recruitment, retention and marketing growth.

Events

- Assist with the planning and promotion of all pupil recruitment and open events throughout the year. Help to manage, organise and deliver College marketing events such as open days, feeder school events, scholarship events and assessments.

Admissions

- In conjunction with the Admissions team, assist with the administration of admissions across all entry points to include registrations, organising assessments,, updating candidates' details as they progress through the admissions process, communicating with parents and using the College's admissions systems iSAMS (training can be given).
- To work collaboratively with the Admissions team at Thomas's College, with House Parents, Boarding Colleagues, academic colleagues and support staff within both the College and Thomas's Prep Schools to deliver an effective admissions process and experience.
- To be available to work evenings and weekends as required for which time off in lieu will be granted (to be taken in a timely way as agreed with the line manager).
- Any additional duties, as directed by the Head of Admissions or Director of Admissions and Marketing which are within the reasonable capability and responsibility of the Marketing and Admissions Officer.



Person Specification

Essential Skills and Qualifications:

- The successful candidate will demonstrate strong team-building, communication skills, numeracy and empathy. They will have a high level of organisational and interpersonal skills, be committed to developing and maintaining the ethos of Thomas's College and be an enthusiastic, caring and positive role model within the School community.
- 2-5 years Marketing or Communications experience.
- Excellent interpersonal skills, with the ability to relate well to people on all levels, and to show ambition for the development of the Admissions and Marketing team at Thomas's College.
- Ability to work effectively as a member of a team, to show initiative and imagination and to have vision and the ability to inspire others.
- First class organisational and administrative skills with the ability to remain calm under pressure and to work to tight deadlines, managing competing priorities.
- Empathy with the independent school sector.
- Excellent written and spoken English.
- A sensitivity to the needs of young people and a commitment to their support, care and nurture.
- Ability to maintain strict confidentiality.

Desirable Skills and Qualifications:

- Educated – to at least 'O' Level standard or equivalent with GCSE/O Level English and Maths grade C or above.
- A good working knowledge of Google Workspace.
- Experience of using Excel or Google Sheets to manage and manipulate data.
- Experience of copywriting/proofreading.
- Experience of using Adobe Creative Cloud, specifically InDesign, Photoshop and/or Illustrator.
- Experience of working with a database such as iSAMS or similar (training on iSAMS is available).
- Experience of working in a busy school environment or similar, working as part of a team.





Safeguarding

Thomas's London Day Schools are committed to safeguarding the welfare of children and young people and expect all staff, volunteers and visitors to share this commitment and work in accordance with our child protection policies and procedures. All posts are subject to screening appropriate to the post including checks with past employers and the DBS service. The school will undertake online searches on shortlisted applicants and may require applicants to provide details of their online profile, including social media accounts. For details of the checks which will be undertaken as part of our recruitment process, please see our Safer Recruitment Policy which can be found here www.thomas-s.co.uk/policies/ under the 'Thomas's Policy' tab.

This post is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020.

As an equal opportunities employer, Thomas's is committed to the equal treatment of all current and prospective employees and does not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity or marriage and civil partnership. Thomas's aspire to have a diverse and inclusive workspace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join the Group.



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