



ROSE HILL SCHOOL
ROYAL TUNBRIDGE WELLS

Marketing and Admissions Assistant

JOB DESCRIPTION

School's Mission Statement

A Rose Hill School child's learning experience is one of aspiration, adventure, and achievement in a nurturing, caring school.

Aims:

Working with integrity your child will:

- Be inspired to develop confidence to thrive in all areas of our rich curriculum.
- Foster the skills and talents which enable them to organise their learning and plan to achieve success.
- Demonstrate persistence to flourish in the face of challenge.
- Show resilience and learn from difficult situations.
- Get along with others, work collaboratively and accept everyone.

WE ARE SEEKING

A creative, imaginative and enthusiastic person to join a supportive, professional, small team providing a range of marketing, admissions, pupil retention and support functions for the School.

The successful candidate will have excellent literacy, communication and relationship-building skills, a creative and engaging style and a demonstrable and proven talent in the creation and deployment of rich content through digital and other channels. The role requires an energetic and proactive approach alongside a willingness to be an active part of a busy prep school environment.

PURPOSE OF THE JOB

The purpose of this role is to manage marketing activity and admissions applications for Rose Hill School, and to provide a high level of customer service throughout the admissions procedures.

Working closely with the Assistant Head (Operations) and other relevant internal and external stakeholders (e.g. Senior Leadership Team, Management Team, and marketing consultants) you will have a positive, pleasant and professional manner, with a positive "can do" attitude to developing a recruitment, retention and marketing strategy.

In addition, you will be assisting in the coordination of the recruitment and admissions process, from initial contact to enrolment liaising with the Assistant Head (Operations), along with the Head, Senior Leadership Team, academic, pastoral and support staff to ensure a coherent and collaborative admissions approach across the school. The Marketing & Admissions Assistant will directly support the Assistant Head (Operations) to support all internal, external marketing initiatives and events alongside ensuring full compliance in our admissions process.

TITLE OF POST	Marketing & Admissions Assistant
Salary	From £28,000 depending on experience
Line Management	Assistant Head (Operations)
Key Tasks	The job description does not form part of the contract of employment and may be varied in accordance with the demands of the role.
Overview	
OUTLINE TERMS AND CONDITIONS	<p>This is a full-time position for 35 hours per week. Your working hours will be 9.30am-5.30pm with a 1-hour unpaid lunch break although flexibility is required for several evenings and weekends throughout the year.</p> <p>Attendance at Staff Inset Training days, open days and at annual School events (Carol Service, Founder's Day & Summer Fair, Speech Day etc) is required.</p> <p>Generous holiday provision, to be agreed with at least two weeks' notice.</p> <p>The school operates a contributory pension scheme which all staff are eligible to join.</p> <p>School fee concessions are available to those staff children who are educated at the school, up to the normal leaving age, following the admissions process.</p> <p>A free lunch and refreshments are provided during term time.</p>
Main Responsibilities	<p>A. Marketing</p> <ul style="list-style-type: none"> Working in conjunction with internal and external stakeholders to develop, plan and manage a marketing strategy for the whole school encompassing all aspects of prospective and existing parent engagement across all platforms, in conjunction with marketing team. Marketing the school to a wide range of audiences, making an effective contribution in building its profile and driving recruitment locally, regionally and internationally. Generate a positive and proactive whole-school marketing culture amongst all staff and parents. Proactively identify and react to opportunities to raise the school's profile within the local area and market, including building relationships with partner organisations locally, promoting and raising awareness of the school at local events and clubs. To ensure the school website remains up to date, regularly posting news updates and supporting the school's marketing through social media channels. Update the content of the website, as well as updating external websites with current news and data. Prepare the school's weekly newsletters and other publications such as annual magazine and school prospectus; support the creation of handbooks and related communications. Prepare and maintain up to date all marketing literature for prospective pupils and marketing such as flyers, brochures and advertising all in line and consistent with school branding.

- Effectively market to prospective families, including at school events, to help increase recruitment.
- Participate in key school activities to inform/promote the school to new/existing families.
- Deliver parent/alumni/prospective family's engagement and communication through production of newsletters/annual reports/updates – develop the Rose Hill School Society.
- In conjunction with internal stakeholders and external consultants:
 - develop marketing outreach and initiatives to feeder nurseries and other similar organisations.
 - provide marketing input and support with Open Days and similar school events (e.g. Future School's, Wellness Week, Founder's Day, Speech Day, Grandparents Day).
 - Organise school wide video content creation (both filming and editing) together with school wide stills photography (for print and online).
 - provide school wide copy writing (for press and publicity and documentation).
 - manage the day to day running of the school's website ensuring all admissions and related information is up to date in order to promote future recruitment
 - manage the day to day running of the school's social media accounts (various platforms), implementing the agreed plan to deliver the school's key messages, showcasing all that the school and nursery have to offer and monitoring engagement in line with the School's Strategic Plan.
- Provide support with school wide data analysis (demographic marketing, data collection, analysis and output).
- Provide support with, keep abreast of and undertake local competitor and peer group research and analysis.
- Support the Senior Leadership Team with initiatives to identify specific areas of development (such as parent/alumni fundraising).
- Any other duties as required by the Head.

B. Admissions

Working closely with and supporting the Assistant Head (Operations) in the following areas:

- Administer all aspects of admissions and enrolment relating to the admission of pupils to Rose Hill School
- Act as a focal point of contact for queries made in person, by telephone, email or letter from prospective parents, from initial enquiry through to enrolment, and for existing parents who are considering the next stage of their child's school career
- Ensure all enquiries regarding prospective pupils are responded to promptly
- Welcoming and hosting families in school for individual tours, visits, taster days and open events, including coordinating our weekly free taster events 'Rosebuds'.
- Form excellent relationships and maintain regular and clear lines of communication and correspondence throughout the full admissions process, including contacting previous schools/nurseries and following safeguarding procedures with transfer

	<ul style="list-style-type: none"> Promote the characteristics of Rose Hill as a selective independent school with pupils from Rosebuds, Nursery to Year 8, including coordinating the annual Future Schools Evening Arrange and coordinate school tours, liaising with and briefing relevant staff such as the Head, Deputy Head, SLT and MT, teaching staff, tour guides etc Maintain accurate and relevant data on all enquiries and registrations Draft offer letters and keep records of acceptance and rejection Liaise with the relevant members of Leadership team regarding applicants with learning needs Liaise with Finance staff to ensure billing information is known and passed on Support existing and the 'onboarding' of new families by coordinating the uniform in the school shop. <p><u>Procedure and Literature</u></p> <ul style="list-style-type: none"> Support the admissions process in line with Rose Hill School's Admissions and Data Protection policies Have and maintain extensive and up-to-date information and literature available on all aspects of the school Request school reports for prospective pupils Follow the Keeping Children Safe in Education and local procedures for off-rolling pupils. <p><u>Database Management and Analysis</u></p> <ul style="list-style-type: none"> Maintain admissions data using the Engage database system (or any new system that is introduced) Maintain a database of all prospective new pupils and new admissions and liaise with administration and teaching staff as necessary Liaise with the Head, and Bursar on all school offers and scholarship allocations – including the School's Awards programme for Years 7&8 Provide information on scholarships, both internally and externally Preparing all offer letters, including scholarships, and parent packs <p><u>Open Events</u></p> <ul style="list-style-type: none"> Support the organisation of all school open day events. Work closely with the relevant stakeholders on the administration of all Open Events, Taster Days, Settle Sessions and Transition Days for new pupils at the School Provide feed-back to all relevant staff on these events <p><u>These tasks are not intended to be exhaustive, but they highlight a variety of activities the post-holder should expect to undertake.</u></p>
Other	<ul style="list-style-type: none"> Undertake any other work as reasonably requested by the Bursar or the Head. Be familiar with the school's Safeguarding Policy and comply with its requirements to safeguard and protect the welfare of children, attend all safeguarding training. All Rose Hill School staff have a part to play in supporting the school's ethos, understanding pupil safeguarding requirements and promoting the best possible image to parents and prospective parents.

	<ul style="list-style-type: none"> • Be adaptable and open to updating knowledge and understanding of the role in the current climate. • Staff are encouraged to submit ideas for whole school development each year via discussion and Staff Professional Development Programme.
Health & Safety	<ul style="list-style-type: none"> • The school has a comprehensive policy statement on Health & Safety. • Have awareness of Health and Safety and a willingness to undergo appropriate training where required
Experience and qualifications	<p><u>Essential</u></p> <ul style="list-style-type: none"> • A degree or qualification relevant to marketing, marketing communications or creative design • Proficiency in Canva and Adobe InDesign (or other similar packages) • A good standard of written English, minimum C grade at GCSE or equivalent • Experience in using social media channels and • An understanding of safeguarding <p><u>Desirable</u></p> <ul style="list-style-type: none"> • Sales experience and customer relationship management • understanding of the highly-competitive independent school market • Experience in a similar role within the education sector • Knowledge of Engage / Double First database • degree and/or equivalent professional qualification • experience of working with school management systems and using IT to establish and develop administrative processes • experience of establishing and managing relationships with partner organisations such as marketing and communications companies
Personal Specification	<ul style="list-style-type: none"> • First class customer service skills. • High level of interpersonal and written communication skills, including a good command of grammar • Full understanding of the need to maintain confidentiality in both written and verbal communications • Excellent IT skills, including full knowledge of MS Office programs and experience of using databases • Proven and outstanding administration skills • Experience of working autonomously and also working in a team • Demonstrable organisational, problem solving and time keeping skills • Excellent attention to detail • Proven ability to multi-task calmly under pressure • The ability to exercise tact and discretion
Personal Qualities	<ul style="list-style-type: none"> • Commitment to the safeguarding of our pupils • Willingness to undertake training as required • Ensure the highest standards of work are achieved in an efficient and timely manner. • Flexibility to undertake any other responsibilities as may be reasonably required commensurate with the post • Willingness to be involved in the wider life of Rose Hill School

Attitude and Outlook	<ul style="list-style-type: none"> • Energy and vision that supports the school's ethos • Enthusiasm • Ability to work under pressure • Ability to appreciate the needs of the whole school • Positive and proactive approach to continuous improvement • Ability to be proactive and work as part of a small team as well as on their own initiative as required. • Be a good team player • Enjoy working in a school environment
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Safeguarding

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons, for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with the School's Safeguarding & Child Protection Policy Statement at all times. If in the course of carrying out their duties, the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school s/he must report any concerns to one of the School's Designated Safeguarding Leads or to the Head.

Rose Hill School is fully committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. Any offer of employment will be subject to the receipt of satisfactory enhanced DBS (Disclosure and Barring Service) and other checks, references, medical clearance and proof of legal right to work in the UK.

This job description is not intended to be all embracing and the post holder shall be required to carry out other duties as necessary and required, commensurate with training and experience. Rose Hill School reserves the right to amend this Job Description from time to time according to business needs. Any changes will be confirmed in writing.

Closing date for applications – 19 August 2025

Interviews will be held the week commencing 25 August 2025

Candidates are encouraged to apply as soon as possible. We reserve the right to interview as and when applications are received, ahead of the closing date and withdraw this advert. You are therefore encouraged to apply promptly.

Applications submitted to bursar@rosehillschool.co.uk

Start date for post – As soon as available