



## **HOLMEWOOD HOUSE SCHOOL**

Barrow Lane, Langton Green, Tunbridge Wells, Kent, TN3 0EB  
Telephone: 01892 860000 Website: [www.holmewoodhouse.co.uk](http://www.holmewoodhouse.co.uk)



## **Marketing and Admissions Executive**

The Marketing and Admissions Executive will be crucial to the tactical delivery of the function working closely with the Marketing and Admissions Manager to implement the strategy.

### **About Holmewood House School**

Holmewood House is a prestigious independent Prep School of 440+ pupils aged 3-13 years, set amidst 30 acres of the most beautiful Kent countryside, just outside Tunbridge Wells. The School is a happy and supportive working environment, where we pride ourselves on the exceptional provision for our pupils and staff in all areas.

Holmewood House provides a broad, well-balanced curriculum with outstanding teachers in what is very much a family school where the positive relationships between the teachers and children allows staff to get to know and understand the individual needs of each and every child. They foster their talents and nurture their growth through a challenging and exciting curriculum.

The school wholeheartedly believes that emotional and social well-being, self-esteem, happiness and confidence are of prime importance and are in themselves inextricably linked to academic progress. Staff are excited by the curiosity and thirst for learning that each child, regardless of their ability, naturally displays. They work hard to allow each child to ask why, to query and to have the time to develop their thoughts into fresh discoveries and innovations and, in doing so, overcome the challenges faced. The end result is the celebration of learning – a reward in its own right!

The wonderful environment and outstanding facilities provide a strong framework upon which the ethos of 'allowing children to be children' can be achieved. Childhood is full of exciting new experiences which, parents and teachers relive, through the eyes and laughter of the children.

The relationship between home and school is of fundamental importance in ensuring every child is surrounded by the love, care and guidance which they require as they make their way through their educational journey. In short, the partnership allows the children to enjoy the most important journey of all: childhood.

For further information about Holmewood House please visit our website [www.holmewoodhouse.co.uk](http://www.holmewoodhouse.co.uk)

### **Commitment to safeguarding**

Holmewood House is committed to promoting and safeguarding the welfare of children and all staff, volunteers and other third parties are expected to share this commitment. The school adopts a rigorous safer recruitment process which is adhered to in the appointment of all new members of staff. As part of the safer recruitment process, all applicants must be willing to undergo child protection screening appropriate to the post including, but not limited to, checks with past employers and an enhanced Disclosure and Barring Service (DBS) check.



### **Job purpose**

The Marketing and Admissions Executive will report to the Marketing and Admissions Manager to bring the School's brand and core values to life through our internal and external communications channels, including the website, social media and other interactive channels. The role will also include operational delivery of the student recruitment and admissions process.

### **Marketing**

- This is primarily a tactical role, working with the Marketing and Admissions Manager to deliver and execute on the marketing strategy for the school including promotional and marketing activities.
- Expertise in digital marketing would be beneficial to drive and develop our website, social and digital channels ensuring that our digital presence reflects our ethos, values and brand.
- Innovate, develop and manage social media advertising campaigns in consultation with the Marketing and Admissions Manager.
- Work with the Marketing and Admissions Manager to produce visual concepts and copy using the school's brand guidelines for collateral such as school prospectus, posters, signage and banners.
- Attend external school events and generate good quality imagery (stills and video media), maintain a shared photo library that can be used by staff as appropriate ensuring compliance with GDPR regulations.
- Develop and maintain high quality, relevant and up to date content on our web and social media platforms with a particular focus on web, graphics and video.
- In collaboration with the Marketing and Admissions Manager track and report on digital marketing best practice, new digital technologies and innovations and competitor analysis.

- Ensure appropriate use of advertisements and press releases, tracking impact of these channels.
- Work with the Marketing and Admissions Manager to quality control all marketing communications to ensure consistent branding and tone at every touch point.
- Be a team player, working collaboratively to support the wider Marketing and Admissions team as required.
- Be the subject matter expert for digital marketing, sharing expertise with the leadership team and new staff including the delivery of training where required.
- To provide administrative support to the school as required including the operation and maintenance of relevant Marketing and Admissions software, contributing to the Schools MIS and maintaining the alumni database to manage/organise alumni events.

## **Admissions**

- Manage interactions and communications with prospective parents ensuring enquiries are met with a professional, timely and personal approach.
- In collaboration with the Marketing and Admissions Manager run personalised School tours to ensure the educational provision, ethos and facilities are presented in the best possible light to prospective parents.
- With the support of the Marketing and Admissions Manager, organise and manage admissions events including alumni events and school open days to drive pupil recruitment.
- Oversee and administer the online Registration Portal to process application.
- Assist with Pupil and Parent Onboarding Events such as welcome, information sessions and transition days.
- Engage with our international agents over queries and onboarding of overseas pupils.
- Process Child Student Visa Applications ensuring compliance with UKVI.
- Create online SharePoint prospective pupil profiles - to include school reports, pastoral questionnaires, confidential references.
- Engage with teaching staff to arrange in-person taster days, or overseas video calls for potential pupils
- Set up and administer cognitive profiling assessments (CAT4) for prospective pupils
- Work closely with Learning Strategies and EAL department to identify areas where prospective pupils may require support.
- Compile staff feedback after taster day assessment and make offer recommendations
- Liaise closely with pastoral and academic staff, medical centre and catering to meet the requirements of every new pupil.
- Coordinate the onboarding and induction process for new pupils.
- Provide comprehensive and accurate joiners information, update the school portal and website with orientation and welcome information.
- Work closely with the appointed parent representatives to welcome new joiners.
- Support the Marketing and Admissions Manager in key events and activities across the school from time to time.

## **Person specification**

The successful candidate:

- Will have experience of working in a Marketing and Admissions function ideally in a commercial/education setting. Experience of Digital Marketing is desirable.
- Will participate positively to all aspects of school life, including but not limited to engaging in the School's performance and development approach and own CPD.
- Promote good relationships at all levels and work with sensitivity and professionalism when handling confidential information.
- A dynamic, collaborative approach with the ability to operate at a fast-pace.
- Have a positive approach to change and continuous improvement.

- Maintain high professional standards at all times.
- The ability to prioritise effectively.
- Have a good understanding of the school's health and safety policies to ensure a safe working environment for staff, pupils and visitors.
- Excellent communication skills (both orally and in writing), comfortable in working with stakeholders across the School.
- Be self-aware, demonstrating a willingness to learn and develop skill-set.

### **Hours of work**

This is a full-time role, whilst the School is in session plus a further three weeks during each of the main school holidays. The work pattern will be Monday to Friday, 37.5 hours each week. Specific hours of work will be agreed with the successful candidate.

### **Salary**

A competitive salary will be offered depending on the skills and experience of the successful candidate.

### **Pension & School Benefits**

In addition to providing a great place to work, the successful candidate will be offered a range of benefits including term time plus working, generous employer contributory pension, free parking and free lunch/refreshments.

### **Start date**

ASAP

### **Offer**

The successful applicant will be offered the role subject to the satisfactory completion of a number of background checks including but not limited to; an enhanced DBS check, the taking up and verification of references, the verification of career history and fitness to undertake the role.

### **Safeguarding**

All staff have a responsibility for promoting and safeguarding the welfare of children with whom they come into contact and are required to adhere to and ensure compliance with the School's Safeguarding policies at all times.

### **Application**

If you wish to be considered for this role, please complete an application form, which can be found on our website at:

[Holmewood House Job Opportunities](#)

The closing date for applications is Friday 17<sup>th</sup> February, however, interviews for short-listed candidates may take place prior to the closing date. If you would like more information on the role or require a hard copy application form please email [recruitment@holmewoodhouse.co.uk](mailto:recruitment@holmewoodhouse.co.uk) or contact Caroline Mulley (Marketing & Admissions Manager) via email to [cmulley@holmewoodhouse.co.uk](mailto:cmulley@holmewoodhouse.co.uk) or via telephone: 01892 860000.

