



Newland House
School



Job Application Pack

Marketing and Communications Manager

Closing Date for Applications: 21 August 2025



OUR SCHOOL

Thank you for your interest in Newland House School. Our welcoming Pre-Prep and Prep School sits on a 5-acre site in a quiet residential area on the edge of Twickenham and Teddington in South West London. Established in 1897, Newland House is one of the oldest and largest Independent Prep Schools for children aged 3-13 in the area.

We are passionate about inspiring a life-long love of learning and bringing out the brilliance in every child. Our curriculum is innovative, broad and ambitious, giving every child the opportunity to explore their academic, sporting, and creative passions. We are committed to supporting each pupil's unique learning journey, and our dedicated teachers and staff continuously seek fresh ideas to enhance learning experiences both in the classroom and beyond.

Ensuring the happiness and wellbeing of our pupils is core to all we do. We want every single child in our school to feel safe, valued and cared for and visitors, parents and children consistently comment on the positive, happy, and vibrant atmosphere at our School.



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SUMMARY OF THE ROLE

We are seeking an experienced and creative Marketing and Communications Manager to start on 22 September 2025.

The Marketing and Communications Manager will play a key role in showcasing the life and values of the school to current and prospective parents and in helping to drive pupil recruitment. The post-holder will work closely with the Admissions Manager, Head and Bursar and take the lead on marketing communications, content creation, and public relations; ensuring consistent and effective messaging across all channels.

This is a flexible, part-time role ideal for a self-motivated professional with a strong background in marketing.

The post merits a salary commensurate with the role and the successful applicant's relevant experience.

The Marketing and Communications Manager will be line managed by the Head and the Bursar.

JOB DESCRIPTION

Main duties and responsibilities

Marketing Management

- Work closely with the Admissions Manager to develop and implement a coherent marketing and admissions plan to support the school's strategic objectives.
- Develop the school brand - ensure that brand guidelines and key messaging are respected across all marketing touch points.
- Manage the marketing budget, evaluate marketing initiatives, review ROI and make recommendations for improvements

Digital and Social Media

- Manage and maintain the school website, keeping content up-to-date and liaising with the web agency as needed
- Plan, create, and post regular content across the school's social media channels to showcase school life and events, driving engagement and referral
- Plan and implement targeted paid social media campaigns/Google ad words
- Review analytics/web statistics and make suggestions for improvements
- Maintain/update school information on online directories, (i.e. The Good Schools Guide)

Content Creation and Brand Direction

- Design and deliver promotional materials such as flyers, brochures, posters and advertising creative (experience with Adobe suite and Canva essential)
- Produce high-quality digital content including photography and video/reels for social media
- Ensure that the photography that is used around the school is kept up to date and make suggestions for improvements to internal branding
- Ensure the use of children's images is in-line with pupil photo permissions/maintain photo permissions list

JOB DESCRIPTION continued

Main duties and responsibilities

Internal and External Communications

- Work with staff to create our fortnightly whole-school newsletter for current parents, maintaining high standards of clarity and accuracy
- Plan and create regular email campaigns for prospective parents to maintain an on-going connection with the school
- Maintain/develop the print advertisement schedule, build relationships with publications and provide artwork/editorial content on time
- Promote key events such as Open Days, Stay and Plays, Drama productions and external speakers.
- P.R. - Share good news stories with local media to help raise the awareness and profile of the school
- Support/advise on improvements to our parent information portal (Firefly)
- Oversee the marketing aspects of Open Mornings, community events, and public performances.

Ad hoc support

- Provide ad hoc support to the Admissions Manager (e.g. occasional tours or responding to enquiries) and to the Senior Leadership Team as requested

THE CANDIDATE

Person Specification

- **Essential:**

- Experience in a marketing and/or communications role, ideally in an education or a non-profit setting.
- Excellent written and verbal communication skills with strong attention to detail.
- Design skills (e.g. Canva, Adobe Creative Suite).
- Proficiency in website CMS management and social media platforms.
- Ability to work independently, manage time efficiently, and prioritise across varied tasks.
- Strong interpersonal skills and a collaborative approach.

- **Desirable:**

- Prior experience in a school or Prep School environment.
- Photography and/or videography experience.
- Familiarity with email marketing tools (e.g. Mailchimp).
- Familiarity with digital advertising platforms (e.g. Google adwords / Meta Business Suite)

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

WHY WORK AT NEWLAND HOUSE SCHOOL

Generous pay and allowances – based on skills and experience.

Pension – teaching and non-teaching staff enjoy a generous employer contribution pension scheme.

Longer holidays – than the maintained sector for teachers (19 weeks) and a minimum of 25 days for full-time non-teaching staff plus bank holidays and additional time at Christmas.

Staff fee remission – all staff are eligible for fee remission after successful completion of probation. The continuance and value of the school fee remission is at the discretion of the Governors.

Enhanced sick and maternity/paternity pay

Flexible and generous time off work policy – special leave, time off for dependents and appointments.

Lunches and refreshments – lunches and refreshments are provided by the school to all members of staff, free of charge during term time.

Flexible working options – job share and part-time.

Cycle to work scheme – purchase bicycles and equipment at a tax advantageous rate and pay for the equipment over 12 months.

Career personal development – training and career development opportunities are available for all teaching and non-teaching staff. There are many opportunities to take on additional responsibilities. Financial and other support with obtaining relevant professional qualifications.

Continuous appraisal process – to ensure staff get regular feedback.

Staff social committee – organise an exciting programme of socialising events including quiz nights, karaoke, theatre trips, golfing weekends and many more.

Staff Reps forum – an opportunity to get your voice heard.

Diversity, Equity and Inclusion

Newland House School values diversity, equity and inclusion for its pupils and staff. We want our community to feel valued and respected, so we are working hard to build an inclusive culture which celebrates diversity in different forms to reflect the community we serve. We believe that having a diverse workforce offers different perspectives which helps us to work towards our shared vision and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply to join our School.

Safeguarding

Newland House School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. We adopt a fair, robust and consistent recruitment process in accordance with the guidelines of the government document, Keeping Children Safe in Education. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS). All offers of employment are subject to an Enhanced DBS check, references, and where applicable, a prohibition from teaching check.



CONDITIONS OF EMPLOYMENT

Employees will be required to support and encourage the school's ethos and its objectives, policies and procedures as agreed by the governing body.

Employees shall uphold the school's policy in respect of child protection and safeguarding matters.

Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

All members of staff are required to participate in the school's appraisal scheme.

The job description is current at the date shown, but in consultation with you, may be changed by the Head to reflect or anticipate changes in the job commensurate with the grade and job title.

It is not a comprehensive statement of procedures and tasks but sets out the main expectations of school in relation to post-holder's professional responsibilities and duties.





HOW TO APPLY

Candidates should pay attention to the summary of the role/person specification and explain within their application how they meet the criteria, whilst also describing what they will bring to the post from their own knowledge and experience.

Completed job application should be sent to the HR Manager, Ashlesha Sarang-Patel by email on asarang-patel@newlandhouse.net by the closing date. No CVs will be accepted.

Applications will be reviewed and shortlisted on a rolling basis, and we reserve the right to interview, appoint and close the advert early depending on the volume of applications we receive. We therefore encourage you to apply at the earliest opportunity to avoid disappointment. We will only be contacting those candidates who have been selected to progress to the next stage of the process.

Please note that referees will be contacted prior to the interview.

If you would like an informal, confidential discussion regarding this role prior to application then please contact Chris Skelton (Head) via email on cskelton@newlandhouse.net