



## Marketing & Communications Executive

Contract	Permanent, year-round role
Hours	Full-time - 40 hours per week, Monday to Friday between the hours of 8.30 am to 5.30 pm (Planned out of hours/evening/weekend work will be required and agreed in advance)
Location	Repton School Occasional travel to Repton Prep
Benefits	Pension scheme Free onsite parking Free Sports Centre membership

### The Opportunity

Repton School is always evolving. The next chapter of our story is one where brand, communications, and digital experience work as a single, seamless system across our UK family of schools.

We are looking for a 'doer' to join us, join in, and make things happen. You will be strategically minded, tactically well rounded, can see the big picture, and deliver the detail. You will be someone who understands that an audience's first impression matters, and it might be made through a myriad of channels: be it a fleeting glance at our brand, reading brochure copy, targeted search, social content, earned media, reading web copy, or even receiving a personally written email. You understand that each and every one of these touchpoints must feel high quality, consistent, and compellingly Repton.

The Marketing and Communications Executive will strengthen Repton's online presence through high-quality digital copy, excellent website management, and purposeful content creation. This role is pivotal in shaping how the school communicates with families, prospective parents, alumni, and the wider community. The scope of the role is targeted to the UK family of Schools.

Working closely with the Group Director of Marketing & Communications (DoMC), Content Creative Executive, and broader members of the MarComms & Admissions team, you will ensure our website and digital channels consistently reflect the voice, energy, and excellence of Repton School. Drawing on your eye for detail and flair for digital storytelling, you will help maintain a polished, user-centred website while supporting the creation of compelling short-form content.

This role centres on digital copy and website performance but maintains an element of creative content production, including photography, video, and reactive digital assets.

## Why this role is different:

**Future First:** This role is designed around where marcomms is heading, not where it has been: compelling content that spreads, built on a compelling narrative, supported by AI-assisted tools where needed, with a focus on performance-led campaigns, and acting on audience intelligence to expand channels.

**Audience-led:** You will understand our audience segmentation and own the full parent and prospective family journey: from first search to first day at school, and beyond into alumni engagement.

**Brand Steward:** Repton has a heritage of over 460 years. You will protect that legacy while ensuring the brand speaks compellingly to a modern, global audience.

**Cross-school impact:** Your work spans three schools, different audiences, and three sets of admissions goals: giving you genuine strategic and tactical scope.

## Role Responsibilities

This is not a role for a single service specialist. It is a role for an ambitious generalist integrator: someone who can hold brand strategy, messaging, digital performance, content, communications, and admissions marketing in one hand, and use data and creativity in the other. You will work in a small, talented team and work closely with the Director of Marketing and Communications as well as the Senior Leadership Team across all three Repton UK schools.

### 1. Brand Strategy & Integrated Communications

- Own, align, and evolve the brand voice, visual identity, and architecture across all three schools, ensuring coherence across every channel and touchpoint.
- Lead the development and delivery of integrated marcomms campaigns aligned to the admissions cycle, key events, and school milestones.
- Develop and maintain a robust content and communications calendar that aligns editorial, social, digital, and PR output.
- Act as the brand guardian, advising staff and external suppliers on tone, visual standards, and messaging, ultimately and building a culture where brand quality (and protection) is everyone's responsibility.
- Identify and lead opportunities for Repton to participate in relevant public conversations, thought leadership, and sector-wide dialogue.

### 2. Digital Strategy & Performance

- Lead the digital marketing strategy across organic and paid channels: including SEO, social media, email, and the school websites, with a clear focus on audience growth and admissions pipeline.
- Work with our web agency to oversee website strategy, structure, and content for Repton, Repton Prep, and St Wystan's, ensuring a compelling, user-centred experience that converts visitors into applicants.
- Use data and analytics (web, social, email, CRM) to drive continuous improvement across campaigns and channels; present regular insights to senior leadership.
- Stay ahead of platform developments and emerging channels (including AI-generated content tools, short-form video platforms, and personalisation technology) and pilot appropriate new approaches.

- (TBD on this - wasn't sure what the current paid search plan was). Oversee the school's search presence including SEO strategy, paid search, and digital advertising, working closely with the web agency.

### 3. Content Leadership & Storytelling

- Champion a culture of compelling, audience-first storytelling, ensuring all content serves a strategic purpose and reflects the energy and excellence of Repton.
- Commission, edit, and quality-assure written, visual, and video content produced by the team, external contributors, and staff across the schools.
- Oversee the production of digital newsletters, admissions communications, event content, and key publications across all three schools.
- Develop and maintain a rich digital asset library, ensuring content is organised, searchable, and ready for multi-channel deployment.
- Guide and support staff-run social media accounts across all three schools, maintaining a consistent Repton voice and adherence to social media guidelines.

### 4. Admissions & Audience Engagement

- Work as a strategic 'client' partner to the Admissions Team, ensuring marketing and communications activity actively supports recruitment goals and reflects the admissions journey.
- Develop and manage targeted communications for key audiences: prospective families, current parents, alumni, and the wider Repton community.
- Build and oversee CRM-driven email marketing sequences that nurture prospective families from first enquiry to enrolment.
- Support wider admissions marketing in collaboration with relevant team members, ensuring messaging resonates across multiple (potentially international) markets.

### 5. Team Leadership & Stakeholder Management

- Line manage and develop the [XXXXXXXXXX], fostering a high-performing, curious, and collaborative team culture.
- Build strong, trusted working relationships with Heads, bursars, and key staff across all three schools.
- Commission and manage external agencies, freelancers, and suppliers (including our web agency) photographers, and video producers to time, budget, and quality.
- Monitor competitor schools and the wider independent education sector, sharing intelligence with relevant stakeholders including the Development and Admissions teams.

### 6. Reporting & Insight

- Provide the DoMC with a monthly performance report covering: website analytics, social media engagement, email performance, paid campaign results, SEO ranking, and competitor intelligence.
- Translate data into clear, actionable recommendations for the DoMC, telling the story behind the numbers.
- Track admissions-linked marketing outcomes and work with Admissions peers to establish attribution and ROI across key campaigns.

## Person Specification

- Strong digital copywriting skills with an ability to craft compelling and brand-aligned content for web and digital platforms.
- A passion for digital storytelling and an understanding of content that resonates online.
- Competence in photography and video editing, with a creative eye for visual presentation.
- Experience using creative and editing tools such as Canva, Edits, CapCut, Adobe Express, Premiere, Final Cut Pro, or similar.
- Confidence in collaborating with staff, interviewing contributors, and gathering information for digital stories.
- Ability to manage multiple projects in a fast-paced environment and respond quickly to website or content needs.
- Strong organisational skills, accuracy, and attention to detail, particularly in written English.

## Our Values & Culture

Repton is a community built on curiosity, ambition, and care: for individuals and for the wider world. Our values of Respect, Wholeness, Truth, and Excellence underpin all we do. We expect everyone who works here to bring those qualities to their role, and to take seriously their responsibility for the wellbeing, future betterment, and safeguarding of young people in our community.

All staff are expected to demonstrate a commitment to promoting the health, welfare, and safeguarding of children. This is not a policy requirement alone: it is a reflection of who we are and all we do.

## Ready to Shape Repton's Story?

If you are an ambitious marcomms executive who combines strategic thinking with genuine creative flair, who is energised by complexity, and believes in the power of brilliant communications: we want to hear from you.

**To apply, please submit your CV and a covering letter to the Group Director of Marketing Communications. We welcome applications from candidates of all backgrounds and are committed to building a diverse and inclusive team.**