Thomas's

Marketing and Engagement Manager

Closing date: Friday, 23 October 2026

Welcome

We are a family-run group of co-educational independent schools in central London, which seek to give an exceptional start in life to more than 2,000 children between the ages of three and eighteen. Every member of the Thomas's community is expected to live by our most important school rule, which is simply to 'Be kind'.

We were founded over 50 years ago with the ambition to re-think London education. Over time, this vision crystallised around three core elements: a strong set of values, with kindness at the heart; a breadth of curriculum, full of art, dance, drama, music and sport; and academic excellence, achieved because of this approach to childhood, not in spite of it.

This is an exciting time as we seek to grow our Admissions & Engagement team. We are looking for skillful, articulate and hardworking individuals who understand what makes our schools distinctive, build lasting relationships, and help us realise our ambitions for the years ahead.

Will le Fleming, Chief Education Officer

OUR VISION

Our vision is that every Thomas's pupil flourishes as a compassionate contributor to society and a courageous shaper of the future.

To realise this vision, we:

- Champion kindness, community and childhood
- Provide a breadth of experiences that develop lifelong passions
- Equip young people with self-knowledge, inner strength and intellectual curiosity

Together, these commitments create the Thomas's culture of joyful excellence, in which our pupils achieve outstanding academic outcomes **and** build the confidence, character and adaptability to succeed in the world.

The Role

OVERVIEW

The Marketing & Engagement Manager is a key operational role in Thomas's Engagement Team, responsible for creating, executing, and monitoring targeted marketing campaigns and activity to drive pupil recruitment and retention. The post-holder will plan promotional campaigns, help manage high-impact events such as Open Days, support external and high-value Engagements work, and liaise closely with the admissions and academic teams to secure and convert enquiries into registrations.

KEY RELATIONSHIPS

- Reports to: Group Director of Admissions and Engagement
- Manages: Digital Content Coordinator (this is an additional part time responsibility for colleagues in each school)
- Internal: Digital & Content team, Creative team, Admissions Teams, Data/IT team, Heads of Schools, Academic staff across schools
- External: Prospective parents, local feeder schools, agencies, print suppliers, media and website contacts, Foundation contacts

TEAM STRUCTURE

The Engagement Team includes three Marketing & Engagement Managers covering the five schools within the Thomas's group, in addition to helping build the work of the re-launched Thomas's Foundation. One post focuses on two Prep Schools, Thomas's Fulham and Clapham. The second focuses on Thomas's Kensington and Battersea. The third focuses on our Senior School, Thomas's College, and on the Foundation. All three report to the Director of Admissions and Engagement, who is part of the senior Group Leadership Team (GLT), accountable to the Chief Officers and the Board.

In addition to the Marketing & Engagement Managers, the Engagement Team consists of the Digital Content & Website Manager and team of Digital Co-ordinators, who produce dynamic and powerful content to support all marketing activity across the schools, and a Head of Creative and Mid-Weight Designer, who look after most design and Engagement activity, using additional support from agencies as required. A Marketing & Engagement Assistant works across the team to help with the logistics of agency and freelance support and the maintenance of marketing collateral and resources.

The Marketing & Engagement managers will plan promotional campaigns, help manage high-impact events such as Open Days, support external and high-value Engagements work, and liaise closely with the admissions and academic teams to secure and convert enquiries into registrations.

The Role

KEY RESPONSIBLITIES

Campaign Planning & Execution

- Targeted Marketing: develop and deliver end-to-end marketing plans for specific school entry points to hit annual recruitment targets. To include email marketing activity within our Admissions system OpenApply, working closely with Heads of Admissions and academic teams
- Collateral Production: write compelling copy and coordinate the production of marketing materials, including sector-specific booklets, flyers, and digital guides

Event Marketing & Management

- Showcase Events: plan, promote, and deliver major recruitment events, including Open Days, Taster Days, feeder school events
- Visitor Experience: work with Academic and Admissions colleagues to ensure the school is presented at its absolute best during events
- Follow-up Journeys: collaborate with Admissions to ensure post-event Engagement journeys are timely, personal, and impactful

Outreach & Admissions Collaboration

- Feeder School Liaison: build and maintain strong relationships with local nursery or prep school staff, managing regular Engagement and joint initiatives
- Pipeline Monitoring: meet regularly with the Admissions team to review current enquiry levels, adapting localised marketing tactics to support the sales funnel

Content Coordination & Brand Alignment

- Storytelling: identify unique stories, pupil achievements, and daily school activities, briefing the Digital Content Manager to capture multimedia assets
- Brand Compliance: ensure all materials, departmental signage, and Engagements comply strictly with the school's visual identity and tone of voice guidelines
- Manage the digital content calendar in collaboration with Digital Coordinators
- Lead the day-to-day delivery of group social media channels, translating the agreed strategy into consistent, high-quality content across all schools

MEASURES OF SUCCESS

- An increase in prospective families who fit the target audience criteria who engage with Thomas's digital and experiential content, attend admissions events, enquire, register and ultimately accept places at our Schools
- An increase in enquiry-to-tour conversion rate
- Effective budget management to proactively manage the cost of acquisition per pupil enrolled
- High quality and timely delivery of marketing materials to support the admissions process and decision-making cycle

Person Specification

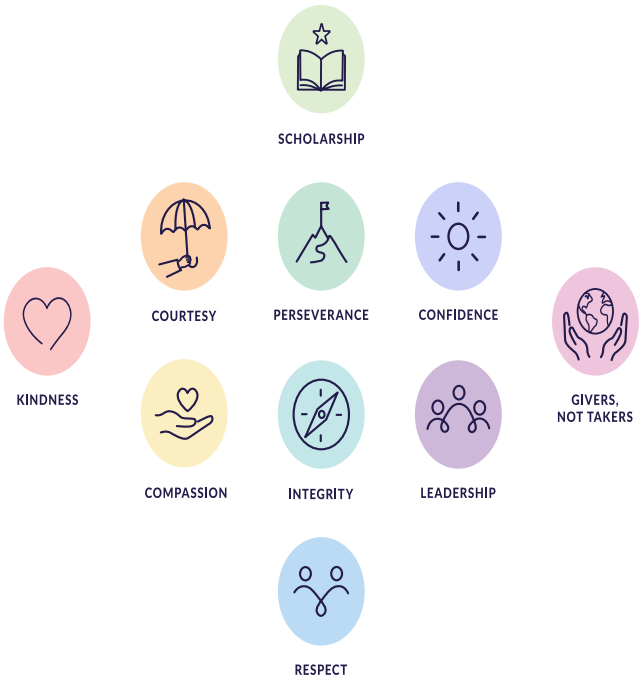
QUALIFICATIONS, EXPERIENCE AND SKILLS

- Three-plus years of hands-on marketing experience, ideally within an education, premium consumer service, or event-driven environment.
- Project Management: excellent organisational skills, with a proven ability to manage multiple projects, timelines, and print runs simultaneously.
- Engagement: exceptional copywriting and proofreading skills, with the ability to write warm, professional copy tailored to prospective parents.
- Digital Literacy: proficiency with email marketing platforms and Content Management Systems (CMS)
- School Operations Knowledge: familiarity with the UK independent school system and recruitment cycles is highly desirable

ADDITIONAL PERSONAL ATTRIBUTES AND VALUES

Personal Qualities

- High levels of initiative and energy and readiness to work hard
- Ability to manage and thrive on intensity and tolerate and overcome frustrations
- Ability to exercise self-care and prioritise wellbeing
- Enthusiasm, positivity, a readiness to believe in and work towards the best
- Supportive, generous and sympathetic attitude
- Constructive and imaginative approach to problems
- Readiness to learn, share ideas and listen
- Willingness to adapt and change and demonstrate the growth mindset we encourage in students
- Motivated by high standards: taking satisfaction in doing things really well
- A sense of school spirit and recognition that positive and cheerful capability in the face of challenge is at the heart of strong communities
- Recognising the importance of work as a source of meaningful satisfaction and fun



Safeguarding and Young People's Interests

- A commitment to the highest standards of safeguarding in all aspects of practice
- Genuine interest in children and young people
- Genuine interest in pastoral issues and wellbeing
- Commitment to responding to and supporting each student as an individual

Terms and Benefits

- **Salary:** £45-50k per annum depending on experience
- **Benefits:**
  - Continuous Professional Development opportunities
  - Employee Assistance Programme - offering a wide range of benefits to support employee physical, mental and financial health needs
  - Group Personal Pension Plan, administered by Aviva. The employer contribution is set at 5% of salary with the default employee contribution set at 3% of salary.
  - Death in Service Benefit
  - Free school meals during term time when attending school sites
- **Contract:** Permanent, Full Time
- **Location:** This is a multisite role based across a select group of our schools , and in our Head Office at Calico House in Battersea during term-times, with flexibility on working location outside of term time.

The role will be subject to the successful completion of the required employment checks, including an enhanced DBS and reference. Full details of all checks that will be carried out are detailed in our recruitment policy.

Key Dates

Applications are invited from experienced, dynamic and enthusiastic leaders excited by the scope of this opportunity. For further details visit the Thomas's London Day Schools website: **thomas-s.co.uk/join-our-team** or email **hr@thomas-s.co.uk**

To apply for this post please go to **thomas-s.co.uk/join-our-team** and click apply by noon on Friday 23 October 2026. Should you wish to send a covering letter or supporting statement following your application, please forward it to **hr@thomas-s.co.uk**

The first round of interviews will take place on Thursday 29 and Friday 30 October. Please note that referees will be contacted prior to the interview.

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.

BE KIND
BE YOU
BELONG

BE THOMAS'S

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