



Exceptional Breadth | Individual Focus

Candidate Information Pack

Director of Marketing, Admissions & Engagement

Deadline for applications | Midday on Thursday 30 July

From the Head

Thank you for your interest in working at Cokethorpe.

Entering the School, the historic buildings set in extensive, tranquil grounds give the impression of a school steeped in tradition, of ancient chapels, converted stables, cobbled squares, and endless curiosities. Open the front door and you will discover something rather more.



Cokethorpe is a dynamic school. We are driven by a shared commitment: to inspire and guide young people to discover their passions, to pursue excellence and to learn from mistakes. Learning and teaching at Cokethorpe is rigorous and research-informed; our classrooms are energised spaces where ideas bounce.

Our grounds are much more to us than a backdrop; the landscape teems with purposeful activity, whether that be enhancing classroom learning or engaging in our extensive co-curricular programme.

Schools like Cokethorpe can only provide the learning environments they do with the support of colleagues working behind the scenes to keep the gears turning. Our administrative and support staff colleagues play a crucial role in our success.

And at the heart of everything is community. This is as true for support staff as it is for teachers, pupils and parents. Our Common Room is an encouraging environment, where staff share ideas and best practice derived from lived experience, and where colleagues are actively supported to grow their careers and craft to the benefit of all.

I look forward to your application.

Dr Sarah Squire

Head, Cokethorpe School





Role Overview

As a Senior Leadership Team (SLT) member reporting to the Head, the Director of Marketing, Admissions and Engagement strategically drives the school's growth agenda. The role owns public presentation, pupil recruitment, and relationship building across all stakeholders, including prospective families, alumni, and governors.

In a competitive private school landscape, this role differentiates the school via its core values and drives pupil growth. The role has three core strategic pillars: leading a best-in-class demand generation and brand programme; providing strategic direction and data intelligence to the Admissions team; and owning the school's External Relations Strategy and KPI framework at SLT level. Day-to-day operational delivery sits with the Head of Marketing and Admissions Registrar and their respective teams; the Director's focus is on setting direction, driving performance and raising the school's profile.

The postholder will be a visible champion for the school, combining a demand-generation mindset with commercial rigour, data-led decision-making and a genuine passion for independent education. They will be equally comfortable influencing at board level and representing the school at external events, in the local community and in the wider education sector.

About Cokethorpe

Cokethorpe is an HMC and IAPS, independent day school for boys and girls from the age of four to eighteen. Situated in beautiful parkland just ten miles outside Oxford, the School has a strong reputation for providing a rigorous, broad curriculum underpinned by a research-informed approach to learning and teaching, and a knowledge that all pupils have the capacity for excellence if encouraged to be ambitious and take responsibility for their own learning.

The School is proud of the fact that its admissions process credits pupils who show a wide range of skills, leading to a dynamic and diverse learning environment. Students leave Cokethorpe to study at a range of different institutions, including Oxbridge, Russell Group and other equally reputable institutions, as well as pursuing Degree Apprenticeships with some of the most distinguished companies in the UK. Results at GCSE and A Level are very positive, with a strong emphasis on the value that is added to pupils through excellent learning and teaching.

Success at Cokethorpe is bolstered by the Leadership Programme, which runs throughout the School and encourages pupils to develop particular traits: integrity, courage, empathy, judgement, ambition and responsibility. The aim is for pupils to take ownership of their own development.

The School has a strong co-curricular programme and, whilst excellence in the classroom is paramount, all members of the Common Room are encouraged to see themselves as playing a role in this wider curriculum. It is a busy, purposeful school in which positive relations develop, and exciting and varied opportunities arise.

Members of Cokethorpe's support staff are full members of the School's Common Room, acknowledging the important roles fulfilled by administrative and support staff operationally and logistically to ensuring the School's overall success.





Key Responsibilities

Reporting to: Head

Status: Senior Leadership Team Member

Direct Reports: Head of Marketing; Admissions Registrar;
Alumni Relations Manager

Demand Generation, Brand & Marketing Strategy

The Director holds full strategic ownership of the school's brand and marketing activity, working with the Marketing team to execute. The focus is on generating demand, growing the applicant pipeline and building a distinctive, well-regarded brand in the local and regional market.

- Develop and own an integrated demand generation strategy that builds brand awareness, drives qualified enquiries and sustains the school's competitive positioning across the local and regional market.
- Act as guardian of the school's brand identity — setting the tone of voice, visual identity and messaging framework that the Marketing team implements consistently across all channels, internal and external.
- Own the school's digital strategy, including website performance, SEO/SEM, paid campaigns, social channels and e-newsletters, with the Head of Marketing accountable for day-to-day delivery.
- Develop and oversee a PR strategy that proactively secures positive media coverage, manages reputation and raises the school's profile in relevant channels.
- Champion a test-and-learn culture: establish frameworks for hypothesis-driven campaign testing, rapid iteration and evidence-based optimisation across all marketing activity.
- Lead the school's AI and LLM visibility strategy: develop approaches to ensure the school is accurately and favourably represented in AI-generated search responses and large language model outputs — including through structured data, authoritative content and digital PR — recognising that a growing proportion of families begin their school search via AI tools.
- Set the strategic direction for the school's content programme — written, visual and video — ensuring the Marketing team delivers compelling, authentic storytelling across the website, prospectus, social media, email, paid advertising and print.
- Oversee relationships with external agencies, designers, photographers and videographers, ensuring quality and value for money.
- Lead on crisis communications planning, advising the Head and Governors as required.

Admissions Strategy & Demand Intelligence

Day-to-day admissions operations sit with the Admissions Registrar and their team. The Director provides the strategic framework, data intelligence and market insight that enable the Admissions team to recruit effectively and convert at the highest level.

- Own the school's demand generation pipeline strategy, partnering with the Registrar to develop and review the annual admissions strategy: identifying target year groups, markets and entry points, and setting conversion targets at each stage of the funnel.
- Own the admissions data dashboard, tracking and analysing the full funnel from brand awareness and first touch through enquiry, open day, assessment, offer, acceptance and enrolment — identifying drop-off points and driving continuous conversion improvement.
- Produce clear, regular reporting on pipeline and admissions performance for the Head, SLT and Governors, translating data into insight and actionable recommendations.
- Lead on CRM strategy and governance — including data hygiene, GDPR compliance and automation — ensuring the CRM is a strategic asset that supports the full admissions journey.
- Commission market research and competitor analysis, using findings to sharpen messaging, positioning and recruitment approaches.
- Develop and maintain a programme for tracking external brand sentiment — among prospective families, feeder school communities and local influencers — using insight to inform positioning and identify reputation risks or opportunities.
- Develop feeder school and influencer relationship strategies to sustain healthy and diverse pipelines into key entry points, supporting the Registrar in executing these relationships.
- Support the planning and delivery of key recruitment events — open mornings, meet the Head, taster days, scholarship events and feeder-school visits — in partnership with the Admissions team.





Community Engagement & External Relations

A distinctive part of this role is building the school's presence and reputation beyond its immediate prospective family audience — putting the school 'on the map' in the local and regional community and cultivating relationships that generate long-term goodwill and brand recognition.

- Act as a visible ambassador for the school, representing it at external events, community initiatives, sector conferences and educational fairs.
- Develop and deliver a community engagement strategy that builds meaningful relationships with local businesses, cultural organisations, civic bodies and the wider community, raising the school's profile and reinforcing its values.
- Lead the school's alumni engagement programme through the Alumni Relations Manager, building a network of engaged alumni who act as advocates and contribute to the life of the school.
- Develop and nurture a network of local influencers, feeder school leaders, community figures and stakeholders whose positive advocacy supports the school's reputation and admissions pipeline.
- Identify partnership, sponsorship and profile-raising opportunities that position the school as a valued and distinctive community institution.

SLT Communications Strategy & KPI Ownership

As the SLT lead for external relations, the Director sets the strategic framework within which the school's marketing, admissions and engagement activity operates, reporting against a comprehensive performance framework.

- Lead the development and annual review of the school's External Relations Strategy, integrating marketing, admissions, community engagement and stakeholder communications into a single, data-led framework.
- Design, own and report against a comprehensive KPI framework covering brand awareness, digital performance, AI/LLM visibility, enquiry and admissions pipeline data, event attendance, content engagement, brand sentiment and stakeholder satisfaction.
- Present performance reports and strategic recommendations to the Head, SLT and Governors on a regular cycle.
- Support the Head in preparing key community and stakeholder communications — including parent correspondence, public-facing statements and governor updates — with the Marketing team providing delivery support as required.

- Lead SLT-level thinking on reputation management, change communications and community engagement, ensuring the school communicates with clarity, warmth and purpose.
- Drive alignment across the school so that academic, pastoral and operational teams understand and contribute effectively to the school's external relations goals.

Leadership & Team Management

- Provide inspirational line management to the Head of Marketing, Admissions Registrar and Alumni Relations Manager, with clear development plans and a performance framework for each.
- Foster a high-performance culture across the function — ambitious, data-driven and focused on outcomes, not just activity.
- Manage budgets effectively across the function, ensuring strong return on investment and value for money.
- Champion safeguarding, inclusion and equal opportunities in all activities and communications.





Skills and Experience

Essential

- Demonstrable success in a senior marketing or communications leadership role, with full ownership of brand, content and multi-channel strategy and a track record of driving measurable demand or growth outcomes.
- Strong demand-generation expertise: a confident understanding of full-funnel marketing, pipeline conversion and the tactics that move audiences from awareness through to committed action.
- Proven ability to set and execute a content strategy across digital, social and traditional channels, with strong personal writing, editorial and storytelling skills.
- Strong commercial and analytical mindset: confident using data, dashboards and CRM platforms to track funnel performance, drive decision-making and report against KPIs.
- Experience of working at or presenting to board/senior leadership level, with the ability to translate complex data into clear, compelling narratives.
- Familiarity with GA4, AI search optimisation and emerging LLM visibility strategies — an understanding of how brands can influence their representation in AI-generated content and search responses.
- Excellent project management skills, with the ability to manage multiple priorities, deadlines and stakeholders simultaneously.
- Experienced and confident people manager, with a track record of developing high-performing individuals and teams.
- Outstanding interpersonal and communication skills — written, verbal and presentational.

Desirable

- Experience in the independent education sector, or a comparable community-facing environment, preferably in high-value brands or premium consumer markets.
- Familiarity with marketing to families and/or consumer audiences.
- Hands on experience of working with digital paid media (Google/Meta/programmatic), SEO/SEM depth, and conversion-rate optimisation as practised skill.
- Experience of managing and optimising CRM and MIS systems (e.g. iSAMS, InTouch, or similar).
- Experience of brand sentiment measurement and reputation tracking tools.
- Knowledge of UKVI regulations and international pupil recruitment practices.
- Relevant professional qualifications in marketing, communications or a related discipline (e.g. from CIM, CIPR).

Personal Attributes

- Commercially ambitious and outcome-focused — motivated by measurable growth in demand, enrolment and brand strength, not just activity.
- A natural storyteller who can articulate the school's ethos and distinctiveness to diverse audiences — from prospective families and community leaders to governors and the media.
- Energetic and entrepreneurial, with the strategic vision to see the big picture and the drive to make it happen through others.
- A champion of test-and-learn — curious, evidence-driven and comfortable with iteration and calculated risk.
- Emotionally intelligent and collaborative, able to build trust quickly with staff, parents, pupils, governors and external stakeholders.
- Proactive and solutions-focused, comfortable challenging convention and championing new ideas.
- Resilient and calm under pressure, maintaining quality and consistency during busy periods.
- Deeply committed to the education and welfare of children, and willing to embrace the full life of the school community.
- Willing to attend key events outside normal hours during peak periods — open mornings, community and alumni occasions — within a role that supports some flexible working at other times.





Appointment of Staff

To Apply

Interested and qualified candidates should submit electronically (as separate PDF documents in one email) the following to Mrs Sophie Crossley, Head of Human Resources, on recruitment@cokethorpe.org before the closing date. We reserve the right to interview prior to the closing date:

- A covering letter addressed to Dr Sarah Squire, Head
- A completed Cokethorpe School support staff application form.

Personal CVs are not required.

Please note that for candidates invited to interview, referees will be contacted prior to the interview date where possible.

Deadline for applications: Midday on Thursday 30 July.

Early applications are encouraged.

Interviews will take place during August 2026.

Terms of Appointment

Shortlisted candidates will be interviewed and written documentation recorded. Any gaps in employment history will be fully investigated. Safer recruitment procedures are followed and members of the Senior Leadership Team are accredited by the Oxfordshire Safeguarding Children Partnership/NSPCC for recruitment. Child protection awareness is an integral part of the induction programme for new members of staff.

Following acceptance of an offer of appointment, a formal contract of employment will be drawn up. The following notes provide guidance, without prejudice, on the likely main provisions of the agreement.

Hours:

- Full-time, year-round role, Monday to Friday. 8.30am until 5.00pm
- Flexibility is required to meet the demands of the role.
- To support work-life balance, reduced hours (9.00am – 4.00pm) may be worked during school holiday periods, where workload allows
- 33 days' holiday per year, inclusive of bank holidays, comprising 20 days' annual leave and 5 days for the Christmas closure. We recognise the importance of flexibility and, while annual leave is normally taken during school holiday periods, there may be opportunities to take a limited amount of leave during term time, subject to operational requirements and approval.

Salary: £78,000 - £85,000 depending on experience.

Appointment Date: as soon as possible.

Medical Fitness

Any offer of employment will be conditional upon the appointee's fitness to carry out the role. New employees will be asked, following an offer of employment, to complete a questionnaire regarding medical fitness.





Recruitment Checks

The School is committed to safeguarding and promoting the welfare of children. It is a condition of employment that the employee should not have been convicted of a criminal offence against children, nor have been dismissed from or resigned from a previous employer for misconduct of a similar nature. Having a criminal record is not necessarily a bar to employment; it will depend on the nature, circumstances and background of the offence. Our policy on the employment of ex-offenders is available on the vacancies section of the School's website.

All employees are expected to undergo child protection screening and appointments are subject to a satisfactory enhanced Disclosure and Barring Service check and other pre-employment screening. This includes receipt of at least two references satisfactory to the School, medical fitness, qualifications check where relevant for the post, the right to work in the UK, an identity check, online searches, and an overseas police check if the applicant has worked abroad within ten years from the date of appointment.

All appointments are made in accordance with our Equality policy and applicants should let us know of any special needs they may have so that adjustments can be made if required.

Benefits of Working at Cokethorpe

- Enrolment in the Aviva APTIS defined contribution Pension Scheme
- Up to 50% Fee remission for children of staff attending the school, subject to eligibility
- Personal and professional development programme
- Personal Accident Insurance
- Employee Assistance Programme via Aviva
- Salary Sacrifice EV Car Scheme
- Cycle to Work Scheme
- Free use of the School's sporting facilities (including the Gym, Tennis Courts and Golf Course)
- Free Meals and Refreshments during term time
- Free use of the School's Coffee Shop in association with Ue Coffee Roasters in term time
- Free parking on site
- A number of subsidised social events
- Annual Flu Vaccination.





Cokethorpe

SCHOOL

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