



ST NEOT'S
PREPARATORY SCHOOL

Role Profile

Marketing & Admissions Manager

Responsible to:	The Headmaster
Location:	On Campus
Terms of Contract:	Full Time, Permanent
Salary:	Up to £40,000
Benefits:	School fee remission at both St Neot's and Lord Wandsworth College, our partner school. Strong commitment to professional development, membership of the pension scheme, Death in Service Cover, complimentary lunches in term time, free use of school sports facilities outside of school day, health hub on site, a beautiful working environment.

Role Outline and purpose

The role of Marketing & Admissions Manager presents an exciting opportunity for someone to bring their vision to further develop our thriving school community. This role is responsible for the student recruitment cycle from pre-entry to the completion of enrolment for students.

You will lead on all aspects of marketing and admissions to meet the schools' objectives, making sure all functions are performed in a timely, efficient, and effective manner, as well as leading on marketing campaigns, open days and events.

Role responsibilities

- To be the key contact for all prospective parents considering St Neot's and maintaining regular communication with them throughout their admissions process
- To efficiently administer every step of the admissions journey from start to finish and record progress
- Attend the Governors' Marketing Sub-committee
- Annually review the execution of the Marketing & Communications Strategy for St Neot's
- To keep admissions information on our website (and other sites where we are listed) up to date
- Maintain and develop strong relations with feeder organisations

- Communicate in a consistent, accurate, professional and prompt manner with all key audiences
- Organise the design and printing of all publications in consultation with appropriate members of staff and outside agencies
- Plan and manage a comprehensive annual marketing plan
- Plan and execute any advertising campaigns, keeping within budgetary constraints
- Organise photo and video shoots for promotional materials and presentations
- Manage library/archive of photographs, adverts, press cuttings and other marketing materials
- Alongside the St Neot's Digital Lead, manage the school's social media channels and digital platforms, including the St Neot's website
- Take responsibility for the organisation and management of promotional and school events, for example open mornings and taster days, attending as required

Person Specification

- A talent for networking and promoting the school both internally and externally
- Ability to exercise discretion to maintain confidentiality in the handling of sensitive/confidential information
- Commitment to safeguarding and equality
- Proven success of marketing management
- Hands on experience of press relations
- Proven success in budget management and copywriting
- Tenacity and an unwavering commitment to achieving the best outcomes and promoting the ethos and values of the school
- Ability to multi-task and meet set deadlines in a busy environment

Stakeholders

- The Headmaster
- Senior Leadership Team
- Director of Marketing & Admissions, LWC
- All academic and business staff
- Visitors, students and parents

This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the School.

Our school is a wonderful community of supportive and like-minded parents; dedicated and skilled teachers; experienced and hands-on Governors and most importantly, charming, happy, and smiling children. We believe passionately in providing a broad, engaging, and enjoyable education that is bursting with opportunity and joy.

At St Neot's, education is built around 5 key pillars. These are central to everything we do and ensures that every child in our care receives the very best educational experience possible:

Community: Coming to St Neot's is to join a warm and welcoming community for parents and children alike. We are non-selective and co-educational throughout, and everyone is welcome, aged 2 to 13. We actively encourage the parent body to come on site for regular coffee mornings, the odd tennis match and of course, for all school events. New parents will soon feel part of the St Neot's family.

Values: We are a school driven by core family values. Our children are kind, polite, respectful, and hard working. These attributes are as important to us as any exam result and our pupils excel in these areas.

The Outdoors: We are determined that our children not only learn outdoors but learn about the outdoors. We have an amazing 70-acre site and outdoor learning is a timetabled subject throughout the school. All children are encouraged to play in the woods at every opportunity and overnight campouts are a feature from Year 4.

Ambition: We are unapologetically ambitious for every child in our care and for the school as a whole. We are determined to provide the very best provision we can. Our amazing facilities reflect our commitment to continually seeking the very best for our children.



Fun: A St Neot's education is full of fun and good humour. Our children and staff love coming into school. Drop-off is always full of smiles, laughter, and enthusiasm for the day ahead. A child having fun is a child who is going to learn.

The St Neot's way is a successful one. Our children leave for some of the most prestigious day and boarding senior schools, often with a scholarship award. They arrive as well rounded, charming, interested and intellectually curious young women and men. Heads of senior schools comment on how the St Neot's cohort stand out from the crowd.

Appointment process and how to apply

To apply, please send a completed application form along with a CV and covering letter to The Headmaster,

St Neot's Prep School, St Neot's Road, Eversley, Hampshire, RG27 0PN

The closing date for applications is the 19th of January with interviews on the week commencing 24th January 2022.

Should you wish to discuss the role in strict confidence, please contact Jonathan Slot, the Headmaster on 0118 973 2118.

We welcome people of all faiths and those that are committed to these values. We recognise that we have under-represented groups within our workforce. As part of our commitment to diversity and equality of opportunity we are actively encouraging applications from under-represented groups such as returning parents or carers who are re-entering work after a career break, people who are LGBT+, from Black, Asian and Minority Ethnic backgrounds, with a disability, impairment, learning difference or long-term condition, with caring responsibilities, from different nations and regions and those with a lived experience of poverty as well as any other under-represented group in our workforce. We are committed to ensuring the safety and protection of our employees from all forms of harm.

Appointments will be made subject to receipt of satisfactory references and enhanced DBS check. The school is committed to safeguarding and promoting the welfare of young people. The successful applicant will be subject to a Disclosure and Barring Services (DBS) check and references. We are an equal opportunities employer.

St Neot's is a registered charity No. 307324 providing outstanding caring education for boys and girls since 1869.



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PREPARATORY SCHOOL

APPLICATION FOR EMPLOYMENT

(This Application Form must be completed in full. Incomplete Application Forms will not be accepted. CVs will not be accepted in substitution for incomplete Application Forms.)

Providing false information is an offence and could result in your application being rejected, or summary dismissal if you have been selected, and possible referral to the teachers' misconduct team, or the police.

Post Title:

Surname:	Forenames:	Maiden or former Name(s)
Title: Mr, Mrs, Miss, Dr etc	Date of Birth:	National Insurance Number:
DfES reference number:	Do you have qualified Teacher Status: Y/N*	Are you registered with the GTC for England: Y/N*
Address:		
Home Tel No:	Daytime Tel No:	Email address:
Entitlement to work in the UK To comply with the Immigration and Asylum Nationality Act 2006 all prospective employees will be asked to supply evidence of eligibility to work in the UK. We will ask to see an appropriate official document (for example, a document showing your national Insurance Number, birth certificate, passport etc..) Do not send these now. Further information will be sent to you if you are selected for interview. Do you require a work permit to work in the UK Yes* No* If you already have a work permit , please give the expiry date _____		

*please circle as appropriate

Name of current employer	
Address:	Tel No:
	Email address:
Title of post held:	Date appointed:

Present Salary:	Other payments/allowances:	Current Period of Notice:	

Please describe your current post giving details of your key duties and other responsibilities relevant to this post:

Full Employment History since leaving full time education. Please complete in chronological order, working backwards and ensuring all periods or time are accounted for. Any gaps in employment must be explained, for example unemployment, voluntary work, travel etc. (Please use an additional sheet if required)

From: (mm/yyyy)	To: (mm/yyyy)	Name and address of employer:	Job title and brief description of duties	Salary and reason for leaving

If there are any gaps in your employment history please explain them here:

Educational Qualifications obtained:

If the job requires you to hold a particular qualification, you will be asked to produce original evidence if shortlisted.

Relevant Qualifications (e.g. CSE, GCSE, 'O'/'A' Level, NVQ, Degree, professional or equivalent)	Subject (e.g. English, Maths, Business Administration, Law)	Grade (e.g. A,B, C,1, 2, 3, Distinction, Pass)	If the post is based within the Children, Schools and Families Service, dates obtained must be identified. DD/MM/YYYY

Further Training and Development:

Please list below relevant job-related training, specialist training and include details of education currently being undertaken or planned.

Title and brief description of course/qualification	Date DD/MM/YYYY

Continue on a separate sheet if necessary

Membership of Professional Bodies (if applicable):

Institute or Association	Level of Membership	Membership Number	How Obtained (e.g. election or qualification)	Date obtained DD/MM/YYYY

Personal Statement

Using the person specification that you have been sent with your application pack, please demonstrate using examples, your suitability for the position you are applying for. Please include your reason for applying for and interest in this position.

Referees:		
Please supply the names and contact details of at least two referees who can comment on your suitability for this position. One should be your current or most recent employer. (N.B. If you are not currently working with children but have done so in the past the second referee should be the employer by whom you were most recently employed in work with children. References will not be accepted from relatives or persons who only know you as a friend/relative.		
Name:	1	2
Address:	1	2
Position:	1	2
Relation to applicant:		
Tel No:	1	2
Email Address:	1	2

Please note that we will contact the above referees if you are short listed for this post and seek reference before interview. Also, in relation to work with children we will seek information about any disciplinary issues relating to children and/or child protection concerns you may have been subject to. If you have any concerns about this please contact Bronwyn Kidd (DSL) on 0118 9732118 to discuss these issues.

Do you have any connections to the School e.g. Personal, financial	Yes/No	If so please provide details:

<p>PERSONAL DECLARATION:</p> <p>The position for which you are applying involves contact with children and is exempt from the rehabilitation of Offenders Act 1974 and all subsequent amendments (England and Wales). For these positions you are not entitled to withhold information about police cautions, 'bind-overs', or any</p>

criminal convictions including any that would otherwise be considered 'spent' under the Act.

Have you ever been convicted of any offence or 'bound-over' or given a caution? Yes/No

If yes, please give details on a separate sheet and attach it to this form in a sealed envelope marked 'Confidential Disclosure'.

I understand that if my application is successful I will be required to obtain an enhanced CRB Disclosure.

I declare that the information I have given on this form is complete and accurate and that I am not banned or disqualified from working with children nor subject to any sanctions or conditions on my employment imposed by a regulatory body or the Secretary of State. I understand that to knowingly give false information or to omit information could result in the withdrawal of any offer of appointment, or my dismissal at any time in the future and possible criminal prosecution.

Signed:

Date:

Print Name:

Please return this Application form to: The Headmaster
St Neot's School, St Neot's Road
Eversley, Hook, Hants.
RG27 0PN

Or email: dbergernorth@stneotsprep.co.uk