



Oakhyrst Grange School

Oakhyrst Grange School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. At this school we respect and value all children and are committed to providing a caring, friendly and safe environment for our pupils so that they can learn in a relaxed and secure atmosphere. We believe that every pupil should be able to participate in all school activities in an enjoyable and safe environment and be protected from harm. This is the responsibility of every adult employed by, or invited to deliver services at Oakhyrst Grange School. We recognise our responsibility to safeguard all who access school and promote the welfare of all of our pupils by protecting them from physical, sexual and emotional abuse, neglect and bullying.

Job Description

Marketing Manager & Admissions Support (Part-Time, 2 days per week)

Salary: Up to £30,000 pro rata (actual salary depending on experience)

Reports to: Head and Bursar

Location: Oakhyrst Grange School, Caterham

Job Purpose

The Marketing & Admissions Officer will play a key role in raising the profile of the school and supporting the recruitment of new pupils. The role combines responsibility for delivering engaging marketing and communications with the provision of admissions support — ensuring that every prospective family experience a warm, professional and efficient journey from enquiry to enrolment.

This is a part-time position (2 days per week), ideal for a proactive, creative and well-organised professional who can balance marketing expertise with excellent people skills.

Key Responsibilities

Marketing & Communications

- Develop and deliver a marketing plan to showcase the school to prospective parents and the wider community.
- Ensure the school's brand and messaging are consistent across all channels and materials.
- Manage the school's website, ensuring content is accurate, up-to-date, and engaging.
- Lead on social media channels (e.g. Facebook, Instagram), planning and creating content to highlight school life.



Oakhurst Grange School

- Produce high-quality marketing materials, including newsletters, press releases, prospectuses, and digital campaigns.
- Coordinate school photography, video, and branded collateral, liaising with designers and printers as needed.
- Develop relationships with feeder nurseries, schools, and community groups to increase awareness and referrals.
- Maintain and update an organised photo library and archive of marketing assets.
- Monitor and evaluate the effectiveness of marketing campaigns, providing reports and recommendations to the Head and SLT.
- Undertake light market research and competitor analysis to inform marketing and admissions strategy.

Admissions Support

- Act as a welcoming point of contact for prospective parents, providing timely and professional communication.
- Support the organisation of open mornings, taster days, and school tours, ensuring these are well-promoted and smoothly delivered.
- Assist with maintaining accurate admissions data and records on the school database.
- Provide follow-up communication to prospective families to build strong relationships and encourage conversion.
- Support the Bursar with admissions reporting, pipeline data, and conversion tracking.

Events & Community

- Coordinate the promotion and administration of key admissions and marketing events in the school calendar.
- Prepare event documentation (plans, correspondence, risk assessments) in liaison with relevant staff.
- Act as an ambassador for the school at events, promoting its ethos and values.
- Support colleagues across the school to strengthen communications and relationships with current families and the wider community.



Oakhurst Grange School

Person Specification

Qualifications & Experience

- Educated to degree level or equivalent; a recognised marketing qualification desirable.
- Experience in marketing, admissions, or a client-facing role (ideally in education, hospitality, or similar).
- Knowledge of digital marketing, social media, and content creation.
- Experience with website management and design tools (e.g. CMS, Canva, WordPress).
- Understanding of customer service and the importance of first impressions.

Skills & Attributes

- Excellent interpersonal and communication skills, with the ability to engage confidently with prospective parents, pupils, and staff.
- Strong writing skills, creative flair, and an eye for design.
- Highly organised and able to manage multiple projects with competing deadlines.
- Confident using IT systems (Microsoft Office, admissions platforms).
- Analytical skills to monitor effectiveness of marketing activity.
- Self-motivated, able to work independently while contributing as part of a team.
- A warm, approachable, and professional manner, reflecting the ethos and values of the school.
- Flexibility to attend occasional events outside normal working hours (e.g. open days, parent evenings).

Terms of Appointment

- Contract: Permanent, part-time (2 days per week).
- Salary: Up to £30,000 pro rata (actual salary dependent on skills and experience).
- Hours: 2 days per week, with flexibility required around key events.
- Benefits: e.g. pension, free lunches, CPD opportunities, use of swimming pool (subject to timings).



Oakhurst Grange School

Details Required:

- Fully completed application form with no gaps in chronological work or out of work history
- 2 references prior to interview upon request
- Satisfactory Online Check
- Copies of DBS checks, qualification certificates etc. will be required at interview along with three proofs of identity for a school DBS check.

Key dates:

- Closing date for applications – Friday 3rd October 2025
- Short-listed candidates will be called for interview week commencing 13th October 2025
- Start Date week commencing 3rd November 2025.