



St David's Prep

# MARKETING & ADMISSIONS MANAGER

**CANDIDATE PACK**



## Overview of the Role

The successful candidate will support the school's growth and development by helping to build awareness, drive an increase in enquiries and ensure a high conversion level, leading to a growth in pupil numbers over the coming years. Candidates are sought who can demonstrate:

- Excellent communication and relationship-building skills;
- An energetic, proactive approach; and
- A track record of preparing and implementing plans to build brand awareness and drive sales.

The Marketing & Admissions Manager will work closely with, and be supported by, the Group Marketing department.

**Reports to:** Head & School Business Manager

## Application & Important Information

Applicants should complete the school's application form and submit it to Mrs Julia Foulger, Head - [head@stdavidsprep.com](mailto:head@stdavidsprep.com)

Alternatively, you can apply on eteach.  
[Link here.](#)

Application Deadline: 6th March

Interview Date: 16<sup>th</sup> March

Applications will be viewed as they arrive.  
This role will commence in September 2026.

## Hours, Salary & Benefits:

Hours: Full time role, year round

Salary: £40,000 - £45,000 pa based on experience

### Benefits:

- 5% employer pension
- EV scheme with Octopus
- Cycle to work scheme and shopping discount card
- Means tested staff discount
- Free lunch if working in one of our schools
- 25 days holiday + bank holidays pa
- Access to the group's counselling scheme
- Personal accident at work cover
- Access to fully funded apprenticeships
- Discretionary Christmas stand down

**An enhanced DBS disclosure and references will be required for this post.**

If you have any further queries about this role, or need assistance with your application, please contact Molly Rees, Talent Acquisition Partner - [HR@Wishford.co.uk](mailto:HR@Wishford.co.uk).



## Job Description

The Marketing & Admissions Manager is responsible, alongside the Head and SLT, for:

- Achieving the school's pupil recruitment targets
- Developing and implementing a strategic marketing and communications plan
- Promoting the school's ethos and values
- Strengthening engagement with current parents and the wider community
- Providing an exceptional experience for prospective families from the first point of contact

This role combines creativity, strategic thinking, and operational delivery.

### Admissions

- Develop and manage, working closely with the SLT and Group, the strategic admissions plan to achieve the school's pupil growth targets
- Develop and implement plans to increase the number of enquiries; building links with feeder nurseries, local community groups and other existing and new sources of pupil enquiries
- Deliver the school's annual pupil recruitment target
- Report regularly to the SLT and Group to ensure that progress against recruitment targets remains a key focus and priority
- Act as the main point of contact for prospective parents and pupils

- Respond promptly and professionally to all enquiries via phone, email and in person
- Maintain accurate records on the school's admissions database
- Organise and manage assessments and taster days
- Prepare and issue offer letters and manage post-offer administration
- Track and analyse enquiry-to-admission conversion rates and implement improvements
- Assist with Governance visits and school inspections, as required

### Marketing Strategy & Planning

- Develop and execute a comprehensive marketing and communications strategy aligned with the school's vision and objectives to promote the school effectively
- Ensure the school's key selling messages are well understood by the entire staff body and are consistently applied
- Build a strong working relationship with parents and enlist their support with the school's marketing activity
- Monitor competitor activity and adjust strategies accordingly
- Maintain accurate admissions data and produce regular reports for SLT

### Digital Marketing & Social Media

- Oversee and update the school website to ensure accurate, engaging, and compliant content
- Develop and implement a social media strategy across platforms to showcase school life and achievements
- Ensure compliance with GDPR and safeguarding requirements for all online content



### **Branding & Publications**

- Maintain and develop the school's brand identity and ensure consistency across all materials
- Produce high-quality promotional materials, including prospectuses, newsletters, and advertising campaigns
- Coordinate photography and videography for events and marketing collateral

### **Events & Community Engagement**

- Organise open days, taster sessions, recruitment and admission events
- Support internal events to enhance parent engagement and retention
- Build relationships with local schools and community organisations

### **Person Specification**

#### **Skills & Experience**

- Experience in marketing, preferably within education or a similar sector
- Strong digital marketing skills, including social media management and website content
- Ability to manage multiple projects and meet deadlines
- Knowledge of GDPR and safeguarding requirements in marketing
- High level of IT proficiency (experience with school databases desirable)

### **Personal Attributes**

- Excellent interpersonal and communication skills
- Strong organisational and administrative abilities
- A proactive, 'can do' attitude
- Knowledge of the independent school sector and admissions processes (preferred)
- Creative and innovative thinker
- Highly organised and detail-oriented
- Professional, approachable, and able to represent the school positively

Wishford Education is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, reference and medical checks and the Disclosure and Barring Service.

Wishford Education is an equal opportunities employer and welcomes applications from all backgrounds. Appointments will be made solely on merit and will be made without regard to age, disability, gender, nationality, race, colour, ethnicity, or religion.



## St David's Prep

St David's Prep is an independent prep school situated in West Wickham. It is a selective, co-educational day school with a happy family atmosphere. We cater for children from 3 to 11 years old. Our aim is to develop the academic and social potential of each child to the full.

St David's is a member of Wishford Schools. Under the leadership of Head, Julia Foulger the school opened a new building in Autumn 2026 with investment and support from the Wishford Group.

This development has provided us with eight spacious new classrooms, inspiring outdoor learning spaces, a library, breakout space, and a new kitchen. In addition, several other spaces have been repurposed and upgraded, including a music studio and two practice rooms.

**For more information, please look at our website [www.stdavidsprep.com](http://www.stdavidsprep.com)**

## Wishford Education

Wishford Education is a leading provider of independent education in the UK. Our group includes independent prep and senior schools, nurseries and day and residential camps. Varied in character but united in ethos, our schools, nurseries and camps understand where the true value of an independent education lies, and provide high-quality learning, outstanding opportunities and a happy, caring environment in which children achieve amazing things.

Founded in 2011, the group currently comprises ten independent schools in Wiltshire, Gloucestershire, Berkshire, Buckinghamshire, Oxfordshire and Kent as well as two thriving day nurseries in Wiltshire, an international summer school and an activity camps business. The group is growing and we expect a number of additional schools and nurseries to join us in the near future.

**For more information on the Wishford Education group, please visit: [www.wishford.co.uk](http://www.wishford.co.uk)**

