



Marketing & Admissions Lead Job Description

Accountable to: Head

Responsible to: Deputy Head

Key Responsibilities: We are seeking a confident and creative Marketing & Admissions Lead to join our small, dedicated team at Lyndhurst School. This is a key role in shaping the school's public image and attracting prospective families. You will lead on promotional strategy, manage our website and digital presence, coordinate events, and oversee the full admissions journey with warmth and professionalism.

Safeguarding Statement: *Safeguarding is Everyone's Responsibility. Lyndhurst School is committed to safeguarding and promoting the welfare of children and young people. Applicants must undergo child protection screening, including checks with past employers and the Disclosure and Barring Service.*

Salary: £14,000PA

Hours: Term time 34 weeks + INSET days + 10 days TBA,
Monday – Friday, 9:00am – 2:30pm (on-site)

Benefits:

- Longer holidays (17 weeks!)
- Family feel/environment
- Potential for positions of responsibility and career growth
- Free parking
- Complimentary lunches
- Staff social events

Key Qualities

- Passionate about admissions and parent engagement, with the ability to build strong relationships and guide prospective families confidently through the admissions journey
- Creative, enthusiastic, and full of ideas, with strong technical and visual skills and an eye for presenting the school in a warm and professional way
- A naturally organised and reliable administrator, able to manage a varied workload while building positive relationships with pupils, parents, staff, and prospective families
- A team player with excellent communication and people skills
- Experienced in marketing, with a strong understanding of branding, social media, and community engagement, building positive relationships within the local area to promote the school
- Confident managing the school's online presence, including Meta and Google advertising, social media platforms, WordPress, and website content updates



Key Responsibilities

Marketing & Communications

- Develop and implement marketing strategies to increase awareness and pupil admissions
- Design and run targeted marketing campaigns, including social media and print
- Create compelling content that showcases school life, events, and pupil achievements
- Uphold and evolve the School's brand identity across all marketing materials
- Produce school publications including posters, banners, leaflets, videos, newsletters, and certificates
- Promote the School to local nursery providers and other relevant partners
- Capture (or coordinate the capturing of) event photography in line with GDPR and parental consent
- Attend and support school open events, fairs, taster days, and pupil recruitment activities (some flexibility in hours may be required)
- Oversee and manage the school's marketing budget

Website & Digital Presence

- Take responsibility for the ongoing development, accuracy, and visual impact of the school website (Wordpress experience advantageous)
- Regularly update website content, including pages, news items, the events calendar, policies, and statutory information
- Monitor and ensure compliance of the website with relevant legislation (e.g. GDPR, accessibility, safeguarding)
- Maintain the website diary and ensure all school events are correctly published online and aligned with the internal school calendar
- Plan and manage the school's digital strategy, ensuring a consistent and effective presence across platforms such as Facebook, Instagram, Twitter/X, and LinkedIn
- Generate and schedule engaging, timely posts on social media, reflecting the ethos of the school

Admissions

- Serve as the first point of contact for all prospective families
- Manage admissions communications and data using HUBMis
- Coordinate visits, meetings, and follow-ups with prospective families
- Maintain pupil roll changes and generate weekly reports
- Collaborate with the Head on class placements and waiting lists
- Assist with EY grants and liaise with the Bursar on registered pupils
- Plan and organise Open Days and school tour events, ensuring a welcoming, informative, and professional experience for prospective parents and pupils

Administrative Support (Approx. 10%)

- Provide general administrative assistance when needed
- Cover reception or other admin roles in the event of short-term staff absence
- Be an active member of the First Aid team (training provided)



- Support the general smooth running of the school day and contribute positively to the wider school team
- Set an excellent example in terms of presentation, punctuality, and professionalism
- Undertake training and development as required

Additional Information

All staff are expected to act as positive ambassadors for the school, supporting our ethos and modelling the behaviour and professionalism we wish to instil in our pupils. Duties may vary from time to time and the post holder may be asked to undertake any reasonable task at the request of the Headmaster or Senior Leadership Team.

We welcome initial applications via CV. Shortlisted candidates will be required to complete a full application form prior to interview. The school is committed to safeguarding and promoting the welfare of children and all staff are expected to share this commitment. Successful applicants will be subject to enhanced DBS checks and satisfactory references.

For the avoidance of doubt, the duties and responsibilities contained within this job description may change from time to time according to the requirements of the role and it is not intended to have contractual effect.

Agreed by	Agreed by Jobholder
Date:	Date: