ASHFOLD SCHOOL

THE Stowe GROUP

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Candidate Brochure

Marketing & Admissions Executive

Required as soon as possible

The Stowe Group

The Stowe Group of schools (Stowe, Ashfold, Swanbourne House and Winchester House) is situated on four separate sites in Buckinghamshire and Northamptonshire and educates children from 3-18 years. Within The Stowe Group there are more than 1,800 pupils and 800 members of staff. The schools occupy sites of historical significance in Swanbourne, Dorton, Brackley and the world- famous landscape gardens at Stowe, where we work with The National Trust to manage 880 acres and open the grounds to over 200,000 visitors a year. Stowe House is open to the public during the School holidays and for guided tours during term time. The Stowe Group is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. In 2021, The Stowe Group launched its transformational Change Makers vision and Change 100 programme.

Ashfold is a leading prep school for approximately 240 boys and girls aged 3-13 years. The School is set in 30 acres of beautiful grounds on the edge of the village of Dorton in the Buckinghamshire countryside and includes 5 sports pitches, AstroTurf, netball and tennis courts and woodland.

We are seeking to appoint a Marketing & Admissions Executive to join the Marketing Team at Ashfold School.

Accountable to: Group Deputy Director of Marketing and Admissions

Department: Marketing and Admissions

Hours of work: 22.5 hours per week (3 days), term time plus 5 weeks in school holidays

Salary: £15,393 per annum (pro rata'd)

Purpose of role: Supporting the Group Deputy Director of Marketing & Admissions to ensure that The School's Recruitment Strategy is successfully implemented.





Key Tasks:

Marketing

- Proactively source stories from staff and pupils to be shared across the website and social media channels. This is to include copywriting and photography as necessary.
- Support the Digital Manager by uploading content to the website and social media platforms as required.
- Collate, edit, design and distribute the parent newsletter, working with the Group Deputy Director of Marketing & Admissions.
- Update the parent portal as required.
- Maintain and organise the school's photography library, ensuring images are current and compliant with pupil media permissions. Support the Digital Manager and Group Deputy Director of Marketing & Admissions in coordinating professional photography and film shoots.
- Design in-house marketing materials (e.g. posters, flyers, brochures) as needed.
- Act as a brand guardian, ensuring all marketing communications reflect the school's brand identity and tone of voice.
- Source print costs, liaise with suppliers, and oversee production of printed materials.

Admissions

- Act as one of the first points of contact for admissions enquiries, responding promptly and professionally by phone, email and in person, and providing clear information about the school and its mission.
- Support the co-ordination and delivery of individual tours for prospective families, ensuring all relevant details are gathered and communicated with the Head and relevant staff.
- Support pupil familiarisation and assessment days, ensuring an exceptional experience is delivered to the family and all necessary paperwork is received and distributed to staff correctly ahead of the day.
- Support the Registrar in the planning and delivery of Open Days, New Families' Tea Party and other admissions events — including invitations, mailings, itineraries, catering, signage and liaison with teaching and support staff.
- Maintain accurate and up-to-date admissions records on the school's CRM (iSAMS), ensuring effective tracking of enquiries and applicants through each stage of the process (enquiry, pre-application, application, decision, registration and deposit payment).
- Create Risk Assessments for events and activities as required.
- Work closely with the Registrar and Group Deputy Director of Marketing & Admissions to deliver a first-class customer service experience for all families.
- Assist with the confirmed new pupil process, ensuring all contractual and admissions paperwork is completed and circulated to relevant departments to support a smooth transition.
- Build strong relationships with the parent representatives, coordinating their involvement in welcoming new families into the school community.
- Help prepare admissions materials (prospectuses, welcome packs, information sheets) and ensure they are accurate, up to date and on brand

Safeguarding

The welfare, health and safety of all those who learn, work or visit Ashfold School is our prime concern. The post holder is responsible for promoting and safeguarding the welfare of children and young people for whom they are responsible or with whom they come into contact. They must adhere to and ensure compliance with the school's safeguarding policies and procedures at all times. If, in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risks to the safety or welfare of the children at the school they must report any concerns to the school's Designated Safeguarding Lead or to the Head.



Vision & Ethos

Kindness · Respect · Courage · Curiosity · Ambition · Resilience · Independence

The Group's talented and committed workforce is one of our greatest strengths. We are committed to fostering team engagement, attracting, mentoring, developing and retaining our best teachers and support staff. We focus on employee wellbeing, provide various opportunities for professional growth and we create a culture of community and partnership.

We are Change Makers

Person Specification: The selection of candidates for short-listing will be based on this specification, and candidates should bear this in mind when preparing their application and completing the application form		
Attributes	**Essential**	**Desirable**
Qualifications	• Good level of English and Maths	• A Media and communications qualification
Specialist Skills and Experience	• Experience in a marketing, communications or admissions role • Strong written and verbal communication skills, with the ability to draft engaging copy for newsletters, websites and social media. • Confidence in photography and basic design (e.g. Canva, Adobe, or similar tools) to produce in-house marketing materials. • Experience editing website and social media content. • Excellent organisational skills with the ability to manage multiple projects and deadlines. • Proven ability to deliver high standards of customer service, ideally in a role involving direct contact with clients, families or stakeholders. • Strong attention to detail and accuracy in managing records, databases, and processes. • Confidence in building relationships with a wide range of people (parents, staff, pupils, external suppliers). • Competence with Microsoft Office.	• Previous experience in a school or educational setting. • Knowledge of safeguarding and data protection requirements relating to pupil and family information. • Familiarity with admissions systems or CRMs (e.g. iSAMS). • Graphic design, video editing or advanced creative software skills. • Event organisation experience (open days, fairs or similar). • Understanding of independent school marketing and admissions cycles. • Full UK driving licence (for local travel as required).
Personal Qualities	• Creative and enthusiastic – enjoys generating ideas and finding fresh ways to tell stories. • Organised and efficient – able to manage multiple	

	projects and deadlines with ease. • Collaborative – works well as part of a team and builds positive relationships across departments. • Proactive and adaptable – takes initiative and responds positively to changing priorities. • Professional and approachable – represents the school group with warmth and credibility. • Detail-focused – ensures accuracy and consistency in all marketing materials. • Curious and eager to learn – stays interested in new marketing trends and tools. • Community-minded – understands and values the importance of authentic storytelling in education.	
This job description and Person Specification reflects the present requirements of the post and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post holder		
Date Agreed: October 2026		



Terms and Conditions

The role attracts a salary of £15,393 per annum pro rata'd.

The role is for 22.5 hours per week, term time (34 weeks) plus 5 weeks in school holidays.

The School operates a support staff group pension scheme and colleagues are enrolled automatically in the scheme.

Free school meals and refreshments are provided at School during term time.

Colleagues can access an array of Stowe Group benefits Stowe - Colleague Benefits

The School

The school week runs from Monday to Friday and there is no Saturday school. We offer optional casual boarding which is very popular. Ashfold is broadly non-selective at the point of pupil entry and follows a wide and challenging curriculum to prepare pupils for both Common Entrance and Scholarship examinations. The majority of pupils remain at the School to the end of Year 8.

Pupils move on to a wide range of leading independent day and boarding senior schools with many of our children gaining scholarships or awards to their senior schools.

Ashfold has been awarded 'EXCELLENT' in all categories by the Independent Schools Inspectorate (ISI) following our recent Compliance & Educational Quality Inspection. A double "excellent" is the highest possible outcome for a school during a full Focused Compliance & Educational Quality Inspection.
Inspectors stated that the school was:

- **excellent,** both for the quality of pupils' academic and other achievements, and
- **excellent**, for the quality of pupils' personal development.

Further information can be found at Latest report marks us 'excellent' - Ashfold School.

Applications

Those wishing to be considered for the post should complete an application Form on the Recruitment Hub or download it from the 'Applying to the Stowe Group' on our vacancy page: Stowe - Applying to The Stowe Group.

Please contact recruitment@stowe.co.uk or call 01280 818005 if you need any support with the application process.

Applications not submitted on the Ashfold Application Form, or applications not completed in full, will not be considered.

As part of the shortlisting process, the School will carry out an online search on shortlisted candidates only as part of its due diligence.

Ashfold School encourages early applications and reserves the right to close this vacancy and appoint prior to the application closing date if we receive a sufficient number of suitable applications. Ashfold is committed to the protections and safety of its children. Applicants will be required to undergo child protection screening appropriate to the position, including checks with past employers and the Disclosure and Barring Service (DBS). The post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask applicants to declare all convictions and cautions (including those which are 'spent' unless they are 'protected' under the DBS filtering rules) in order to assess their suitability to work with children.

If you would like to discuss any aspect of the post in greater detail, please contact the People Department on 01280 818005 or email: recruitment@stowe.co.uk

