

Job Title:	Group Marketing Manager
Hours of Work:	37.5 Hours a week, 52 weeks a year
Department:	Marketing & Admissions
Job Grade:	4
Accountable to:	Group Director of Marketing & Admissions
Number of direct reports:	1
Budgetary responsibility:	None
Location:	Stowe Group Schools – main base Stowe
Purpose of the role:	Supporting the Group Director of Marketing & Admissions, the Registrar, and the Director of Prep School Marketing & Admissions to ensure that The Group’s Recruitment Marketing & Admissions strategy is successfully implemented.

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.

Vision & Ethos

We are Change Makers

Stowe stands in the most sublime setting of any school in the world. Historic buildings, landscaped gardens and the very spirit of the Enlightenment sit at the heart of its founding. But, as this remarkable landmark enters its second century as a leading public school, we believe that beauty and tradition are not enough: our future vision for the School embraces change, uncertainty and the challenges that will face our pupils not just during their academic careers, but throughout the rest of their lives in a world which is increasingly complex and ambiguous. Within that volatile environment we see our pupils and staff as Change Makers. They will make a lasting impact not only while they are here at Stowe, but, perhaps more importantly, in the wider world. The history of this place, both as a stately home and as a pioneering school remains important to our mission of education, and at the heart of a Stowe education remains intellectual enquiry, academic curiosity and a love of learning. We strive for a balance of rights and responsibilities, equality and inclusion and to treat each pupil and member of staff as an individual. Our vision is inspired by a history of progressive thinking, and has been developed through collaboration with our pupils, parents, teachers, support staff, governors and alumni. Yes, we teach pupils how to excel in exams, but we also teach them how to collaborate, how to

solve problems and how to think critically. Stowe is educating a generation of Change Makers ready to transform the world.

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 opportunities for professional growth and we create a culture of community and partnership.

Key Tasks:

- Build strong relationships with the teams across the four Group Schools, engaging them in marketing activities and help create buy-in for The Group's Marketing & Admissions strategy.
- Work with the Group Director of Marketing & Admissions, Group Deputy Director Marketing & Admissions and Group Digital Manager to implement the Group's Marketing Plan.
- Assist with Group PR, to include building relationships with local and national media.
- Support with the creation of The Group's social media content. To include Facebook, Instagram, YouTube, Vimeo, and LinkedIn, working with Group Digital Manager.
- Work with the Group Deputy Director of Marketing & Admissions to create and implement Group advertising campaigns.
- Proactively source stories from staff and pupils to be shared across website, social media channels and review publications. To include copywriting and photography.
- Working with the Group Director of Marketing & Admissions and Marketing Assistant, collate stories, edit, design, and distribute the parent newsletter, Stowemail and the annual magazine, The Stoic.
- Support the Group Digital Manager to implement robust Search Engine Optimisation activity across the Group's websites and video channels.
- Manage The Group's website accounts, ensuring that content is optimised and updated regularly.
- Be a key brand guardian for The Group, ensuring all marketing communication is within brand and tone of voice guidelines.
- Source print costs and liaise with printers on print jobs.
- Work with the Admissions Managers at Stowe to organise the School's recruitment events, to include (but not limited to) Open Mornings, Taster Day, New Pupil Weekend, Recruitment Fairs, Prep School Engagement events etc.
- Work with the Marketing & Admissions Team on developing ISAMS and creating a first-class customer journey.
- Work with the Admission Managers to create a seamless 'onboarding' experience for Stoics and their parents (using the Parent Portal to gather and distribute post confirmation information).
- Ensure the timely updating of printed and digital marketing collateral, working with the Group Graphic Designer.
- Manage a programme of Prep School outreach events.
- Working with the Admissions & Customer Journey Manager, run the series of Open Morning events throughout the year.

- Any other duties that are reasonable to ensure the work of the Marketing and Admissions Team is completed effectively.

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	<ul style="list-style-type: none"> • An understanding of the principles of sales and marketing • Experience in customer-facing roles • Ability to understand and interpret data in spreadsheets and reports to provide accurate and useful forecasts and management information 	<ul style="list-style-type: none"> • Undergraduate degree • Marketing qualification
Specialist Skills and Experience	<ul style="list-style-type: none"> • Ability to work in a fast-paced environment and to multi-task • Excellent literacy and numeracy skills • Excellent organisational skills • Meticulous attention to detail • Excellent verbal and written communication skills • Good general ICT skills, including Microsoft Office and CRM databases 	<ul style="list-style-type: none"> • Ability to build effective working relationships with children and adults • Discretion, sensitivity, and diplomacy, to help build good relationships with external and internal stakeholders • Digital Advertising experience • Experience of SEO
Personal Qualities	<ul style="list-style-type: none"> • A proven ability to prioritise and organize self and others • Reliable and flexible with a 'can-do' attitude • Commitment to promoting the ethos and values of the school • Commitment to always maintaining confidentiality • Commitment to safeguarding pupil's wellbeing and equality 	<ul style="list-style-type: none"> • Resilient and able to cope with the rigours of a busy environment • Enjoyment of working with children

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: June 2026

Our Values



Value scales:

This value is the least important to the role	This value has some significance to the role	This value is desirable to the role but not essential	This value is important to the role	This value is essential to the role
1	2	3	4	5

In the role of Group Marketing Manager we are looking for Change Makers who are (please highlight as appropriate):

Professional:	1	2	3	4	5
Creative Problem Solvers:	1	2	3	4	5
Kind:	1	2	3	4	5
Flexible:	1	2	3	4	5
Collaborative:	1	2	3	4	5
Communicator:	1	2	3	4	5