

**WE TEACH
THE
FUTURE**

APPOINTMENT OF
Marketing and
Admissions
Executive





**“There’s magic in
the air at WHS”
Tatler Schools Review**

WELCOME

I first fell in love with Winchester House on a cold, blustery day when I was greeted not by silence, but by the joyful voices of a group of pupils singing with infectious enthusiasm. It was a moment that captured everything special about this school: a place where children feel safe to express themselves, where learning is filled with curiosity and laughter, and where every pupil is known personally.

Winchester House blends tradition with innovation, and academic excellence. Our small class sizes, dedicated tutor system and specialist teaching from Reception upwards ensure a truly personalised education. Beyond the classroom, our extensive facilities, including a state-of-the-art Astro turf, Science laboratories, and a Secret Garden, provide opportunities for exploration, play and challenge.

Above all, Winchester House is a place where children develop as individuals, learning not just facts, but the skills and confidence to shape their futures. It is a school that lives by its motto: Non Nobis Solum—Not for ourselves alone.

Please do not hesitate to get in touch with any questions regarding your application.

Antonia Lee
Head



ABOUT

Set in the heart of Brackley, on the borders of Northamptonshire, Oxfordshire, and Buckinghamshire, Winchester House is a day and boarding prep school for children aged 3 to 13 years.

We're town school with an adventurous spirit, with extensive playing fields, an outdoor pool and a magical Secret Garden for outdoor learning, our pupils return home (or to their boarding house) each day enriched, inspired, and, more often than not, a little bit muddy!

Winchester House is a place of exploration, curiosity, and opportunity—where ambitious minds, risk-takers, and creative thinkers are nurtured in a warm, family-friendly environment.

Here, learning is an adventure, and every child is encouraged to embrace challenge, develop resilience, and find joy in their successes.

Our Creative Curriculum, introduced in Nursery and running through to Year 4, immerses pupils in term-long topics that spark curiosity and independent

thinking. From Year 5 onwards, pupils move into a specialist subject model, preparing them for Common Entrance with an inspiring and rigorous academic programme.

Small class sizes, passionate teachers and specialist subject instruction from an early age provide the foundation for success - many of our pupils go on to achieve scholarships at leading senior schools.

But academic results are just one part of the story. A Winchester House education extends far beyond the classroom. Our co-curricular programme is designed to ignite new passions and develop well-rounded individuals. Whether through Sport, Drama, Music, outdoor education, or community engagement, our pupils grow in confidence, develop leadership skills, and learn the value of teamwork, creativity, and perseverance.

At Winchester House, our motto *Non Nobis Solum*—Not for ourselves alone—runs through the heart of everything we do.







In January 2021, Winchester House became part of The Stowe Group. The Stowe Group comprises Stowe School, Swanbourne House School, Winchester House School and Ashfold School. The Group's formation has given pupils and staff at Winchester House access, not only to Stowe's world-famous estate, but to its expertise in teaching and learning as well as governance. The Stowe Group launched its Change Makers vision along with the Change 100 programme to raise £100m for transformational bursaries. The Stowe Group is part of Allied Schools, an association of independent schools which uphold the Protestant and Evangelical principles of the Church of England.

The Stowe Group does not aim to produce stereotypes or mould pupils into conventional all-rounders. Change Makers are encouraged to grow in their own way and celebrate the differences between them. Nurturing the emotional, physical and mental well-being of each pupil is of paramount importance and our culture is characterised by teamwork, collaboration and mutual respect. Mindful of their ethical, intellectual, physical and social development, we educate and support our pupils to achieve fulfilling lives. Our goal is to inspire pupils and staff to be Change Makers who will shape positive futures for themselves, their families and the global community.



Through a broad and inclusive education, pupils are educated and prepared for life. They gain knowledge and understanding in a wide range of academic disciplines as well as developing core skills in critical thinking, intellectual curiosity, innovation, communication, technology, creativity, team-work and collaboration, self-reflection and lifelong engagement. Excellent facilities support our educational aims and are shared with the wider community. We strive for excellence and celebrate achievement, valuing education as a journey and not a destination in the belief that all pupils can exceed their potential. Learning is learnable and everyone can improve.

Our aim is to encourage personal development by creating a flourishing, vibrant, cohesive, caring and socially inclusive community which embraces pluralism, diversity and intercultural understanding. We celebrate differences by giving everyone a voice and then listening to multiple viewpoints. We believe it is our collective responsibility to develop the cognitive, physical, emotional and spiritual well-being of everyone in our community.

We are committed to the development of character, with particular emphasis on tolerance, resilience, honesty, humility, courage, compassion, gratitude and service. While many pupils compete at the highest level in sport, our aim is to provide a wealth of co-curricular activities which pupils of all abilities can access and enjoy. Through teaching, coaching and counselling, we will do our utmost to support pupils to be their best, do their best and feel their best. We honour the legacy of Change Makers from the past by looking forward to a future where wealth is not a barrier to success. We are building an endowment to support Change 100 which will promote social mobility by allowing unprecedented access, regardless of financial means or circumstances, to a Stowe Group education. We have developed partnerships with local schools, explored international opportunities and strategic links with universities, businesses and NGOs. We strive to attract and retain employees of the highest calibre.



MARKETING AND ADMISSIONS EXECUTIVE

Department: Marketing and Admissions

Accountable to: Group Deputy Director of Marketing and Admissions

Job Grade: 6

Start date: As soon as possible

Hours: Full time Monday to Friday, 37.5 hours per week. Please note that regular evening and weekend work is required to fit the marketing and admissions calendar.

PURPOSE OF THE JOB

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



Admissions

- Support the Registrar with the successful management of Open Days and other admissions events across the school year. To include creating mailings, managing invites and liaising with the relevant teaching and support staff regarding the itinerary, catering, grounds, signage and tours.
- Be one of the point of contacts for admission enquiries into the school, providing information about the school and its mission to everybody who enquires, either by phone, email or face-to-face in a timely manner.
- Coordination of private tours for prospective families ensuring all relevant information is gathered beforehand and communicated with the Head.
- Work with the Registrar and Director of Prep School Marketing and Admissions on the school's admissions CRM and successful implementation of a first-class customer service experience. Maintain effective tracking of new enquiries/ applicants through each stage of the admission process on iSAMS: enquiry, pre- application, application, decision, registration and deposit payments.
- With Registrar manage the confirmed new pupil process, ensuring all necessary paperwork (including contractual paperwork) and information is obtained and shared with appropriate departments before the first day to ensure a smooth start at the school.
- Build effective relationships with the 'Friends of Winchester House' (current parent year group representatives) who welcome new families into the School community. This includes arranging attendance at Open Mornings, New Families Tea Party and other events. Ensure new families' contact details are shared with the 'Friends' (once permission is given).
- Assist the delivery of the annual New Families Tea Party, managing invites and liaising with the relevant teaching and support staff regarding the itinerary, catering, grounds, signage and tours.

Marketing

- Build strong relationships with the teams across the school, engaging them in marketing activities and help create buy-in for marketing strategy.
- Work with the Director of Prep School Marketing & Admissions on implementing advertising plan. To include building relationships with local media.
- Manage the school's social media content. To include Facebook, Instagram, YouTube, Vimeo and LinkedIn. Work with Director of Prep School Marketing & Admissions to create and implement targeted advertising plan across social media channels.
- Create in-house films for the school to be used across social media and website. To include proactively identifying opportunities for film and generating ideas for the content strategy, and then the filming, editing and sharing online. Manage sharing of videos on school's YouTube and Vimeo platforms to include generating all tags and copy to support SEO.
- Proactively source stories from staff and pupils to be shared across website, social media channels and review publications. To include copywriting and photography.
- Collate stories, edit, design and distribute three weekly parent newsletter.
- Manage a monthly 'From the Head' update blog on the school's website.
- Organise the school's photography library, ensuring up to date images are used across collateral and pupil media permissions are managed.
- Work with the Director of Prep School Marketing & Admissions on the organisation of professional photography shoots.



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		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. - Full UK driving license (for local travel as required). - 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.	- Familiarity with admissions systems or CRMs (e.g. iSAMS) - Previous experience in a school or educational setting. - Knowledge of safeguarding and data protection. requirements relating to pupil and family. - 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.
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.	



In the role we are looking for
Change Makers who are:

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

Value scales:

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

COLLEAGE BENEFITS

For more details on all benefits, please follow this link:
www.stowe.co.uk/our-people/working-for-us/colleague-benefits



Enhanced holiday entitlement

Your contract will provide details of the exact holiday entitlement you will receive



Volunteer leave

Up to 2 days paid leave for volunteering



Free refreshments



Enhanced holiday entitlement

Your contract will provide details of the exact holiday entitlement you will receive

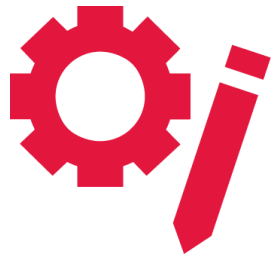


Each person reward and recognition

Discounted shopping, cashback and access to diesel fuel card

Shopping discounts

Through the 'Discounts for Teachers' website



Learning and Development opportunities



Wraparound childcare

Free wraparound childcare available for all colleagues at Prep Schools



Free annual flu vaccine



£85 Annual Golf Membership

For you and immediate family (applies to permanent colleagues only)



Employee wellbeing programme

Including free access to counselling services, physiotherapy and more

YOUR APPLICATION

An application form can be downloaded from The Stowe Group Recruitment website.

If you need any help with the application process, please contact recruitment@stowe.co.uk or call 01280 818005.

Offers of employment are made subject to receipt of satisfactory references, DBS clearance and online background check carried out by our third-party partner, SP Index.

This job description 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.

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and we expect all staff to share this commitment and undergo appropriate checks.

The Stowe Group is committed to providing outstanding safeguarding of the children in our care. You will be required to adhere to the School's safeguarding policy and guidelines and ensure that the safeguarding of children underpins everything that you do. Every member of staff of The Stowe Group has the responsibility to safeguard children.



A photograph of three children walking away from the camera on a green grassy field. The child on the left is wearing a dark hoodie and shorts. The child in the middle is wearing a dark short-sleeved shirt and shorts. The child on the right is wearing a dark short-sleeved shirt with red and white stripes on the sleeves and shorts. In the background, there is a building with a corrugated metal roof and a goalpost. The text "WE TEACH THE FUTURE" is overlaid in large, white, bold, sans-serif capital letters, slanted upwards from left to right.

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THE
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