

Appointment of

MARKETING & ADMISSIONS EXECUTIVE

SWANBOURNE HOUSE

BUCKINGHAMSHIRE



Swanbourne House is an incredibly special and beautiful place to work. We are lucky to have state-of-the-art classrooms, outstanding sports facilities and grounds that genuinely need to be seen to be believed.

I am passionate about providing the most inspiring education to the children in our care and working together as part of a team to create the extraordinary. The Swanbourne House pupils and their families benefit from highly talented staff, and we work together in a culture where every view is valued, we support each other and colleagues' wellbeing and morale is prioritised.

Swanbourne House is part of The Stowe Group, and we benefit from this in numerous ways. Our pupils have access to the facilities within The Group and our staff have the opportunity to work alongside teaching staff at the other schools.

I hope that you find this application pack both useful and informative and I look forward to welcoming you to Swanbourne House soon.

Nick Holloway
Head



Swanbourne House School is an independent day and boarding school, for children aged 3 to 13 years. Set in 55 acres of Buckinghamshire countryside, with a dynamic & challenging curriculum, small class sizes, inspirational extra-curricular activities and extensive facilities, we're creating change makers ready for the world of tomorrow.

State-of-the-art Science Labs | IT suites | Specialist Teaching across Subjects from Year 5 | Art Studio | Design, Technology and Engineering Lab

The Pre-Senior Baccalaureate (PSB) is the assessment framework used in Years 7 and 8, but its roots grow throughout the curriculum across all year groups. The PSB is based on strong academic foundations, but also encourages skills such as critical thinking, creativity and problem-solving. Pupils are encouraged to think 'how' and 'why' and see setbacks as a step on the path to success as they develop curiosity, challenge their thinking and develop new ways to learn.

Marketing & Admissions Executive

Accountable to: Group Deputy Director of Marketing and Admissions

Department: Marketing and Admissions

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 with 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.

The above is an indication of the requirements of the post and is not meant to be inclusive or exhaustive. Any role that needs reasonably to be undertaken should also be undertaken whether or not included in the above. The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

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**
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.		



In this 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	3	**4**	5
Collaborative	1	2	3	4	**5**
Communicator	1	2	3	4	**5**

VALUE SCALES

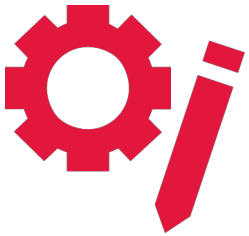
1 This value is the least important to the role
2 This value has some significance to the role
3 This value is desirable to the role but not essential
4 This value is important to the role
5 This value is essential to the role



COLLEAGUE BENEFITS



Discounted School Fees
At Stowe Group schools



Learning and development opportunities



Volunteer leave
Up to 2 days paid leave for volunteering



Shopping discounts
Through the 'Discounts for Teachers' website



Free refreshments



Free annual flu vaccine



Each person reward and recognition
Discounted shopping, cashback and access to diesel fuel card



£85 Annual Golf Membership
For you and immediate family (applies to permanent colleagues only)



Wraparound childcare
Free wraparound childcare available for all colleagues at Prep Schools



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



Employee wellbeing programme
Including free access to counselling services, physiotherapy and more

YOUR APPLICATION

An application can be made by clicking on the job link on The Stowe Group vacancy page, this will direct you through to The Stowe Group recruitment hub applicant tracking system. Please complete the application form along with a covering letter detailing why and how your skills and experience could see you thrive in this role.

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

This is a part time role at 22.5 hours per week.

Lunch is provided free of charge.

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.

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 the children.



THE Stowe GROUP

In January 2021, Swanbourne House became part of The Stowe Group. The Stowe Group comprises Stowe School, Ashfold, Swanbourne House School and Winchester House School. The Group's formation has given pupils and staff at Swanbourne 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 recently 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 thought leadership, critical thinking, intellectual curiosity, innovation, communication, technology, creativity, team-work and collaboration, self-reflection and lifelong engagement. World-class 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 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.

Environmental stewardship and sustainability are cornerstones of a Stowe education. Stowe stands in the most sublime setting of any school in the world and embodies beauty and liberty. The historical importance of Stowe should give Stoics and staff a heightened awareness of their social and environmental responsibility in preserving this unique eco-system. We have developed and implemented a comprehensive Environmental Stewardship Programme which confronts a variety of challenges, including climate change and environmental sustainability.



Heathrow Airport is less than an hour away and Luton Airport 45 minutes.

The School has nearby access to main traffic routes the M1, M40 and A5.

Milton Keynes Central train station - with 30 minute trains to London - is a 20 minute drive away.

The school is just 20 minutes from Central Milton Keynes, Aylesbury, Leighton Buzzard, Buckingham and Woburn and is within easy reach of Oxford, Banbury, Luton and Northampton.



SWANBOURNE HOUSE

BUCKINGHAMSHIRE