



ST JOHN'S BEAUMONT PREPARATORY SCHOOL

OLD WINDSOR



Marketing and Admissions Officer
Candidate Information Pack
March 2026





ABOUT THE SCHOOL

St John's Beaumont is a Day and Boarding Preparatory School is a School for pupils aged from 3 to 13 set within 50 acres of established woodland and playing fields adjacent to Windsor Great Park.

This is a very special place to work and to learn. Our pupils are offered every possible opportunity to excel in a wide variety of areas, both academically, but importantly also in the wider curriculum as well. St John's naturally suits those who are open-minded, spiritual, compassionate but also importantly critical thinkers.

Founded as a Roman Catholic (Jesuit) school, our spiritually and culturally rich tradition informs the qualities we seek to nurture and develop in our pupils, who progress to a range of senior schools such as Charterhouse, Eton, Harrow, The Oratory, Stonyhurst, Wellington & Windsor Boys, with many receiving scholarships.

Our beautiful school buildings were designed in 1888 by John Francis Bentley who rose to fame as the architect of Westminster Cathedral in London. The School enjoys first class facilities including a purpose-built sports centre, indoor and outdoor cricket nets, floodlit tennis courts, a golf putting green and driving range, an indoor swimming pool and over 50 acres of playing fields. St John's enjoys a strong reputation for sport, with a strong rugby and swimming tradition, as well as cricket, football, golf, and rowing; as well as music and the performing arts.

SAFEGUARDING

St John's Beaumont is committed to ensuring the safety of its pupils and as such any successful candidate will be subject to an enhanced check (including Barred List check) by the (DBS) Disclosing and Barring Service. The school is committed to safeguarding and promoting the well-being of children and young people as its number one priority. Robust recruitment, selection and induction procedures operate throughout the School. Please note that online searches may be performed on shortlisted candidates, including social media accounts.

EQUALITY AND DIVERSITY

St John's Beaumont is a welcoming environment. The school promotes the concept of equal opportunity for all and recognises the need to counteract ideas and instances of individual and institutional discrimination on the grounds of race, ethnic origin or colour, gender, age, disability or sexual orientation. We value and treat all people with dignity and respect.

We aim to encourage, value and manage Equality, Diversity and Inclusion. We oppose all forms of unlawful and unfair discrimination, harassment or victimisation. We are striving to attain a workforce that representative of society to ensure we secure the widest pool of talent available. Applicants whose backgrounds are underrepresented in the sector are encouraged.

It is our aim to ensure that no job applicant or employee receives less favourable treatment (either directly or indirectly) in recruitment or employment on grounds of age, disability, gender, marriage / civil partnership, pregnancy/ maternity, race, religion or belief, sex, or sexual orientation (the protected characteristics).



WORKING WITH US

Thank you for your interest in joining St John's Beaumont. We place great value on our staff and offer a welcoming, collaborative community, where all colleagues are valued and treated with respect and dignity. We offer a range of benefits and competitive terms and conditions. The information below is non-contractual but aims to give you an overview of the post.

BENEFITS

PENSION After successful completion of 3 months employment, you will be automatically enrolled into a pension scheme with The People's Pension. Employer contribution 5%, Employee contribution 3%.

HOLIDAYS There is a generous holiday entitlement, and you will be entitled to 25 days' annual leave per year, generally to be taken outside of term time, plus 8 public holidays.

SICK PAY On successful completion of your probation period, staff are eligible for sick pay under the School's occupational sick pay scheme.

MEALS AND REFRESHMENTS During term time a freshly prepared, nutritious lunch is available as well as refreshments during your working day, free of charge.

PARKING There is ample free on-site parking available.

STAFF FACILITIES AND SPORT Various sports facilities are available on site that can be used by staff at agreed times during the week, including the sports hall, swimming pool and gym. Various school social events and functions are organised throughout the year.

INDUCTION AND STAFF TRAINING AND DEVELOPMENT You will receive initial induction training when you first join us, with ongoing support and guidance. Following induction, you will be encouraged to demonstrate continuous professional development by attending appropriate internal and external training courses, seminars and conferences.

DISCOUNTED SCHOOL FEES At the discretion of the Headmaster and Bursar, staff may be eligible for a discount on day fees should their child be accepted into the School. This discount is on a pro-rata basis for part-time employees.

STAFF AND WELLBEING You will be offered free membership of our Employee Assistance Programme and are also exploring other wellbeing initiatives to support our staff.

FLEXIBLE WORKING The school recognises the need for a manageable work-life balance and the importance of family life, and aims to facilitate flexible arrangements within the school's operational needs.

BENEFITS Cycle to Work Scheme and EVC Scheme for staff.

SCHOOL LIFE All staff are encouraged to participate in school life, which could include exciting opportunities, such as accompanying school trips overseas.



JOB DESCRIPTION

Job Title	Marketing and Admissions Officer
Group	Administration
Reports to	Head of Marketing and Admissions

JOB PURPOSE

The Marketing and Admissions Officer supports the delivery of the School's marketing and admissions strategy. The role requires strong organisation, clear communication and the ability to manage multiple projects simultaneously whilst maintaining a high standard of presentation and attention to detail.

The postholder will work closely with the Director of Admissions and Marketing, supporting pupil recruitment activity, developing marketing content and strengthening the School's profile through partnerships, communications and digital engagement.

ROLE SPECIFICATION:

- Start Date: as soon as possible
- Working hours: The School is able to be flexible, approximately 40 hours per week, between the hours of 08:00-17:00. This is a full time, year-round position with occasional weekend work and attendance at School events and functions.
- Holiday provision: 25 days + 8 Bank Holidays per annum.
- Salary: £30,000-£40,000, depending on experience

ROLE OVERVIEW:

Admissions

- Act as a key point of contact for prospective families, responding to enquiries with professionalism and warmth.
- Proactively follow up enquiries and leads, building positive relationships with prospective parents throughout the admissions journey.
- Maintain accurate admissions records and databases, ensuring that information is organised and up to date.
- Support the coordination of visits, open events and admissions activities.
- Conduct school tours for prospective families, presenting the School with confidence and authenticity.
- Assist with reporting and analysis of admissions activity and conversion rates.
- Support key administrative tasks, such as, co-ordination of bespoke taster days and drafting of personalised offer letters to our prospective families.



Marketing and Communications

- Produce marketing collateral and written content including prospectuses, website copy, newsletters and digital communications.
- Write press releases and reports celebrating pupil achievements and school initiatives.
- Assist with award submissions that showcase the School's achievements and innovation.
- Coordinate design work with external designers and agencies to ensure materials reflect the School's brand and standards.
- Liaise with journalists, advertising partners and media providers to support promotional campaigns across both paid and earned media.
- Support the development of podcasts and other media that convey leadership and thought leadership, educational philosophy and distinctive character.
- Assist in planning and delivering integrated marketing campaigns that support pupil recruitment and strengthen the School's reputation locally and nationally.

Digital and Social Media

- Support the creation and management of engaging social media content, including photography, video and storytelling.
- Monitor and analyse social media engagement and digital marketing performance, identifying trends and recommending improvements.
- Assist in setting up and managing paid digital campaigns across platforms such as Meta (Facebook and Instagram), Google Ads and other relevant digital channels.
- Monitor campaign performance and work with the Director of Admissions and Marketing to optimise campaigns based on engagement, cost per lead and conversion metrics.
- Analyse the prospective parent journey from first enquiry through to application and enrolment, helping to identify barriers, friction points or opportunities to improve the experience.
- Track key admissions and marketing data, including enquiry sources, conversion rates and campaign performance, using available analytics and CRM tools.
- Provide regular insights and reporting to support continuous improvement in the School's marketing and recruitment activity.
- Contribute ideas to strengthen the School's digital presence and storytelling across platforms.
- Work collaboratively with colleagues to ensure that digital content, landing pages and communications support a clear and compelling journey for prospective families.





Partnerships and External Engagement

- Lead and develop partnerships with local organisations, businesses and schools that strengthen the School's profile and community connections.
- Support initiatives that extend the School's reach within both local and international markets.
- Represent the School professionally at events or partnership meetings where appropriate.

Events and Community Engagement

- Support the planning and delivery of key school events, including Open Events and recruitment initiatives.
- Assist with community engagement activities that celebrate the life of the School.

General

- Work collaboratively with colleagues across the School to capture and communicate moments of excellence in academic, pastoral and co curricular life.
- Support the ongoing development of the School's marketing and admissions processes.
- Some international travel may occasionally be required.
- Demonstrate flexibility in working patterns, including occasional evening or weekend commitments for events.





PERSON SPECIFICATION:

Essential Experience and Skills

- Excellent organisational and administrative skills with strong attention to detail.
- Experience producing written marketing content and communications.
- Strong interpersonal skills with the confidence to communicate with parents, colleagues, and external partners.
- Ability to manage multiple projects and deadlines effectively.
- Proactive and self-motivated approach to following up enquiries and leads.
- Good understanding of digital communications and social media platforms.
- Ability to analyse social media and marketing performance and suggest improvements.
- Confidence representing the school through tours, events and external engagement.
- Flexibility and willingness to contribute to the wider life of the school.
- A genuine interest in education and school communities.

Desirable

- Experience working in marketing, admissions or communications within an education environment.
- Experience using photography, video or other visual media to support storytelling.
- Familiarity with CRM systems or school management systems.
- Experience coordinating design work with external agencies.
- Experience developing partnerships or community engagement initiatives.
- Experience producing podcasts or multimedia content.

Personal Qualities

The successful candidate will demonstrate:

- Energy, initiative and a positive outlook
- Strong relationship building skills
- Creativity combined with practical organisation
- Professional judgement and discretion
- Commitment to supporting the values and ethos of the school





HOW TO APPLY

Please contact Liam Mucklow at Connaught Education on 07432 468010 or liam.mucklow@connaughteducation.com for further details or to answer any questions you may have about the role.

CLOSING DATE

Monday 20th April at 10.00am.

We reserve the right to close the application deadline early, and make an appointment before the closing date.

