



Highclare School

Admissions & Marketing Assistant Job Description

Job Purpose:

As directed by the Admissions & Communications Manager, the post holder will support the Admissions and Marketing department by providing administrative, creative, and operational assistance to ensure a smooth and engaging experience for prospective families, and to help effectively promote the school and its activities.

Duties and Responsibilities

Admissions Support:

1. Respond promptly and professionally to admissions enquiries via phone, email, and in person.
2. Assist with managing prospective pupil data on the admissions database/CRM.
3. Help coordinate admissions events, including open days, taster sessions, and tours.
4. Prepare welcome packs, application forms, and admissions-related documentation.
5. Support in arranging and conducting school tours when necessary.

Marketing Support:

1. Take photographs of school activities and events for marketing purposes (subject to image consents).
2. Assist in creating content for newsletters, website, and social media platforms.
3. Update and maintain digital platforms and marketing materials.
4. Support planning and logistics for marketing campaigns and school events.
5. Visit various school sites to gather information, imagery, or support marketing needs (own transport required)

General Administrative Duties:

1. Provide general administrative support to both the Admissions and Marketing functions.
2. Maintain accurate records and filing systems.
3. Liaise with staff across the school to gather information for communications.
4. Attend departmental meetings and contribute to project planning.
5. Attendance at appropriate staff meetings and PLD events as required.

Terms:

1. 15 hours per week, across a minimum of 3 days.
2. Flexibility in hours/days is essential due to the nature of school events and activities.
3. Occasional evening or weekend work may be required (e.g., for Open Days).

This list is intended to be as comprehensive as possible, but is not exhaustive.

Highclare School is committed to safeguarding and promoting the welfare of its pupils. There is a legal requirement to provide satisfactory replies to List 99 enquiries which are obtained in the form of an Enhanced Disclosure from the Disclosure and Barring Service.



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Admissions & Marketing Assistant Person Specification

Essential Skills Required

1. A minimum of 5 GCSE's or equivalent including Maths and English at Grade C or above
2. Experience working in an administrative or customer service role
3. Excellent verbal and written communication skills
4. Strong interpersonal skills
5. Good organisational and time-management skills
6. Ability to manage multiple tasks
7. Attention to detail
8. Proficiency in Microsoft Office (Word, Excel, Outlook)
9. Friendly, approachable, and professional demeanour
10. Ability to work independently and as part of a team
11. Flexible and adaptable
12. Discreet and respectful of confidentiality
13. Positive attitude and willingness to learn
14. Ability to travel between different school sites as needed
15. Right to work in the UK
16. Willingness to work occasional evenings/weekends
17. A full, clean UK driving licence

Desirable skills

1. Further education or qualifications in marketing, communications, or admin
2. Experience in a school or education setting; photography/content creation experience
3. Familiarity with CRM systems or databases
4. Social media or website CMS skills
5. Design or photo editing software (e.g. Canva, Adobe)
6. Experience with digital marketing tools or platforms
7. Passionate about education and school life

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