



**ST JOHN'S SCHOOL**  
**A MERCHANT TAYLORS' SCHOOL**

## **Application Pack:**

### **Admissions Marketing Assistant**

#### **Welcome**

Thank you for your interest in the role of **Admissions Marketing Assistant** at St John's School, Northwood. s

We are seeking to appoint an organised, enthusiastic and professional individual to support the delivery of our admissions and marketing functions. This exciting role combines customer service, administration, data management and marketing responsibilities, helping to ensure that prospective families receive an excellent experience while supporting the School's continued growth and reputation.

The successful candidate will play an important role in maintaining admissions records, supporting admissions events, tracking marketing activity and contributing to the School's digital and social media presence. This is an excellent opportunity for someone who enjoys working with people, has strong organisational skills and is keen to contribute to a thriving school community.

#### **School Overview and What We Offer**

St John's is an independent boys' Pre-Prep and Preparatory School for pupils aged three to eleven years, with approximately 250 boys on roll. Founded in 1920, the school is owned by the Merchant Taylors' Educational Trust and is situated on a beautiful 35-acre site in Northwood, Middlesex, offering an exceptional environment for teaching and learning.

As a school, we are committed to the development of the whole child - intellectually, morally, socially, and physically. Children at St John's are hard-working, academically motivated and successful.

#### **What We Offer:**

- A supportive and welcoming environment within a successful independent school.
- The opportunity to contribute to the growth and development of the School.
- Professional development and training opportunities.
- A competitive hourly rate of **£14.55 per hour**.
- Hours will be part time, approximately 16 hours per week (2-4 mornings, flexible).  
Term time (34 weeks) plus INSET, salary paid 40 weeks spread evenly over 12 months.
- Access to the Aviva APTIS Pension Scheme with an employer contribution of 15%.



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- Lunch whilst on duty.
- On-site parking.
- Flexible morning working pattern across 3 to 4 mornings per week.

### **The Role: Graduate Assistant**

Reports to: Head of Admissions and Marketing

#### **Job Purpose**

To support the effective delivery of the School's admissions and marketing functions, ensuring a professional and welcoming experience for prospective families while maintaining accurate admissions and marketing data.

The Admissions and Marketing Assistant will contribute to the growth and reputation of the School by supporting admissions processes, tracking performance data, assisting with marketing activities and helping to develop the School's digital presence.

Working closely with colleagues across the School, the postholder will help ensure that admissions and marketing activities are delivered efficiently, professionally and in line with the School's ethos and values.

#### **Key Responsibilities**

##### **1. Admissions Support and Data Management**

- Maintain and update admissions data accurately using the School's systems.
- Support the tracking of enquiries, visits, applications and conversions.
- Assist in managing the admissions pipeline to ensure timely follow-up and progression.
- Prepare and maintain reports on admissions activity as required.
- Ensure attention to detail and accuracy in all admissions records and communications.

##### **2. Customer Service and Family Engagement**

- Act as a key point of contact for prospective families, providing a welcoming and professional experience.
- Respond to enquiries promptly and effectively via email, telephone and in person.
- Support the organisation and delivery of admissions events, visits and open mornings.



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- Maintain a high standard of communication aligned with the School's values and expectations.
- Ensure all interactions reflect a positive and professional image of the School.

**3. Marketing Support and Data Tracking**

- Assist in tracking the effectiveness of marketing activity, including campaigns and marketing channels.
- Support the collection and organisation of marketing data for reporting and analysis.
- Maintain accurate records of marketing engagement and outcomes.
- Support the coordination of marketing materials and communications.
- Assist in monitoring admissions and marketing performance against agreed objectives.

**4. Digital and Social Media**

- Support the development and regular updating of the School's social media platforms.
- Create engaging content aligned with the School's ethos and messaging.
- Assist with planning, scheduling and publishing content to promote school life, events and achievements.
- Ensure consistency in tone, quality and presentation across all digital channels.
- Support the growth and engagement of the School's online presence.

**5. Design and Content Creation**

- Assist in the creation of marketing materials using Canva or similar platforms.
- Support the preparation of promotional materials, newsletters and communications.
- Ensure all materials are visually consistent and aligned with the School's branding.
- Contribute ideas and content for marketing campaigns and school publications.

**6. Organisation and Administrative Support**

- Provide general administrative support to the Admissions and Marketing function.
- Assist with the organisation of events, communications and documentation.
- Maintain organised records and ensure compliance with data protection requirements.
- Work collaboratively with colleagues to support the overall effectiveness of the function.
- Undertake additional duties commensurate with the role as reasonably requested.



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**Person Specification:**

**Essential Qualifications and Experience**

- Strong organisational skills and attention to detail.
- Excellent communication and interpersonal skills.
- Ability to provide a high level of customer service.
- Confidence in using administrative and data systems.
- Ability to manage multiple tasks and priorities effectively.
- Professional, reliable, and adaptable approach.

**Desirable Qualifications and Experience**

- Experience of admissions, CRM systems, or sales pipeline management.
- Experience in a marketing or communications role.
- Confidence using social media platforms in a professional context.
- Experience using Canva or similar design tools.
- Understanding of data tracking and performance analysis.

**Skills and Competencies**

- Strong administrative and organisational capability.
- Ability to analyse and maintain accurate data records.
- Excellent written and verbal communication skills.
- Ability to build positive relationships with prospective families and colleagues.
- Confident use of Microsoft Office applications and digital systems.
- Ability to work independently while contributing effectively as part of a team.

**Personal Attributes**

- Friendly, welcoming and professional manner.
- Reliable, flexible and adaptable in approach.
- Positive attitude and commitment to excellent customer service.
- High standards of personal presentation and professionalism.
- Commitment to supporting and promoting the ethos and values of St John's School.

**Suitability to Work with Children**

- A commitment to safeguarding and promoting the welfare of children.
- Ability to maintain appropriate relationships and boundaries with pupils.



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- Emotional resilience in working with children, colleagues, and parents.

**Additional Requirements**

- Enhanced DBS clearance and satisfactory references.
- Commitment to upholding the School's safeguarding policies and procedures.
- Flexibility to support occasional admissions and marketing events outside normal working hours.

**How to Apply**

Please apply in confidence by submitting the following:

1. A completed application form
2. A covering letter outlining your suitability and enthusiasm for the role
3. A completed equal opportunities monitoring form

Please download the application form and equal opportunities monitoring form from our website [www.st-johns.org.uk/about-us/staff-vacancies/](http://www.st-johns.org.uk/about-us/staff-vacancies/) or by emailing [headsea@st-johns.org.uk](mailto:headsea@st-johns.org.uk).

Closing Date: **12pm, Friday 11<sup>th</sup> September 2026**

Interviews: **W/c 14<sup>th</sup> September 2026**

Start Date: **As soon as possible**

Applications should be addressed to [headsea@st-johns.org.uk](mailto:headsea@st-johns.org.uk)

**Contact and Visits**

We warmly welcome potential applicants to visit the school or arrange a conversation before applying. All short list candidates will have the opportunity for a tour on the day of the interview. For enquiries or to arrange a visit, please contact [headsea@st-johns.org.uk](mailto:headsea@st-johns.org.uk).