



St Mark's CE Primary School

Candidate Pack
Admissions and Marketing Officer





St Mark's CE Primary School

Job Profile

Position: Admissions and Marketing Officer

Grade: KSB (£

Work Pattern: 20 hours per week, Wednesday 12.30pm to 4.30pm, and Thursday to Friday, 8.30am to 4.30pm

Line Manager: Business Manager

Job Purpose

To provide a professional, efficient, pro-active and responsive support to the Headteacher, Senior Leadership Team and the wider School community in relation to admissions, marketing and administration.

Information about the school

St Marks CE Primary is a two form entry school set in large grounds on the outskirts of Tunbridge Wells. Class sizes vary from 20 - 30 pupils, with a maximum of 30 children permitted in each class.

St Mark's is a supportive, nurturing and caring school that is passionate about making a difference to the lives of our young learners.

'Aspire, Believe, Succeed' underpins everything we do.

The successful candidate will be responsible for marketing, admissions, and administration, focusing on promoting the school's identity, guiding prospective families through the admissions process, and providing efficient administrative support to ensure smooth daily operations. You will be based in the school office with a small and supportive team around you.

Visits to the school are warmly welcomed and can be arranged by contacting the school office on 01892 525402, or email m.coveney@st-marks.kent.sch.uk



St Mark's CE Primary School

School Admissions

1. Lead on the management of the complete admissions cycle for each new cohort.
2. Be the first point of contact for all admissions enquiries.
3. Undertake tours of the School for planned and in-year admissions.
4. Maintain accurate records of admissions applications and waiting lists.
5. Produce key parent/carer information for new pupils.
6. Manage all aspects of the admissions appeals procedures.
7. Lead on the management of the School's MIS regarding pupil data.
8. Liaise with relevant staff regarding new pupils and record transfers.
9. Provide admissions information to SLT and Governors.
10. Keep staff updated regarding new starters and leavers.
11. Oversee the annual review of Admissions Criteria.
12. Keep updated with admissions legislation.
13. Ensure website admissions information is up to date.
14. Represent the School at Open days and other admissions events.

School Marketing and Communication

1. Lead on external communication, ensuring high presentation and consistent corporate standards.
2. Develop the Marketing Strategy and identify areas of opportunities to increase pupil numbers.
3. Produce and circulate the weekly Parent newsletter.
4. Oversee digital platforms including website and media accounts.
5. Support formatting and production of all marketing materials.
6. Scope to design and develop new marketing campaigns and branding initiatives, with the freedom to introduce innovative digital marketing approaches (video content, storytelling, parent testimonials, etc.).



St Mark's CE Primary School

Administration

1. Support the day to day clerical and administrative functions of the school including word processing, IT based tasks requiring knowledge of various ICT packages and operation of office equipment and the processing of incoming and outgoing mail.
2. Act as the main point of contact for the school, investigating queries, assessing the nature of telephone calls, referring them to the appropriate person without referral to the line manager where possible, and receiving visitors in a courteous, prompt and efficient manner, to ensure that staff, service users and members of the public who contact the school are dealt with efficiently and consistently.
3. Provide support, advice and guidance on administrative issues to senior staff, governing body and others.
4. Liaise with other staff, pupils, parents/carers and external agencies.
5. Develop and maintain recording and information systems.
6. Operate bespoke school information management systems.
7. Responsible for completion and submission of forms, returns etc., including those to outside agencies.
8. First point of contact for sick pupils, liaise with parents / carers/staff.
9. Produce, and respond to, correspondence.
10. update the school and office calendars.
11. Be a Pediatric 1st aider for the school.

Additional Responsibilities

1. Maintain confidentiality at all times.
2. Undertake reasonable duties as required.
3. Ensure compliance with School policies and procedures.
4. Engage in continuing professional development.
5. Participate in training and performance development.
6. Attend meetings and School events as required.



St Mark's CE Primary School

Person Specification

QUALIFICATIONS

Essential:

- Educated to A-Level standard or equivalent.
- Strong literacy and numeracy skills.

Desirable:

- Degree or professional qualification in marketing, communications, business administration, or related field.
- Training in safeguarding, data protection (GDPR), or customer service.
- Experience using school management information systems (e.g., Arbor).
- Hold a valid pediatric 1st aid certificate

EXPERIENCE

Essential:

- Experience working in a busy administrative environment.
- Experience providing high-quality customer service to a range of stakeholders.
- Proven experience managing digital communication channels (website, social media).
- Experience organising events, such as open days, tours, or community events.
- Experience handling confidential and sensitive information.

Desirable:

- Previous experience in school admissions, front office work, or a parent-facing role.
- Experience producing marketing materials, newsletters, or promotional content.
- Experience with photography, basic graphic design, or using marketing tools (e.g., Adobe)



St Mark's CE Primary School

Person Specification

Knowledge and Skills

Essential:

- Excellent written and verbal communication skills.
- Strong organisational skills with an ability to manage multiple tasks and deadlines.
- Confidence and professionalism when interacting with parents, pupils, staff, and external partners.
- Ability to produce high-quality content for websites, social media, and print.
- Good understanding of data protection, confidentiality, and safeguarding principles.
- Able to work accurately with data and record-keeping, ensuring compliance with admissions processes.

Desirable:

- Understanding of school admissions legislation or local authority processes.
- Knowledge of effective marketing strategies in an education setting.
- Ability to analyse engagement data (e.g., website traffic, social media insights) to inform marketing activity.

Personal Attributes

- Warm, approachable, and professional manner.
- High level of attention to detail.
- Proactive, creative, and able to take initiative.
- Flexible and adaptable in a changing environment.
- Ability to remain calm under pressure and manage competing priorities.
- Commitment to maintaining high standards and representing the school positively.



St Mark's CE Primary School

Person Specification

- **Cont...**
- Strong team player with the ability to work independently where required.
- Commitment to safeguarding and promoting the welfare of children.

Other requirements

- Commitment to ongoing professional development.



St Mark's CE Primary School

How to apply

To apply for this position, please complete the application form on the Kent Teach website.

The closing date is Monday 30th March, 12pm, however we reserve the right to close the applications sooner with applications being reviewed as and when received.

St Mark's CE Primary School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

The successful applicant will need to undertake an Enhanced Disclosure via the DBS and will be subject to qualification, reference and health checks.

