



# St Peter & St Paul School

## Marketing, Admissions and Communications Officer



Job Description and Person Specification

September 2026

Dear Candidate,

Thank you for your interest in working at St Peter & St Paul School.

Located in Chesterfield, next to Chesterfield Royal Hospital, we are a thriving and vibrant independent day school set within six acres of private grounds, including woodland. We are proudly non-selective and educate boys and girls aged 4 to 11. While we place great value on high academic standards, our focus is always on the development of the whole child, supporting pupils academically, socially and personally.

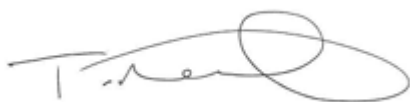
We are looking to appoint a creative, organised and enthusiastic Marketing, Admissions and Communications Officer to play a key role in promoting the school, pupil recruitment and strengthening our communication with current and prospective families and the wider community.

The successful candidate will drive and deliver the school's marketing and admissions strategy across a range of channels, including digital and social media, website content, printed materials, events and external communications. They will guide prospective families throughout the admissions journey, from initial enquiry and school visits through to enrolment, ensuring that every interaction reflects the warm, professional and welcoming character of St Peter & St Paul School.

The Marketing, Admissions and Communications Officer will play an important role in school life and will be expected to take a genuine interest in the wider life of the school. This is a varied and rewarding role requiring creativity, excellent written and verbal communication skills, strong organisation and attention to detail, as well as the ability to build positive relationships with pupils, parents, staff and external partners.

This is an exciting opportunity for the right person to join a forward-thinking and growing school and to help shape how St Peter & St Paul School tells its story, engages with families and continues to grow. If you have the enthusiasm, experience and drive to make a positive contribution to our school community, we would be delighted to hear from you.

Kind regards,

A handwritten signature in grey ink, appearing to read 'Thomas Newton', with a stylized, looping flourish at the end.

Thomas Newton

Headteacher

# Ethos and Values

## Our Vision

Our aim at SPSP is to combine a traditional, high-quality, all-round education with an innovative approach to learning.

## Our Mission

To do things differently, to embrace innovation, to thrive on opportunities and to explore new ways to nurture all those in our school community. Our five values relate to our Guiding Star and serve as a framework for all members of our community to carry with them through their lives.

## Our Values

Our values provide every member of our community with a code of conduct for life. The result is polite, confident and reflective children who leave SPSP in Year 6 ready to rise to the challenge of their senior school journey.



## Role Introduction

The Admissions, Marketing and Communications Officer will report to the School Business Manager and will lead the school in admissions, marketing, parent communications, events and the day-to-day management of the Management Information System (Compass).

This is a varied and people-focused role, ideal for someone who is organised, creative and enjoys communicating with families and the wider school community. The postholder will help ensure that prospective and current families receive a warm, professional and positive experience of the school.

#### **Generic Responsibilities:**

- To promote the vision, mission and values of the school.
- To work closely with the School Business Manager and wider school team.
- To maintain high standards of professionalism, confidentiality and communication.
- To build and maintain positive relationships with pupils, parents, prospective families and staff.
- Undertake any other reasonable and relevant duties as directed by the School Business Manager.

#### **Specific Responsibilities:**

##### **Admissions and Enrolment**

- Be a welcoming first point of contact for prospective families.
- Lead the admissions journey from initial enquiry through to enrolment.
- Coordinate school visits, tours and taster sessions.
- Maintain accurate admissions records and follow up enquiries appropriately.
- The onboarding of new pupils and families.
- Keep admissions information within Compass accurate and up to date.

##### **Marketing and Communications**

- To promote the school through the website, social media and other marketing materials.
- To be innovative - create and schedule engaging content that reflects school life, achievements and events on all relevant platforms.
- Produce regular school newsletters and parent communications.
- Ensure communications are clear, accurate, timely and consistent with the school's tone and values.
- Gather news, media and updates from across the school for use in communications and marketing.
- Develop and lead the promotion of the school within the local community.

##### **Events**

- Lead the organisation and promotion of Open Mornings, admissions events and other key school events as appropriate.
- Develop and provide invitations, communications, promotional materials and event coordination.
- To ensure prospective and current families receive a warm and positive experience at school events.

#### **Compass MIS**

- Maintain accurate pupil and parent information within Compass.
- Use Compass for admissions, parent communications and school administration.
- Assist staff and parents with routine Compass queries where appropriate.
- Produce reports and information as required.

## Professional Standards

- Excellent written and verbal communication skills.
- Strong organisation and attention to detail.
- A warm, professional and approachable manner.
- Confidence using IT, social media and digital communication tools.
- The ability to manage a varied workload and work effectively as part of a team.
- Experience in admissions, marketing, communications, administration or customer service is desirable.
- Experience of utilising Management Information Systems would be advantageous, but training can be provided.
- A strong understanding of confidentiality, data protection and safeguarding within a school environment.

## Meetings

- Attend weekly Staff Meetings.
- Attending meetings with the school business manager and Headteacher as required.
- Expected to attend out of hours events where required; such as open mornings and end of year celebrations.

| Competency                             | Essential                                                                  | How Assessed<br>(Application / Interview) | Desirable                                                                                                                                    | How Assessed |
|----------------------------------------|----------------------------------------------------------------------------|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| <b>Qualifications &amp; Experience</b> | Good standard of education, including strong literacy and numeracy skills. | A                                         | Formal Marketing or Business Administration Qualifications.<br><br>Experience of working in marketing, admissions, communications or events. | A<br><br>A/I |

|                           |                                                                                                                |     |                                                                                    |     |
|---------------------------|----------------------------------------------------------------------------------------------------------------|-----|------------------------------------------------------------------------------------|-----|
|                           | Experience of working in an administrative, customer-facing, communications or similarly organised role.       | A/I | Experience within a school, education or family-facing environment.                | A/I |
|                           | Experience of using IT confidently in a working environment.                                                   | A/I | Experience of using a school MIS, ideally Compass.                                 | A/I |
|                           | A willingness to learn and develop within the role.                                                            | I   | Experience of social media, website content, newsletters or promotional materials. | A/I |
| <b>Skills / Knowledge</b> | Excellent written and verbal communication skills.                                                             | A/I | A creative eye for contemporary marketing and communications.                      | A/I |
|                           | Strong organisational skills with good attention to detail.                                                    | A/I | Experience creating content for social media or websites.                          | A/I |
|                           | Confident and professional when communicating with parents, prospective families, staff and external contacts. | I   | Experience coordinating events, managing bookings and enquiries.                   | A/I |
|                           | A warm, welcoming and approachable manner.                                                                     | I   | Knowledge of GDPR and data protection requirements.                                | A/I |

|                           |                                                                                                        |     |                                                                                              |     |
|---------------------------|--------------------------------------------------------------------------------------------------------|-----|----------------------------------------------------------------------------------------------|-----|
|                           | Ability to manage a varied workload and prioritise tasks effectively.                                  | A/I | Ability to use graphic design software.                                                      | A/I |
|                           | Excellent IT skills and confidence in learning new systems and software.                               | A/I |                                                                                              |     |
|                           | Ability to produce clear, accurate and engaging written communications.                                | A/I |                                                                                              |     |
|                           | Ability to work independently and as part of a team.                                                   | I   |                                                                                              |     |
|                           | An understanding of the importance of confidentiality and handling personal information appropriately. | A/I |                                                                                              |     |
| <b>Personal Qualities</b> | Friendly, positive and professional.                                                                   | I   | Experience of the independent sector and promotion of the school within the local community. | I   |
|                           | Highly organised and reliable.                                                                         | I   |                                                                                              |     |
|                           | Proactive and willing to take initiative.                                                              | I   |                                                                                              |     |

|  |                                                                                        |  |  |  |
|--|----------------------------------------------------------------------------------------|--|--|--|
|  | Flexible and able to respond positively to the changing needs of a busy school.        |  |  |  |
|  | Committed to providing a high standard of service to current and prospective families. |  |  |  |
|  | Supportive of the ethos, values and wider life of the school.                          |  |  |  |



## Summary of The Role

|                          |                                                                                                                       |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Post:                    | Admissions, Marketing and Communications Officer                                                                      |
| Responsible to:          | School Business and Development Manager                                                                               |
| Contract:                | 5 days – 40 hours - 40 weeks (36 of which Term-Time)                                                                  |
| Probationary Period:     | 6 months                                                                                                              |
| Commencement:            | September 2026                                                                                                        |
| Typical hours of work:   | 08:30 – 16:30                                                                                                         |
| Salary:                  | FTE £30,000 - £34,000 dependent upon experience<br>(40 Hours - 52 Weeks & Holiday)                                    |
| Additional Requirements: | Attendance at three open mornings per year<br>Attendance at weekend / evening events as required with advance notice. |
| Closing Date:            | Sunday 13th September 2026                                                                                            |

**Early applications are encouraged. We reserve the right to appoint in advance of the closing date for the right candidate.**

## Applications

Please complete the Application Form, including your personal statement outlining your suitability for the role and why you would be our perfect candidate. Please note that CVs will not be accepted.

Applications should be returned via email to [headteacher@spsp.org.uk](mailto:headteacher@spsp.org.uk) by Sunday 13th September 2026

Arranged interviews will be held on site.

### EDI Statement

*At SPSP we are committed to ensuring equality of education and opportunity for all pupils, staff, parents and carers irrespective of race, gender, disability, belief, sexual orientation, age or socio-economic background. We aim to develop a culture of inclusion and diversity in which all those connected to the school feel proud of their identity and ability to participate fully in school life.*

### Safeguarding

*St Peter & St Paul School is committed to promoting diversity and inclusion. St Peter & St Paul School is an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.*