

Part of the **Hurst** Family of Schools

**PENNTHORPE**  
NURSERY    PRE-PREP    PREP

**External Relations Lead**  
Marketing, Admissions & Communications

**Candidate Pack**



# Welcome

## THANK YOU FOR YOUR INTEREST IN THE ROLE OF **EXTERNAL RELATIONS LEAD** AT PENNTHORPE

We are delighted that you are considering joining Pennthorpe and becoming part of the community that makes our school such a special place to learn, work, and grow. At Pennthorpe, we believe childhood should be cherished and education inspiring. Our aim is to give every child a joyful, ambitious, and nurturing journey—one that builds confidence, curiosity, kindness, and resilience. We want pupils to leave us not only with strong academic foundations, but with the character and compassion to thrive in an ever-changing world.

Excellence here is defined by more than outcomes; it lives in the warmth of relationships, the vibrancy of classrooms, and the genuine care shown for others. Our staff bring energy, expertise, and a deep commitment to ensuring every child is known, valued, and inspired.

To join our team is to embrace school life wholeheartedly. We look for colleagues who bring enthusiasm, warmth, and a sense of fun, and who understand the privilege of helping children flourish. Pennthorpe is a place where everybody is somebody, and where teamwork, high expectations, and genuine care sit at the heart of school life.

I am immensely proud of our school and the people who make it such a rewarding place to work. If you would like to visit or discuss the role informally, please contact Lauren Manvell ([recruitment@pennthorpe.com](mailto:recruitment@pennthorpe.com) | 01403 822391). When you are ready, applications can be submitted via our online form.

Thank you for considering Pennthorpe. We appreciate the time invested in your application, and each one will be reviewed with care. I look forward to hearing from you.

Mr Jon Marler  
Head of School

# About Pennthorpe

Pennthorpe is a thriving, happy, and purposeful school where children are at the heart of everything we do. It is a special community shaped by wonderful pupils, dedicated staff, and supportive families. We believe childhood should be joyful, nurturing, and full of opportunity, and we seek professionals who share this belief and want to make a meaningful difference in young lives.

We are a school with a strong sense of family. Every child is known, valued, and supported, and relationships sit at the centre of our culture. Kindness, openness, and respect underpin daily life, creating an environment where children feel safe, confident, and ready to learn. Staff work in a collaborative, caring environment where high expectations sit comfortably alongside warmth, humour, and mutual respect.

Pennthorpe offers a broad and enriching education that celebrates individuality and recognises that success looks different for every child. Small class sizes, excellent pastoral care, and creative, responsive teaching help pupils develop confidence, curiosity, resilience, and independence. Staff are encouraged to innovate, reflect, and contribute ideas that shape provision across the school.

Our curriculum is rich and varied, including Forest School, sport, swimming, the arts, trips, and a lively programme of clubs and enrichment. We believe every child is unique and brilliant, and we design learning that nurtures their strengths and character. Care sits at the heart of our ethos, with every child choosing a trusted adult Champion, and our motto, "Born not for ourselves alone," guiding daily life.

Pennthorpe is proud to be part of the Hurst Family of Schools, offering staff access to shared expertise, excellent professional development, and clear pathways for progression, while maintaining our distinctive identity.

This is a school full of warmth, energy, and optimism, where staff feel valued, trusted, and supported to grow.



## Our Aims

- To inspire all pupils with the ambition to discover and achieve excellence
- To stimulate and nurture all pupils on a uniquely personal journey of self-development
- To build a community and develop relationships that make a positive difference
- To invest in the future of our children.

# Pennthorpe – Part of the Hurst Family of Schools

From the beginning of the Spring Term 2026, Pennthorpe became part of the Hurst family of schools through an exciting new partnership with Hurstpierpoint College. This development marked a significant and positive step for our community, strengthening our long-term future while honouring everything that makes Pennthorpe distinctive.

Pennthorpe and Hurst share deeply aligned values, a child-centred ethos, and a commitment to exceptional education. Becoming “Pennthorpe – Part of the Hurst Family of Schools” allows us to remain the warm, nurturing school we have always been, while benefiting from the experience, stability, and opportunities that come from being part of a larger, well-established group.

Our pupils and staff gain from enhanced collaboration, increased stability in a changing educational landscape, and the strategic strength of working alongside a respected partner. At the same time, Pennthorpe continues to operate with its own Board of Governors and retain responsibility for its safeguarding, performance, and strategy, ensuring continuity and protecting our unique identity.

For those joining our team, this is an exciting moment to be part of Pennthorpe’s evolution, combining the spirit, ambition, and close-knit community of our school with the wider opportunities and support offered by Hurst.



# The Benefits

There are many reasons to join Pennthorpe, including:

- Great autonomy to focus on things that make the biggest difference, and to enable all to bring their own personality and character to the workplace
- Friendly and supportive team and a busy staff social calendar
- Staff wellbeing opportunities including dedicated staff wellbeing initiatives as well as an annual Whole School Wellbeing Week
- An allocated mentor to help with all queries and concerns
- Support for working parents
- Professional development opportunities
- Numerous career progression opportunities
- Personal Accident cover, including dental
- Contributory stakeholder pension scheme
- School lunches, cooked on-site, are provided to all staff during term time
- Secure on-site parking



# External Relations Lead



This role requires an External Relations Lead who is organised, personable, and committed to delivering an exceptional experience for both prospective and current families. You will develop a thorough understanding of Pennthorpe's distinctive culture, values, and educational offering, working closely with the Head of School, the Hurst Marketing and Admissions team, and colleagues across the school to ensure a consistent, engaging, and high-quality approach to admissions, communications, and marketing activity. Combining professionalism, creativity, and strong relationship-building skills, you will act as a key ambassador for the school, ensuring families feel welcomed, informed, and valued at every stage of their journey with Pennthorpe.

At Pennthorpe, this role sits within a culture of warmth, collaboration, and ambition. You will play a pivotal role in supporting pupil recruitment, strengthening community engagement, and enhancing the school's reputation through effective communications and local marketing initiatives. This includes leading the admissions journey from initial enquiry to enrolment, hosting prospective families, coordinating recruitment events, and overseeing clear, timely, and engaging communications for parents. You will ensure that every interaction reflects the school's values while maintaining alignment with the wider Hurst family brand strategy.

You will be proactive in creating and curating compelling content across a range of platforms, including the school website, social media channels, prospectuses, and promotional materials. Working collaboratively with colleagues and external partners, you will help to showcase the life of the school through engaging stories, photography, videography, and community outreach activities. You will also analyse admissions data, monitor engagement, and provide insight to support recruitment and marketing objectives, ensuring that activity remains purposeful, effective, and responsive to the needs of the school.

The ideal candidate will be an excellent communicator with strong organisational skills, attention to detail, and a passion for building meaningful relationships. You will be confident managing multiple priorities, balancing strategic thinking with practical delivery, and working collaboratively across teams. With a customer-focused approach and a commitment to excellence, you will play a key role in enhancing Pennthorpe's visibility, strengthening community connections, and ensuring families experience the very best of the school from first contact through to long-term engagement.



# Role Overview

We are seeking an enthusiastic and highly organised External Relations Lead to lead Pennthorpe's admissions, communications, and local marketing activity. This is a varied and rewarding role, requiring excellent relationship-building skills, creativity, and a commitment to delivering an exceptional experience for prospective and current families, while promoting the school's values and strengthening its presence within the local community.



- Lead the admissions journey from initial enquiry to enrolment, ensuring a warm, professional, and personalised experience for prospective families.
- Coordinate and deliver admissions events, including tours, open mornings, taster days, and recruitment activities, supporting pupil recruitment targets.
- Produce and oversee clear, engaging, and timely communications for current and prospective parents, ensuring consistency of message and tone.
- Manage and update the school's website, social media channels, and marketing materials, showcasing the breadth and vibrancy of school life.
- Create compelling content, including photography, videography, news stories, and promotional materials, to strengthen the school's profile and reputation.
- Build and maintain positive relationships with families, nurseries, local organisations, and community partners to enhance engagement and visibility.
- Analyse admissions and marketing data, providing insights and recommendations to support recruitment growth and strategic decision-making.
- Collaborate closely with school colleagues and the Hurst Marketing and Admissions team to ensure brand consistency, effective communication, and a high-quality experience for all stakeholders.

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# Person Specification

## Qualifications

- Degree or professional qualification in Marketing, Communications, Business, or a related field.

## Knowledge, Skills & Experience

- Experience in admissions, marketing, communications, customer service, or a public-facing role.
- Excellent written communication, copywriting, and proofreading skills.
- Strong organisational and administrative skills, with the ability to manage multiple priorities and deadlines.
- Confident user of IT systems, databases, Microsoft Office, and digital communication platforms.
- Experience of website management, social media platforms, and content creation.
- Knowledge of design and content creation tools such as Canva, Adobe InDesign, or Illustrator.
- Ability to analyse data and use insights to support decision-making and continuous improvement.
- Strong customer service and relationship-building skills, with the ability to engage confidently with a wide range of stakeholders.
- Excellent interpersonal, communication, and relationship-building skills, with the ability to deliver an outstanding experience for families and act as a positive ambassador for the school.
- Strong organisational skills, attention to detail, and ability to manage multiple priorities, work proactively, and meet deadlines in a fast-paced environment.
- Proven ability to work collaboratively with colleagues and external stakeholders, while maintaining professionalism, discretion, and confidentiality at all times.
- Genuine enthusiasm for education, with the ability to communicate and promote the school's values, culture, and educational offering with authenticity and credibility.

*This overview outlines the key responsibilities of the role, and candidates are encouraged to download the full job description from our website for a comprehensive understanding of the post. As Penwithorpe continues to grow and develop, the responsibilities of this role may be reviewed periodically to support both the evolving needs of the school and the post-holder's ongoing professional development.*

## How to Apply

If you are ready to take the next step and apply to become part of our inspirational team, please submit your application using our electronic Application Form (<https://www.pennthorpe.com/application-form/>) which includes uploading a covering letter by the application deadline.

- Contract: 8:30am - 6:00pm Monday-Friday, term time only, plus 20 days during the school holidays
- Start Date: September 2026
- Application Deadline: Friday 17<sup>th</sup> July, 2026
- Interview Date: Wednesday 22<sup>nd</sup> & Thursday 23<sup>rd</sup> July
- Responsible to: Head of School and Director of Marketing & Admissions (Hurst)
- Salary: £34,303 p.a.



## Equal Opportunities

Pennthorpe is an equal opportunities employer and welcomes diversity. We would love applications from appropriately qualified persons regardless of gender, marital status, sexual orientation, race, ethnic origin, colour, nationality, religion, disability or age.

## Safeguarding

Pennthorpe is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment.

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