



St George's

WEYBRIDGE

Candidate Information Pack

DIRECTOR OF MARKETING & ADMISSIONS

"WHERE WE CAN ALL BE THE BEST VERSION OF OURSELVES"



About St George's Weybridge

St George's Weybridge is a leading independent co-educational Catholic day school in Surrey for girls and boys aged 2-18.

Founded in 1869, with its distinctive Josephite ethos, St George's Weybridge has become the largest independent Catholic school in the country. Academically autonomous, the Junior School and College work together as one school, educating over 1,600 students across the two school sites. Both Schools had full ISI inspections under the new framework in March 2024, and were rated fully compliant in all areas.

St George's Weybridge is proudly and unequivocally a 2-18 co-educational school where children can learn and grow into kind, considerate adults who make a positive contribution to society. There is a perfect balance between the Junior School and the College, between academia, creativity and sport. Together with our Josephite ethos, these are what make St George's unique – and what make the children who leave us exceptional.

The distinctive ethos upheld by St George's encourages a strong sense of family where all students are valued and encouraged to fulfil their potential in an atmosphere of mutual respect and compassion. This atmosphere is extended to all families, our alumni (Old Georgians), staff, the local community and the wider world.

St George's sits across two beautiful campuses, the College in 100 acres of parkland and the Junior School on an 80-acre site, both with excellent road and rail links and outstanding facilities. Our Josephite ethos of 'coming home to school' extends to staff as well as pupils, making St George's a warm and supportive place to work.

St George's Weybridge welcomes students from all faiths and none, whilst maintaining our strong Catholic identity. It is our wish that during their time at St George's, our boys and girls will grow up within a community where Christian beliefs and principles are a guide for all that we do. This is evident in the liturgical life of our Schools and in the many ways we have of reaching out beyond our community. Thank you for your interest in joining the staff at St George's Weybridge. We are delighted that you are considering working at our School.





Welcome

Thank you for your interest in becoming our next Director of Marketing and Admissions.

This is one of the most important appointments we will make. St George's has a great deal to say for itself across both its schools, and this is the person who will help us say it well: someone who makes sure every family considering us, whether for the Nursery, the Junior School or the College, sees us at our best from the very first click, call or visit.

You would be joining at an exciting moment, with new leadership at the College and a shared, whole-school ambition to tell our story with the confidence it deserves and to bring the right families to both schools. If that prospect energises you, we would be delighted to hear from you.



Henry Warner, College Headmaster



Dan Jameson, Junior School Headmaster



The Opportunity

A settled school in an unsettled sector. Independent education is in a period of real change: schools are going co-educational, merging, or reconfiguring as all-through. St George's already is what many are working to become – an established, coherent 2-18 co-educational Catholic day school, with a Junior School and College that work as one. The next Director builds on a settled, confident model, not a transition to manage. Our task now is to make sure enough of the right families discover it.

A role across two schools. This is a genuinely whole-school position, with the Junior School and the College of equal importance. The College Headmaster, Henry Warner, is the line manager, and the post holder works in equal partnership with the Junior School Headmaster, Dan Jameson, telling each school's story as compellingly as the other's, at every entry point from Nursery upwards.

Perfectly balanced. Our proposition is that St George's is *perfectly balanced*: appropriately academic, big on pastoral care, rich in opportunity beyond the classroom, and, above all, a school that builds character and forms the next generation of Georgians. Bringing that to life coherently across both schools and every channel, so that families experience us at our best from first click to first day, is the heart of the role. You will do this as a member of the College Senior Leadership Team, working closely with both Headmasters and the Bursar.





The Role

Job Title:	Director of Marketing & Admissions
Line Manager:	The College Headmaster
Responsible to:	Each of the College and Junior School Headmasters for matters relating to their school
Responsible for:	Marketing and Admissions staff (currently 8 other people)
Salary:	A competitive remuneration package is available for the right candidate
Hours:	Indicative hours are 8:00 am to 5:00 pm, Monday to Friday. Some flexibility in when the hours are worked, and some home working, can be discussed. This is a senior role, and the successful candidate will be expected to work the necessary hours to fulfil it. There may be requirements for weekend or for out of hours attendance, to be agreed in advance with the Headmaster. Attendance at all Open Mornings is expected.
Contract:	Permanent, 52 weeks per annum

Summary of the role:

The Director of Marketing and Admissions directly leads and delivers the internal and external marketing functions of St George's Weybridge, and provides line-management and oversight of each School's admissions functions, via their Admissions Managers. In doing so, they will attract, recruit, and maintain maximum student numbers on roll and enhance the standing and reputation of the School as an educational institution, a charity, and a significant contributor to the local community. The post holder will be a key public face of the School. The post holder is a member of the College Senior Leadership Team.



The Role cont.

Main duties & responsibilities:

Strategy

- Development, management and oversight of the School's strategic marketing and admissions plan in line with the overarching College and Junior School strategies.
- Development and implementation of the School's communications and PR strategy by raising awareness and differentiation across internal and external markets – local, regional, national and feeder schools via effective tactical contact, advertising and communication plans.
- In close collaboration with the Heads, develop and implement an effective pupil recruitment strategy including the identification of potential new markets and relationships.
- The development of clear personal and team action plans related to the marketing strategy.
- Oversee the development of the admissions strategies and ensure coherence in approach and messaging between marketing and admissions, and between the two Admissions Managers.
- Implement effective systems for monitoring and evaluating success.

Marketing and Communications

It is expected that the post holder will spend the majority of their time on the marketing part of the role, through:

- Ownership of the School's brand and update, publish and maintain the organisational brand guidelines, providing overall editorial and design control across communications and advertising media.
- Oversight of all school promotional and advertising collateral, both print and digital, in close liaison with the Heads.
- Implementation of an effective digital and social media strategy, including the development of policies and procedures relating to the School's digital footprint.
- Ownership of the School's website, with responsibility for its continual evolution, update and ongoing accuracy.
- Undertaking regular market and competitor research and analysis to inform future plans.
- Development and oversight of the School's overall admissions related events strategy including open days, feeder school events, open evenings, taster events etc. – attending these whenever necessary.
- Oversight of marketing activity across the School, providing guidance where needed.
- Visits to feeder schools, educational exhibitions and other UK recruitment events, as agreed with the Heads, as well as involvement in developing suitable links and relationships in the local community as a whole.



The Role cont.

Marketing and Communications cont.

- Lead, or advise upon, policies and procedures relating to internal marketing communications with current parents, enhancing cross school understanding and promoting a 'one school' identity.
- As the School's Press Officer, responsible for liaison with the media in close conjunction with the Heads and Bursar.
- Provision and oversight of marketing support to ensure the effective exploitation of news-worthy School events.
- Responsible for the production of internal communications collateral, including newsletters.

Admissions

- Through a 'light touch' approach, provide high level leadership, line-management and coordination of the Admissions Managers for the College and Junior School. It is not expected that the post holder will need to involve themselves extensively in day-to-day admissions matters but has a clear mandate for doing so if necessary.
- Ensure that staffing, systems and processes are in place to deliver a highly effective admissions function.
- Monitor the admissions functions to ensure optimum recruiting into the School, at all entry points, of pupils of an appropriate number and ability, as agreed with the Heads.
- Maintain and improve the efficiency and effectiveness of admissions procedures, taking into account the dynamic nature of the School's key markets and the changing strategies of its competitors.

Leadership and Management

- Management and resourcing of the marketing and admissions activities including the setting and management of objectives, targets and day-to-day staff activities.
- The development, refinement and monitoring of all marketing and admissions related policies, systems and procedures in liaison with the wider team.
- Management of marketing and admissions related budgets.
- Monitoring and reporting of all high-level metrics, revising strategies and tactical plans where appropriate.
- Networking and relationship building with all key stakeholders: feeder schools, senior schools, staff at all levels, the media, current and prospective parents.
- Keeping abreast of all matters related to independent school marketing.
- Any other tasks that the Heads, the Bursar, or the Board of Governors may reasonably assign.

The role involves the confidential use of databases and access to personal and/or sensitive information.



Person Specification

To fulfil this important role the School requires a creative, charismatic and organised starter-finisher with a track record of success in strategic online and offline marketing communications and team leadership, possibly in a similar organisation. Experience in educational marketing, or a creative marketing agency, may be an advantage but enthusiasm, creativity, tact and a hands-on approach to problem solving and getting things done are also fundamental to this role. You will be someone who lives and breathes the St George's Weybridge brand and will be able to communicate and promote the Catholic, Christian, Josephite ethos of the School.

Leadership:

- A strategic thinker, able to create an integrated strategy, lead and guide change, and build and enhance teams.
- The ability to transfer knowledge and experience into a new setting and consider and implement creative solutions.
- A highly capable team leader with strong line-management skills.

Communication and interpersonal skills:

- Outstanding people skills – a positive team-player with the professionalism, determination and personal motivation to inspire others, to achieve exceptional results and to get things done.
- Demonstrable ability to build rapport and communicate persuasively with people of different backgrounds.
- Impressive personal presence and presentation combined with the humility and enthusiasm to pitch-in as a team-player.
- The ability to communicate so that messages are clear, convincing and inspiring, in particular utilising excellent spelling and grammar to produce high quality written communications.

Marketing and admissions knowledge:

- In depth knowledge of marketing, ideally gained through experience of best practice in marketing or communications functions.
- An appreciation of customer relationship management, ideally gained through a school or university admissions function.
- The ability to think creatively and have vision with the talent to devise and deliver successful consumer marketing and communication strategies relevant to the education sector.



Person Specification cont.

Engagement:

- Strong belief in the distinctive and valuable role of independent education and the desire to relate and extol the Catholic, Christian and Josephite ethos of the School.
- Proven brand stewardship experience.
- A commitment to promoting and safeguarding the welfare of children.

IT and online proficiency:

- Competence in Microsoft 365, including Outlook, Word, Excel, PowerPoint, Teams, OneDrive, SharePoint and OneNote.
- An understanding of, and an ability to interpret, databases and their use in customer relationship management.
- A confident, proactive adopter of new technology who embraces artificial intelligence to enhance their own capabilities and the quality of the school's marketing, communications and admissions, using it responsibly and in line with data protection.
- An understanding of how websites, apps, social media platforms and online resources are used as part of effective marketing and communications strategies.

Knowledge and Experience:

Essential Criteria

- Educated to degree level or equivalent.
- In depth understanding and appreciation of the principles and practices of marketing.
- Working knowledge of market research techniques.
- Principles and practice of effective customer relationship management.
- Management experience of leading a marketing or customer relationship function in a relevant environment.
- Working at senior management level.
- Successful management of diverse teams.

Desirable Criteria

- Relevant high-level professional marketing or admissions qualification.
- Understanding of the principles and practices of admissions.
- Working knowledge of databases/CRM system.
- Experience of marketing and admissions in an educational context.



Person Specification cont.

Skills and Abilities:

Essential Criteria

- Strategic planning and implementation at senior level.
- Change management.
- Excellent written and verbal communication skills.
- Tact and diplomacy.
- Strong team building skills.
- Able to interact well with people at all levels.
- Strong leadership skills.
- Significant budget management.
- Competence in IT and database skills (including CRM systems).
- Website management.

Personal Qualities:

Essential Criteria

- Current driving licence.
- Willing to attend a wide range of School events.
- Willing to play an active part in the life of the St George's community.
- Willing to work out of hours as and when school functions occur.

Equality:

Essential Criteria

- Candidates must demonstrate understanding of, and acceptance and commitment to, the principles underlying equal opportunities.



Benefits (Non-Contractual)



Pension

Subject to meeting the qualifying conditions, all Staff are automatically enrolled in our workplace pension scheme, currently provided by Aegon. St George's Weybridge offers the option of flexible levels of employee contribution made via Salary Exchange. Employer contributions are competitive and reviewed regularly to maximise the future financial wellbeing of our staff. Full details are available from the HR Team.

Flexible Working

Depending on the nature of your role, we will consider flexible working arrangements as a way to meet your needs as an employee. This can include flexible start and finish times, compressed hours, working from home or working part time.



Medical Support and Employee Assistance Programme

The Benenden Cash Plan provides support with everyday healthcare by providing money back on routine healthcare costs, as well as an Employee Assistance Programme including a free confidential counselling helpline available 24/7.

Holiday Camps & Local Retailer Discounts

Discounts are available to all permanent staff for Junior School wraparound care, in the Georgian Shop, for holiday camps and activities hosted at St George's Weybridge. In addition, a number of local shops and retailers offer discounts to staff at St George's.



Fee Remission

Staff may be eligible for School Fee Remission for their child(ren) joining either St George's College or St George's Junior School after the date employment commences, subject to certain criteria. Full details of the scheme are available from the HR Department.

Life & Personal Accident Insurance

Life insurance is provided through MetLife, whereby a named beneficiary would be eligible to a multiple of annual salary. In addition, insurance is in place in the event of an accident leading to permanent disability or injury.



Meals & Parking

Staff are provided with lunch in the dining room, as part of the Student Supervisory Policy. Parking is provided free of charge when at the College campus.



Employee Loans & Cycle to Work Scheme

Staff can apply for interest free loans in the case of hardship or for training, travel costs or purchase of a bicycle.



How to Apply

To find out more about the post or the school, in the first instance please contact Henry Warner, College Headmaster, for a confidential discussion:

Tel: 01932 839300

Email: hwarner@stgeorgesweybridge.com

Applications are encouraged as early as possible via the Apply Online button on the Current Vacancies page of our website.

Key dates

Closing date for applications:

Wednesday 2 September 2026

Interviews:

Long List – Wednesday 9 September

Short List – Tuesday 15 September

Please note that before making an application for any vacancy at St George's you should familiarise yourself with our Privacy Notice, [Safeguarding Policies](#), [Recruitment Policy](#), [DBS Code of Practice and Associated Policies](#) which are available at: <https://www.stgeorgesweybridge.com/careers>

St George's Weybridge is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo screening appropriate to the post, including checks with current and past employers and the Disclosure and Barring Service.

As an Equal Opportunities Employer and a registered Educational Charity, we promote a diverse and inclusive community – our "Georgian family" inspires everyone to be the very best version of themselves and to succeed on individual merit. We offer inclusive employment policies, flexible working arrangements, staff engagement forums and benefits to support all staff.



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