



The Children's House

School Marketing Manager with Admissions Focus

1 Year Fixed Term Role- June or September start 2026

This school is committed to equal opportunities and to safeguarding and promoting the welfare of children and young people. All staff are expected to share this commitment

The role is initially offered as a fixed term contract with a view to then becoming permanent

Accountable to: Headteacher of The Children's House

Time Allocation: Full Time but Part Time also considered.

The Children's House School, Islington (Pre Prep and Prep School)

The Children's House was set up in 1973 by a group of local parents, originally to provide high-quality early years education in Islington. Our Pre Prep is in Elmore Street and caters for children ranging from 2.5 years to 4 years whilst the Prep School, a short distance away in King Henry's Walk, currently offers Reception to Year 6.

The school's focus is on families and children, with strong emphasis on pastoral care. Classes are small and the school community is warm and friendly, with supportive parents and plenty of opportunities for teachers to get involved in whole school events.

Learning is individualised, with high teacher ratios and importance placed on creativity. Whilst we are non-selective, pupils are all prepared for the 11+ and do very well academically.

Summary of Role

The school is entering an exciting phase of development and is now seeking a School Marketing Manager with Admissions experience to support future growth which is a new role for the school.

This is a hands-on role responsible for implementing the school's marketing strategy and working closely with an established Admissions Lead to improve the admissions process and parent journey as well as taking responsibility for whole school marketing.

Key Responsibilities

Marketing and Comms

- Implement, plan, create and deliver and manage whole school marketing activity across digital, print, events and local networks
- Bring social media campaigns in house (currently undertaken by PR company)
- Lead on the creation and publication of digital content, managing our output across X, Instagram, LinkedIn, our own website
- Promote the school by networking with professional agencies, partnerships and other prospective schools

Admissions

- Coordinate and manage open days, tours and key admissions events with the Admissions Lead assessing turnout and proactively converting visits to actual pupil numbers by speaking to prospective parents
- With the Admissions Lead, work collaboratively to review and improve the end-to-end admissions process
- Lead effective use of iSAMS, assisting with uploading all Admissions data onto the system to improve workflows, data quality and reporting
- Track enquiries, conversion and campaign performance
- Analyse the performance of our recruitment strategy and its impact in order to inform future strategy.
- Deliver detailed reporting to Head and Senior Leadership Team, as requested

About You

- Experience in school marketing, admissions or a related role ideally within an Independent School Setting
- Track record of increasing pupil numbers or sales targets in another industry
- Confident delivering marketing activity, not just strategy
- Comfortable improving systems and processes
- Experience with iSAMS or similar school MIS desirable
- Organised, proactive and collaborative, with excellent communication skills
- Comfortable working with data to report and analyse
- Ability to work under pressure and prioritise effectively
- Commitment to maintaining confidentiality at all times
- Commitment to safeguarding and equality

Why Join Us

- A key role in a friendly, values-led school community
- The opportunity to shape marketing and admissions at a strategic and practical level with the school entering an exciting new phase

Benefits

- Independent School Holidays (with 4 week holiday work required- can be undertaken flexibility)
- Enhanced sick pay arrangements and income protection scheme
- 5% employee matched pension
- 4 x base salary, death in service scheme
- Employee Assistance Programme
- Subsidised fees if child attends school
- Cycle to Work Scheme and Season Ticket Loan

How To Apply

Please contact Maria Gaudio (mariagaudio@childrenshouseschool.co.uk) for an application form to apply for the role or to find out further information