



West House

INDEPENDENT PREPARATORY SCHOOL FOR BOYS

Admissions & Marketing Manager

West House School

Application Pack



The School

The History of the School

Situated in the leafy oasis of the Calthorpe Estate, West House School has occupied the same site since its foundation in 1895. Since that time, the school has evolved significantly, to become an independent preparatory school for boys aged 4 – 11 years, with a co-educational Early Years setting offering care for children aged from 6 months. West House is a member of The Independent Association of Preparatory Schools and, as such, upholds the requirement to provide a ‘world class education’.

With five acres of beautiful grounds, less than two miles from Birmingham city centre, the school lies at the heart of a thriving community. It is surrounded by many outstanding cultural and recreational facilities. These enrich the lives of all pupils and form an important aspect of educating the whole child.

Pupils and staff alike are guided by the West House Way, a set of values that help pupils develop understanding rather than tolerance, and to recognise the power of hard work, determination and resilience. West House School prides itself on providing a balanced approach to educating pupils for life in the middle of this century, recognising that education is about so much more than a narrow measurement of academic achievement alone. At the heart of the school’s ethos lies the view that children should be allowed to be children and that they are at their most productive when an appreciation of the balance between work and play is achieved.

West House is a non-denominational school. It is divided into three departments – Prep (Years 3-6), Pre-Prep (Years 1 and 2) and the Early Years Foundation Stage (Nursery – Reception). The school employs 80 full-time and part-time academic staff and accommodates approximately 293 pupils.

Pupils are prepared for a wide range of senior schools and standards at 11+ are consistently high, with most Year 6 boys transferring to local grammar schools, King Edward’s School, Birmingham and Solihull School. However, the school aims to provide a balanced education in which music, drama, art and sport play a significant role.

Further details about the school can be found at www.westhouseprep.com



The role

Admissions and Marketing Manager

West House School are seeking an Admissions and Marketing Manager to take on an exciting and crucial role on a part-time, all-year round basis. The ideal candidate will be someone who naturally makes people feel welcome, confident and excited about joining a new community, whilst using strategic and creative skills to market and promote the West House journey.

In this role, you'll be the warm, organised and proactive presence that guides families from their very first enquiry right through to their child's first day. You'll enjoy building relationships, coordinating visits and managing admissions details with accuracy and care. At the same time, your creative energy will shine through in the way you tell the school's story, capturing its spirit through engaging digital content, a vibrant online presence and strong community partnerships. You'll be a communicator who keeps parents, staff and alumni connected and informed, and a strategic thinker who uses data and insight to support the school's growth. If you love combining people-focused work with creative marketing and purposeful organisation, this is a role where you'll make a real impact.

The role holder will report to the Bursar.

Job Description

Admissions

The post holder will act as the key point of contact for prospective families, responding promptly to enquiries with professionalism and warmth from initial enquiry to the first day at school and beyond. The post holder will work with a wide range of staff, both teaching and support, to deliver a seamless experience, including the following key steps:

Engagement with prospective parents:

- Lead and develop partnerships with local organisations, businesses and schools that strengthen the school's profile and community connections and extend the school's reach.
- Lead Open Days and other recruitment initiatives including visits to feeder nurseries
- Act as a key contact for Nursery parents transferring to Reception

Pre-offer

- Arrange and book personal visits for prospective families, providing a welcoming and well-organised experience.
- Prepare comprehensive information packs for new pupils and parents, ensuring all materials (printed and online) are accurate, up to date and aligned with school standards.
- Record all enquiries on the school's Management Information System (Engage), ensuring accurate data entry and effective tracking.
- Process registration forms, including scanning documents and entering all required information into Engage.
- Coordinate assessment days following receipt of registration forms, ensuring smooth communication with staff and families.

Post-offer:

- Work closely with the Nursery Operations Manager to organise post-registration visits and settling-in sessions for EYFS pupils.
- Produce offer letters and manage the full acceptance process, updating Engage and distributing required documentation to relevant departments including the Bursary, EYFS, Catering and Matron.
- Liaise with the Bursary to ensure registration fees and deposits are collected and recorded accurately.
- Maintain appropriate contact and information sharing with undecided families and historic enquiries to develop wider relationships in the local school community.

The role

- In liaison with the Head's PA, work with new parent groups once their child joins the school to understand the admissions experience and further enhance the experience of joining West House

Marketing

The post holder will be responsible for designing a strategy to market the school. This will include the following key areas:

A. Digital Marketing & Content Creation

- Plan, create and publish engaging digital content that showcases school life, including photography, videography, short-form video, and written stories.
- Maintain a consistent posting schedule across platforms such as Instagram, Facebook, X, TikTok (if applicable) and LinkedIn.
- Encourage staff to contribute content and support a connected, celebratory school culture.
- Analyse digital engagement data to refine content and maximise reach.

B. Website & Digital Presence

- Maintain and update the school website, ensuring fresh, relevant and engaging content.
- Work with external agencies on website development and improvements.
- Apply SEO best practice to improve visibility and user experience.
- Ensure digital platforms reflect the school's brand identity and strategic priorities.

C. Branding & Creative Design

- Develop and uphold consistent brand guidelines across all school materials.
- Design digital and print marketing assets including graphics, posters, brochures, newsletters and magazine content.
- Collaborate with external designers, photographers and agencies for larger campaigns.

Communications

Recognising that our greatest supporters in the community are our current parents, current staff and alumni, the post holder will be responsible for ensuring that the school's regular communications with these key groups are engaging and informative. Specifically, the post holder will:

- Develop communication strategies for pupils, parents, staff, prospective families, alumni and the wider community.
- Maintain relationships with media representatives and external stakeholders.
- Oversee the flow of news stories that reflect the school's values, achievements and breadth of opportunities.
- Promote positive internal communications, encouraging staff to share stories and celebrate achievements.
- Assist the Alumni and Events Officer Liaise with the Chair of WHOBA to develop marketing, communications and fundraising strategies for alumni, and oversee the production of the annual WHOBA magazine.
- Oversee the WHOBA archive and the production of the annual WHOBA magazine.

The role

Supporting Key Decision Making

The post holder will work with the Head and the Bursar to:

- Prepare reports for the Board on admissions activity and conversion rates.
- Gather, analyse and present data to evaluate the effectiveness of marketing and communications activity.
- Undertake or commission market research to identify opportunities for growth.
- Remain informed of local and national educational context.

General

- Work effectively as part of a team and to promote the smooth running and efficiency of the support staff team
- Work within the agreed framework of the school's policies and procedures.
- Attend staff meetings, staff development and training as appropriate to your position.
- Manage the marketing and communications budget in liaison with the Bursar, ensuring value for money.
- Carry out such other duties which will enhance the efficiency and effectiveness of the department and the school.
- Liaise with outside agencies as appropriate.
- Keep all information regarding the school, pupils and staff completely confidential at all times.
- Carry out any other tasks as directed by the Bursar.

This job description is not exhaustive. Other task and responsibilities may be allocated as necessary and reasonable from time to time.

The role

Person Specification

Qualifications (tested at application)	Essential	Desirable
Educated to GCSE level (or equivalent) including Maths and English at grade B or above	✓	
Educated to A level (or equivalent)	✓	
Educated to degree level (or equivalent)	✓	
Member of CIM or other relevant Marketing qualification		✓

Knowledge and Experience (tested at application and interview)	Essential	Desirable
Experience of working in a marketing and communications role	✓	
Experience in working in a customer facing sales role	✓	
Experience of working in a school admissions role		✓
Experience of creating engaging social media content (photo, video, short-form video)	✓	
Strong understanding of major social media platforms	✓	
Experience maintaining and editing websites	✓	
Experience drafting newsletters, announcements or similar communications	✓	
Experience using basic design tools (Canva, Adobe Express, etc)	✓	
Experience using Adobe Creative Cloud		✓
Experience with digital advertising platforms (Meta Ads, Google Ads)		✓
Experience in the education sector		✓
Understanding of ISI regulations		✓

Skills and Abilities (tested at application, interview and test)	Essential	Desirable
Strong organisational skills	✓	
Strong interpersonal skills, with a confident, friendly and approachable manner	✓	
Ability to capture high-quality photos and videos	✓	
Excellent written communication skills with adaptable tone	✓	
Ability to manage multiple tasks and deadlines	✓	
Strong attention to detail, especially regarding safeguarding	✓	
Ability to work collaboratively and independently	✓	
Ability to manage long-term projects	✓	
Strong IT skills (Word, Excel)	✓	

The role

Ability to maintain confidentiality	✓	
Calmness under pressure and ability to prioritise	✓	

Attitudes and beliefs	Essential	Desirable
High standards of personal and professional integrity	✓	
A positive attitude, maintained even when under pressure	✓	
Enthusiasm for working in a school to deliver the best environment for education	✓	
Willingness to promote and support the school's aims and ethos	✓	
Willingness to promote and support the school's safeguarding policies and procedures	✓	

Key terms and how to apply

Type of position: Permanent, part-time, all-year round.

Salary: £32,000 - £36,000 actual salary per annum, (£40,000 - £45,000 FTE), according to experience.

Hours: Monday to Friday, 30 hours per week, 9.00am to 3.30pm with a 30-minute unpaid lunch break. Some flexibility to work at special evening and weekend events and open mornings will be required.

Holidays: 40 days holiday a year and 8 bank holidays, to be taken during school holiday periods.

Benefits: Eligible for discount on school fees for pupils at West House School Nursery, West House School (for boys) and Edgbaston High School for Girls (subject to normal admissions procedures), eligible to join a Contributory Pension Scheme, free lunch and refreshments, free parking, Employee Assistance Programme including Wider Wallet discount scheme, Bike2Work scheme, enhanced Maternity scheme.

Start date: As soon as possible.

How to apply

Apply by 9.00am on Monday 1st June via My New Term: <https://mynewterm.com/school/West-House-School/103575>

Short listed candidates will be contacted to arrange a suitable time for interview during the week beginning **8th June 2026**.

If you have any queries about the role, or would like to discuss it in more detail, please contact Jo Ollier, HR Manager, by email: jollier@westhouseprep.com

West House School is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. All successful candidates will be required to undergo all statutory checks including an enhanced DBS check. A copy of the Recruitment, Selection and Disclosure Policy is available on the website.

This post involves working with children and is exempt from the Rehabilitation of the Offenders Act 1974 and all subsequent amendments. All convictions, police cautions or "bind overs", including any that would otherwise be considered "spent" under the Act must be disclosed, and will be taken into account in deciding whether to make an appointment.

