

Warwick
Schools
Foundation

Information for Applicants

Job Title: Senior Marketing Officer – Warwick Schools Enterprise Ltd

To start: ASAP

Welcome from the Foundation Principal



Thank you for the interest you have shown in the role of Senior Marketing Officer

Our Foundation is unique. We are a large but united community, focused entirely on ensuring that the pupils in our care have the most exceptional of educational opportunities. All that we do has that mission at its heart. Working together, our aim is for our Foundation schools – individually and collectively – to be recognised as the most vibrant and exciting in the U.K.

We are seeking to appoint a Senior Marketing Officer to join our busy and thriving Marketing Department to develop and drive the marketing strategy, campaigns, CRM and content activity across our commercial areas to increase engagement, strengthen the mixture of brands and drive commercial growth.

I hope you are inspired by what you read and will want to join us, to play a key part in our exciting future.

Richard Nicholson MA (Oxon)
Foundation Principal



Warwick Schools Foundation

About Warwick Schools Foundation

Warwick Schools Foundation (the Foundation) proudly educates girls and boys from 3-18 years of age. We are one of the largest independent school charities in the country, with some 2,800 pupils and 800 staff, and are committed to providing an outstanding education for all our pupils while being an exceptional place to work and the first choice for those seeking independent education for their children.

Our historic schools are Warwick Junior School and Warwick School, which operate as a through-school for boys, and Warwick Preparatory School and the King's High School, which operate as a through-school for girls with a co-educational Pre-Prep.

These schools are located on the Foundation's 55-acre site in Warwick. Between them, they educate some 2,500 pupils and offer a unique model of education in the Midlands: co-education for our pupils aged 3 to 7, and single-sex education from age 7 onwards. This provides 'the best of both worlds' for our pupils: teaching specifically tailored to their needs with extensive learning opportunities to collaborate outside the classroom.

In 2021 we welcomed The Kingsley School, Royal Leamington Spa into our family of schools. Kingsley is an established and highly regarded school, and has recently extended its educational provision to boys as well as girls from 5-18.

In September 2026, we are excited to open the doors to our brand new day nursery – Kingsley Explorers, which will, for the first time, extend the Foundation's provision to year-round for children as young as six months old.



More information about the schools may be found on their websites:

www.warwickschool.org

www.warwickprep.com

www.kingshighwarwick.co.uk

www.thekingsleyschool.co.uk

More information on the Foundation can be found at:

www.warwickschoolsfoundation.co.uk

The Foundation is an active membership of the following associations:

- AGBIS
- IAPS
- GSA
- ISA
- IDPE
- ISB
- HMC

Warwick Schools Foundation

Organisational Structure

Warwick Schools Foundation, is registered as both a Charity and a Company, with the Governors being both Trustees of the Charity and Directors of the Company.

The Governing Body is the legal guardian of Warwick Schools Foundation and is responsible for ensuring that it delivers its charitable objective:

'To advance education by carrying on in or near Warwick, day and boarding schools for boys and girls.'

Governors delegate the operational running of the Foundation to the Foundation Principal, who acts as Chief Executive Officer with direct accountability for the Foundation and all its activities. The Foundation Principal is Mr Richard Nicholson. He is supported by the Foundation Bursar, Mrs Victoria Espley, who acts as Chief Operating Officer for the Charity.

This role will report to Senior Marketing Manager.







Warwick Schools Foundation

Our Facilities

Warwick Campus

Home to some 2,500 pupils aged 3–18, the 55-acre Campus boasts outstanding and cutting-edge facilities for our pupils. The campus has received significant investment over recent decades, including Warwick Hall, which was completed in 2016.

King's High School was also relocated from its historic town centre site in 2019 to join Warwick Preparatory School and Warwick School in a purpose-built home on one spacious, green campus. As part of this relocation, facilities were developed for all schools including:

- Enhanced sports facilities, including a 3G rugby pitch for Warwick School, five netball and six tennis courts.
- A series of pedestrianised Quads.
- A shared Sixth Form Centre for both Warwick and King's High School students to enjoy for shared curriculum enrichment and social activities.
- Improved play space for Warwick Preparatory School, including a nursery garden and 'forest school'.
- A shared Music School for the pupils of King's High and Warwick Preparatory School.

Leamington Campus

The Kingsley School is home to around 300 pupils. Situated in the centre of Leamington, the excellent facilities include the Prep School, Senior School, and a dedicated Sixth Form Centre. Twelve acres of playing fields are just a short drive away and include a pavilion and netball and tennis courts.

Investments over recent years have included a bright and welcoming new Learning Resouce Centre, a modern and completely refurbished gym and a beautiful garden.





Job Description

Post Title:
Senior Marketing Officer – Warwick Schools Enterprise Limited

Hours of Work:
37.5 hours per week, including working occasional evenings and weekends

Salary range
£30,589-£33,648

Location
On Site - Warwick Campus & Leamington Campus

Start Date
ASAP

Reporting Lines
The post holder will report to the Senior Marketing Manager: Foundation

Purpose of this Job Description
The Foundation considers this document as a "snapshot" of the job and the tasks listed are not an exhaustive list. It aims to provide a clear guide at the time of writing to all that is involved about the requirements of the job. It will also be used to communicate expectations about performance and will be used to monitor effective performance.

Responsibilities
Marketing Strategy

- Develop and deliver marketing plans to support the commercial offering including Holiday Action, Swim School, Venues & Events, Sports Facilities & Theatre, ensuring activity aligns with business objectives.
- Lead the operational roll-out of these plans and handle content creation, organic social campaigns and other owned channels that augment the activity through paid-for campaigns.
- Develop and deliver marketing strategies and campaigns to successfully launch new commercial products and services, while proactively identifying opportunities to grow revenue and maximise commercial income.
- Work closely with teams across the different business areas to understand their objectives, priorities and audiences, developing tailored marketing strategies to support their success.
- Monitor marketing trends, competitor activity and customer insights to inform marketing strategy and identify opportunities for growth.

Campaign Management

- Lead the planning, development, delivery and evaluation of integrated marketing campaigns across a range of channels, including paid media, social media, email and print.
- Develop and implement campaigns that drive bookings, sign-ups, enquiries and sales across the different commercial areas.
- Ensure campaigns are targeted effectively, with clear objectives and measurable outcomes, maximising reach, engagement and return on investment.

Campaign Delivery and Content

- Lead the planning and delivery of organic social media activity across the different commercial initiatives, developing engaging content that strengthens awareness, builds audiences and drives engagement.
- Develop and create engaging, audience-focused content for use across paid marketing campaigns and other promotional channels.
- Take ownership of website content for the different commercial initiatives, proactively reviewing, managing and updating content to ensure it is accurate, engaging and consistent. Work collaboratively with the wider WSEL team, seeking advice and guidance from the Foundation Digital Marketing Manager on strategic direction and improvements.
- Ensure commercial campaigns have appropriate relevance throughout school-based marketing where appropriate and also that any commercial activity is leveraged to support the aims of the schools and recruitment into them.
- Evaluate campaign performance and use accurate data, insights and analytics to inform content decisions and optimise future activity.
- Lead the planning, creation and delivery of email marketing activity, including mailshots and newsletters, overseeing content development, audience targeting and scheduling.
- Ensure marketing content is consistent with brand guidelines, messaging and tone of voice across all channels.

Stakeholder Management and Partnerships

- Build strong working relationships with colleagues across WSEL to understand business priorities, coordinate marketing activity and deliver effective campaigns.
- Develop and share clear marketing and project plans with key stakeholders, ensuring objectives, responsibilities, timelines and deliverables are understood.

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- Work collaboratively with the Foundation and school marketing managers to plan and deliver operational marketing activity across the different commercial areas.
- Brief and collaborate with the Foundation's chosen media buying agency on campaigns and initiatives, providing clear objectives, audience insights, creative direction and performance expectations.
- Identify, develop and nurture effective partnerships with external organisations and stakeholders to increase brand awareness, reach new audiences and generate enquiries and commercial opportunities.
- Share campaign results and insights with relevant stakeholders, using performance data to inform future planning and demonstrate marketing impact.
- Ensure effective project planning and delivery by following established processes and procedures, maintaining clear communication and keeping stakeholders informed of progress, timelines, milestones and any changes throughout the project lifecycle.

Additional duties

- To undertake any task reasonably required by the Foundation.
- To represent Warwick Schools Enterprise Ltd at all appropriate events.

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Additional duties

- The post holder must comply with the Data Protection Act 1988, the Computer Misuse Act 1990 and all other policies as detailed on the Foundation Hub and in the staff handbook.
- To report any Health & Safety problems to the Health & Safety Manager.

Safeguarding and Protection of Children and Young Persons

In accordance with the Children's Act 1989, on appointment post holders will be required to commit to their responsibilities with regards to safeguarding. In addition, offers of appointment will be subject to an enhanced criminal record check from the Disclosure and Barring Service (DBS) and other pre-starter checks as required by the regulations governing the appointment of staff within education.

These checks will highlight cautions, reprimands, and final warnings as well as any convictions. The post holder must not have any spent or unspent convictions that would prevent working with children.

All staff are required to adhere to the School Policy on safeguarding and undertake training as required and ensure the safeguarding and well-being of children and young people at the school, in accordance with School policies.

Health and Safety

As an employee you are expected to:

1. Take reasonable care of your own health and safety.
2. Take reasonable care not to put other people - fellow employees and members of the public - at risk by what you do or don't do during your work.
3. Co-operate with your employer, making sure you get proper training, and you understand and follow the company's health and safety policies.
4. Not interfere with or misuse anything that's been provided for your health, safety, or welfare.
5. Report any injuries, strains, or illnesses you suffer as a result of doing your job.
6. Tell your employer if something happens that might affect your ability to work (e.g., becoming pregnant or suffering an injury)
7. If you drive or operate machinery, to tell your employer if you take medication that makes you drowsy.



Person Specification

	Essential	Desirable
Qualifications	• Competent English Language skills • Basic key skills • Academic qualifications to at least Advanced Level.	• Professional qualifications • Higher education qualifications
Experience/Knowledge	• Working experience in marketing and/or communications • Working with varied stakeholders including Senior Leadership and external suppliers • Experience in a commercial industry with knowledge of B2B and/or B2C • Experience in developing and implementing multi-channel marketing and communications strategies and plans.	• Preparing marketing analysis • Understanding of marketing in the education sector
Skills/Abilities	• Ability to develop & manage multiple project plans • Project management with the ability to achieve deadlines • Strong writing skills/close attention to detail • Strong stakeholder management including Senior Leaders. • Effective budget tracking • Ability to write creative briefs and a key eye for critiquing design and copy to ensure brief requirements and brand guidelines are met.	• Brand guardianship • Strong and evidenced skills in at least one of: copywriting, photography, graphic design or videography
Personal attributes	• Creative and innovation approach to problem solving • Professional and organised, with the ability to prioritise a busy workload. • Proactive and self-motivated, with the ability to use initiative, identify opportunities and take ownership of tasks and projects through to completion with minimal supervision.	
Safeguarding Children, Young People and Vulnerable Adults	• Understands their role in the context of safeguarding children, young people, and vulnerable adults • Ability to form and maintain appropriate relationships and personal boundaries with children and young people	
Equal Opportunities	• Understanding of the requirements of Equality and Diversity	

Further Details

Working hours: 37

Working weeks: All year round

Pay Banding: : £30,181-£33,199

Other benefits:

- Competitive contributory pension scheme (employee contributions matched by employer contributions up to 14%).
- Employee Assistance Programme.
- Six weeks annual holiday plus public holidays.
- Staff Fee remission at our Warwick Campus.
- Life Assurance benefits.
- Free meals and refreshments provided during the working day.
- Free parking on site.
- A virtual GP and Physio service.
- Access to a wide range of retail discounts.
- Salary sacrifice schemes.
- Use of the Sports Complex for staff.
- A strong, supportive staff community.
- Some flexible working will be considered depending on the vacancy.

Appointment Method
An interview will include questions about safeguarding children. The appointment will depend on satisfactory DBS clearance.

Warwick Schools Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Any concerns should be reported in accordance with the Foundation's Child Protection policy.

Equality, Diversity and Inclusion
The Warwick Independent Schools Foundation is committed to promoting equality of opportunity for all pupils and staff, both current and prospective, and in this position, you will actively support an environment and workplace culture that values equality, diversity and inclusion.



Appointment Timetable

Deadline for submission: Monday 7th December

Interview dates:
Monday 14th December and Tuesday 15th December

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Warwick Independent Schools Foundation, a registered charity, number 1088057
A company limited by guarantee; Registered in England; company number 4252305
Registered office: Warwick School, Myton Road, Warwick CV34 6PP