

Marketing Executive – Repton Prep

Reporting to: Marketing Manager with a dotted line into the Head of Prep

Location: Repton Prep, with attendance at Repton School for key marketing meetings

Repton Prep is seeking to appoint an enthusiastic, organised, and creative Marketing Executive to deliver high-quality, end-to-end marketing support at a site level. Reporting to the Marketing Manager, with a dotted line into the Head of Prep, the role will focus primarily on Repton Prep, whilst maintaining a connection and awareness of the wider Repton brand and group.

This is a hands-on role ideal for a marketing professional who enjoys being close to school life and taking responsibility for the day-to-day delivery of marketing activity across digital, print, events, and communications.

Key Responsibilities

Site-Level Marketing & Communications (Repton Prep)

- Provide comprehensive, end-to-end marketing support for Repton Prep, ensuring all activity reflects the ethos, values, and personality of the school.
- Act as a key marketing contact on site, working closely with teaching and support staff to identify stories, achievements, and opportunities for promotion.

Digital Marketing & Content

- Manage and regularly update the Repton Prep website (CMS), publishing engaging news stories and ensuring content remains accurate and up to date.
- Plan, create and publish social media content that authentically reflects daily school life, pupil achievements, and events, including a strong focus on photography and video content.
- Monitor engagement across digital channels and contribute to performance reporting.
- To regularly report on website analytics, review traffic to the admissions pages, and look at initiatives to encourage enquiries via the website.

Email Marketing & Publications

- Produce and publish the weekly parent e-newsletter, *The Prepton Press*, coordinating content, writing copy, and managing distribution.
- Project manage the production of the pupil annual review, *The Preptonian*, from content gathering and copywriting through to design, proofing and print.

- Ensure that all communication with current parents is created with the intention of aiding the retention of pupil numbers.
- Work with the wider marketing team to create imaginative and inspiring content to ensure the Repton brand continues to lead in a competitive market.

Admissions & Recruitment Marketing

- Work very closely with the Admissions Manager and International Head of Admissions to support pupil recruitment and retention
- Assist with the planning, content creation, promotion and delivery of admissions events, open mornings, and recruitment activity in the UK and overseas
- Produce and manage admissions marketing materials to boost pupil recruitment.
- Work with the Admissions Manager to analyse pupil data, insights, and trends to assist targeted marketing activity
- Work with the Admissions Manager to conduct frequent competitor analysis and to stay abreast of other school recruitment activity
- Create or source marketing materials for external events or shows (E.g. BBSW) with possible attendance at these shows alongside the Admissions Manager and International Head of Admissions
- Respond to admissions enquiries / take admissions calls in the absence of the Admissions Manager
- Conduct school tours in the absence of the Admissions Manager

Print & Traditional Marketing

- Coordinate the production of print materials, including prospectuses, guides, and event collateral
- Liaise with designers, printers, and suppliers to ensure timely delivery and high-quality output

Events & Community Engagement

- Support key school events throughout the year, providing marketing input, promotion and on-the-day support
- Build strong working relationships with parents, staff, and pupils to support effective storytelling and community engagement

Brand & Asset Management

- Ensure Repton brand guidelines are applied consistently across all marketing activity
- Maintain and update the image library with approved photography and content

Collaboration & Wider Support

- Work closely with the Marketing Manager and wider marketing team including the digital marketing and content creation executives to align activity with overarching strategy
- Provide flexible support to Repton School marketing activity as required, particularly during peak periods
- Undertake any other duties reasonably requested by the Marketing Manager or Head of Prep.