



REPTON

MARKETING MANAGER



Welcome from the Headmaster

Repton is a wonderful and inspiring place to work: one of the UK's foremost co-educational boarding and day schools, located in the heart of the English countryside, yet within easy reach of major cities; strengthened by a history that goes back over a thousand years, yet with a keen eye on the challenges of the twenty first century.

We are looking to appoint an experienced, collaborative and dynamic Marketing Manager. Reporting to the Director of Group Marketing, this role will play a pivotal role in developing and executing the strategic marketing plan across the diverse Repton Group, including Repton, Repton Prep, the wider Repton Family of Schools and Repton Enterprises. This role will be key in enhancing awareness of Repton as one of the top schools of the world, attracting prospective families, and engaging with various stakeholders across our group.

The Marketing Manager will be managing a team of two, working alongside the Admissions Manager, ensuring a seamless customer journey from enquiry to enrolment for prospective families, and supporting the retention of current families and alumni via the creation of engaging content and fostering a strong community around the Repton brand.

We are a school with ambition and purpose, eager to employ and reward staff who share our values and aims.

Repton is a very attractive place to work; I hope very much that you will read this document with interest, and I encourage you to apply.



Mark Semmence
Headmaster



An Introduction to Repton School

Repton is the ancient capital of Mercia, and the School, founded in 1557 from a bequest from Sir John Port of Etwall, was established on the site of a 7th century Anglo-Saxon Benedictine abbey and latterly a 12th century Augustinian priory.

The School today incorporates many of the original buildings from the estate, namely, the Guest Chamber and Prior's Lodging (which as the Old Priory currently houses the School Library and Common Room), Overton's Tower, Tithe Barn, and the Arch. The latter is all that now remains of the Priory's original gatehouse and which helped inspire the School's motto: *porta vacat culpa*.

Today Repton is a world class, modern, flourishing community with a clear sense of purpose and momentum. As a pre-eminent co-educational and boarding and day school, Repton provides an exceptional broad-based education, blending heritage with the pursuit of excellence in a 21st century context, offering world class facilities as well as high quality teaching and pastoral care.

The School has over one thousand pupils across the Prep and Senior School, making it large enough to achieve excellence in and out of the classroom, yet small enough for individuals to grow and flourish. At Repton Senior, each pupil, whether day or boarding, is a member of a House, of which there are 10 (six for boys and four for girls).





Academic standards are high and creative activities, including music, art, drama and design, flourish. The School has a national profile in sport, in particular in football, hockey and swimming. Our pupils thrive both in and out of the classroom and they develop the skills, qualities and values that will lead to a successful life.

Whilst Repton is undoubtedly modern in terms of practice and outlook, the traditional values of encouraging pupils to aim high whilst showing respect for all are still of utmost importance. The School continues its strong educational vision, recognising the importance of being able to offer a Repton education to potential pupils from all backgrounds by providing scholarships and bursaries in a wide range of subjects. The School's considerable strengths were recognised in the 2024 ISI Inspection which found that pupils achieve well at GCSE and A Level, with results in line with or exceeding predictions based upon their starting points, because of the effective guidance and support provided by teachers. The Inspectors saw fit to identify our sport provision as '*a significant strength of the school*'. This judgement is a formal and rarely bestowed designation of excellence by ISI.

Repton and Repton Prep have always enjoyed a very close relationship and in 2020, the schools became a through-school with the aim of securing the very best pupil outcomes. .





Values and vision

Repton School aims to teach its students to strive for excellence in everything they do, be it in sport, creativity or academic subjects. The school seeks to help students progress academically and encourage them to take part in the community as they grown and learn.

The school specialises in core subjects such as maths and science, but also encourages students to do a variety of extracurricular activities, from the Duke of Edinburgh Award scheme and community service programmes to ceramics and photography. With modern facilities and excellent teachers on hand to help, students consistently exceed the national average in results.

ISI

"Pupils display excellent attitudes to study. They co-operate easily with each other and their teachers and have a purposeful approach to learning. They benefit from the many opportunities afforded by the curriculum and the wide range of activities available. They respond positively to the high-quality teaching, which enables them to make excellent progress as they move through the school."

[View Repton School's latest ISI report](#)





A Global Family of Schools

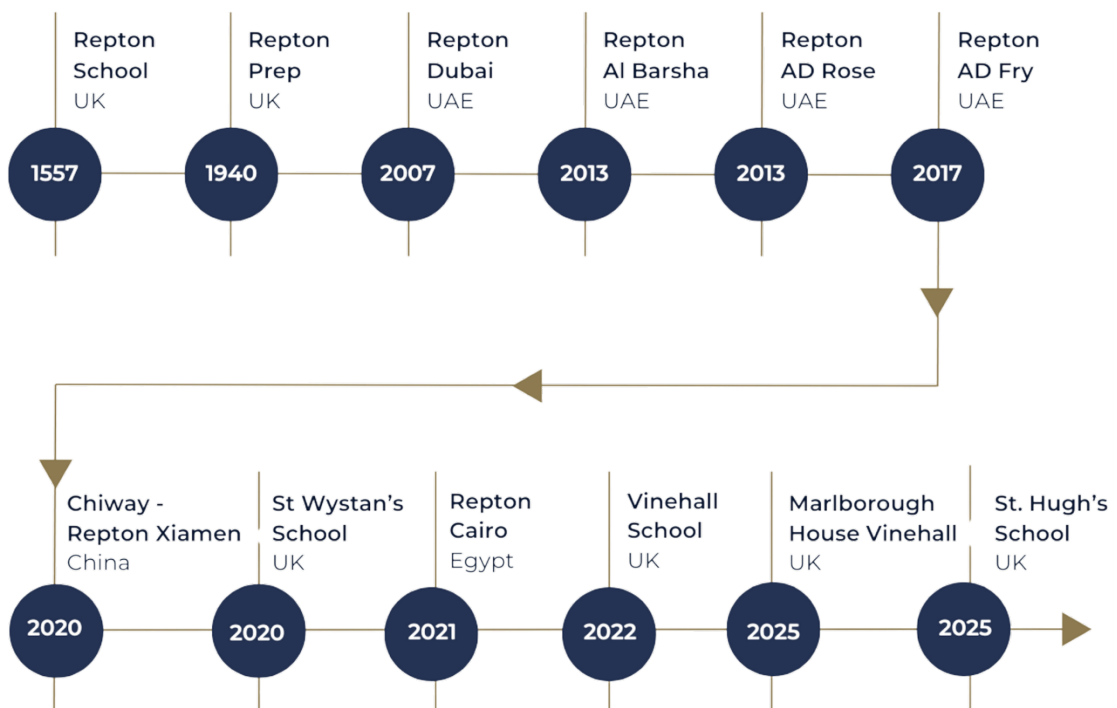
Repton was among the first British schools to open an overseas 'branch', with the establishment of Repton Dubai in 2007; the development of a family of international and UK schools is integral to Repton's future vision. Currently, Repton has 10,000 pupils across three continents, with schools in Dubai (2), Abu Dhabi (2), China and Egypt.

The additional income generated by our overseas schools provides financial support to enable Repton to provide opportunities for pupils who otherwise would not have been able to afford a Repton education, and to invest in world class facilities.

In addition to its international family of schools, the Repton group currently includes five schools in the UK (Repton, Repton Prep, Marlborough House Vinehall, St Wystan's and St Hugh's Woodhall Spa) with the ambition to grow both its UK family of schools and international schools further.



The Repton Family of Schools





Duties & Responsibilities

- Lead on the development and production of all marketing collateral and digital channels for the Group entities, supporting the UK family of schools as necessary.
- Line manage a team of two, ensuring oversight of the projects and tasks in progress, supporting the team as necessary to meet deadlines.
- Support the team to build strong links with the Repton community and to engage in school life to produce and share high quality content across all channels to support acquisition, conversion and retention.
- Working alongside the Director of Group Marketing, to collaborate with external agencies (website, SEO, PR), ensuring they understand the vision and aims of the Repton brand.
- Working alongside the Director of Group Marketing to implement a unified approach to marketing support across the diverse Repton Group.
- Maintain strong awareness of competitor activity and wider trends in the independent schools' market.
- Implement a process to regularly review all channels and ensure information is accurate and up-to-date.





Duties & Responsibilities continued

- Promote key dates and events in the admissions calendar from open days to deadlines to apply to ensure maximum attendance.
- Support the admissions team by overseeing high quality communications for prospective parents e.g. enquiry and open day sign up forms, email templates and the admissions documents e.g. offer letters.
- Support the marketing team with the gathering of content for parental communication e.g. newsletters (e.g. the Reptonian and the Prepton Press) and introduction of any apps to ensure a positive parent experience.
- Manage the advertising (print and digital) schedule and the booking contacts.
- Marketing effectiveness reporting across campaigns
- Marketing budget management

Key Facts

Reporting to: Director of Group Marketing

Contract Type: Full Time, Permanent

Benefits: Pension, on site gym and sporting facilities including swimming pool

Location: Repton School The Hall, Repton, Derby, Derbyshire, DE65 6FH, United Kingdom

Salary: Highly Competitive, Dependent on Experience

Closing date for applications: 28th September 2025 with interviews commencing Monday 6th October 2025



Qualifications, Skills and Experience

- Educated to Degree level or equivalent professional qualification
- Proven experience in a marketing role within an independent school setting (boarding school experience would be ideal)
- Passionate about independent education and dedication to Repton School's values and aims.
- Willingness to engage with the school community and to build relationships with multiple stakeholders across the wider group.
- Excellent written and verbal communication skills
- Strong attention to detail
- An eye for design and preferable: editing/design experience using InDesign and/or Canva
- Experienced in managing a website including strong awareness of user experience and web tools
- Confident managing social media platforms and running digital campaigns.





Information for Candidates

Applications, which include the names and addresses of two professional referees, should be submitted by 28th September 2025, with interviews expected to take place the following week. To apply, please follow the attached link: [Repton Jobs - Marketing Manager](#)

Applicants will be contacted for an interview if they have been successful in the short-listing process.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your applications as early as possible.

In accordance with the Children Act, any appointment to the Repton staff is conditional on criminal records clearance and the successful candidate will be required to supply the necessary information and documentary evidence. References will be obtained on all candidates called for interview and applicants should be aware that the interview will contain questions relating to the candidate's suitability to work in a post involving children.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Therefore, the following shall be deemed to be included, in addition to the duties that you may be required to perform:

Promoting and safeguarding the welfare of children and young persons for whom you are responsible and with whom you come into contact.

Under the Sexual Offences Act 2003, it is a criminal offence for a person over 18 (e.g. teacher, matron, sports coach) to have a sexual relationship with a child under 18, where that person is in a position of trust in respect of that child, even if the relationship is consensual. This applies where the child is in full-time education and the person works in the same establishment as the child, even if s/he does not teach the child. Moreover, whatever the age of the pupil, a sexual relationship between an employee and a pupil will be considered an abuse of a position of trust and gross misconduct, likely to result in dismissal.





REPTON

Derbyshire · DE65 6FH