



REPTON

DIRECTOR OF GROUP MARKETING

June 2025



About the Role

The Repton Group is a future thinking and inspirational place to work. From one of the UK's foremost co-educational boarding and day schools, with a history that goes back over a thousand years, the Repton Family of Schools now has eleven schools across the world: within the UK, UAE, Egypt and China, with more soon to be announced. We also have a successful commercial arm, Repton Enterprise.

We are at a transformative moment in our journey and are looking for an exceptional marketing professional to help shape how the Repton Group is positioned globally.

As a member of the Repton Group's Senior Executive team, the Director of Group Marketing will develop marketing strategy across the diverse Repton Group at an exciting stage in our development. and will contribute to group-wide decision making to ensure consistent brand messaging.

As a new role, we are able to offer significant flexibility to ensure maximum success in delivery. We will consider applicants who want to work full-time or part-time, as part of a portfolio career.

What is important is that you have a passion for creating compelling narratives and aligning them with organisational goals.

Your strong skills in building brands, connecting with audiences, and using data to guide decisions will play a key role in developing a marketing strategy that supports the Group's mission and helps move it forward with clarity and purpose.

I hope that you will read this document with interest, and I encourage you to apply.



Mark Semmence
Head of Repton and
CEO of the Repton Group



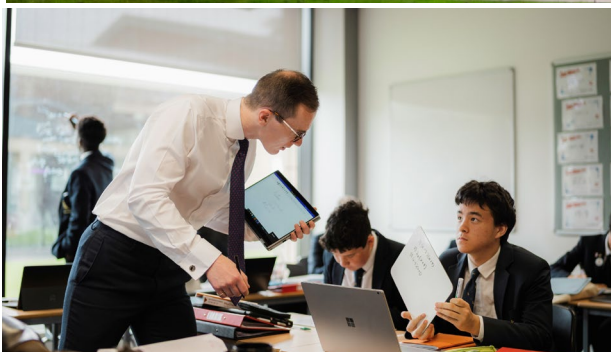
An Introduction to Repton School

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.

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). Over 70% of pupils are full boarders.

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.



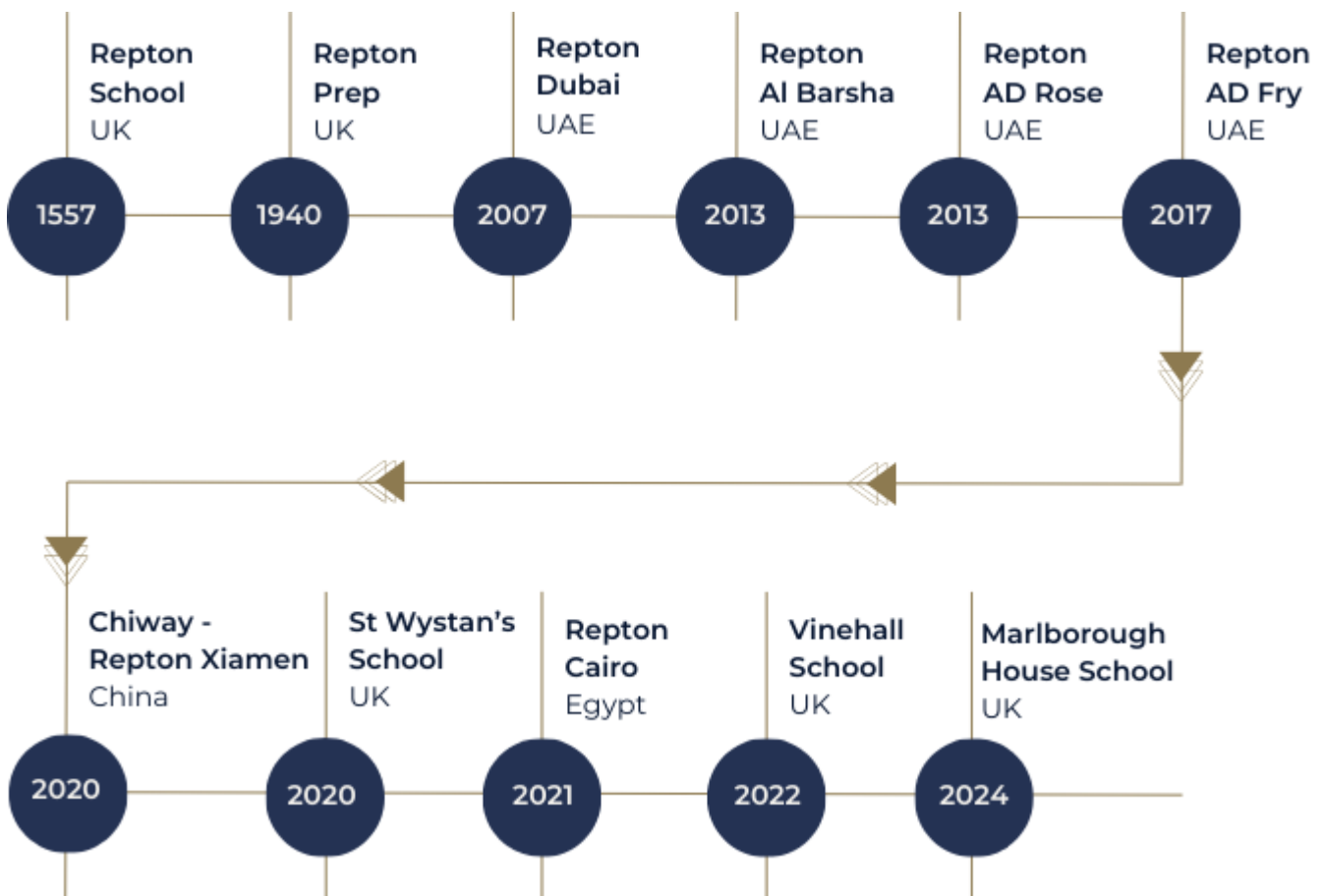


A Global Family of Schools

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 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, Vinehall, Marlborough House and St Wystan's) with the ambition to grow both its UK family of schools and international schools further.





Role Responsibilities

Strategic Leadership

- Lead the alignment of marketing plans with pupil enrolment targets, broader commercial objectives, and the core brand values of the school, ensuring all activity supports long-term growth.
- Shape and deliver a clear, group-wide marketing strategy that spans initial interest and admissions, retention initiatives, engagement with the wider Repton Family of Schools, and promotion of enterprise ventures such as lettings, events, and partnerships.
- Offer the Senior Executive team expert insight and guidance on marketing opportunities, risks, and priorities to support informed decision-making.

Team Leadership

- Provide clear and inspiring leadership, direction, and support to the Repton Marketing Team, fostering a collaborative, high-performing culture focused on innovation and results.
- Ensure continuity and stability of leadership during periods of absence by implementing strong delegation and communication practices, and by empowering team members to take responsibility as needed.
- Champion a culture of openness, creativity, and accountability within the marketing team, encouraging cross-functional collaboration and a shared sense of purpose aligned with the Group's wider vision.





Brand Strategy and Market Positioning

- Shape and maintain a strong, consistent brand message that reflects the unique character and strengths of Repton School and the wider Group, helping to enhance its profile and competitive position in the market.
- Develop a cohesive brand framework and asset toolkit for use across all global marketing activity, ensuring alignment, authenticity, and a compelling blend of tradition and innovation.
- Use data and performance metrics to generate insights that inform marketing decisions across advertising, digital platforms, social media, and brand engagement, driving continuous improvement and impact.

Pupil Recruitment Marketing

- Lead and support targeted marketing campaigns that drive pupil recruitment across both day and boarding provision, ensuring strong reach and engagement with key audiences.
- Work closely with admissions teams to align marketing initiatives with the admissions journey, creating a seamless and consistent experience for prospective families.
- Track market trends, parent expectations, and competitor activity to maintain a distinctive and compelling market presence that supports enrolment growth.

Commercial Marketing and Enterprise Growth

- Ensure a cohesive marketing approach across all Repton entities, including the wider Repton Family of Schools and commercial ventures such as venue hire, summer programmes, and strategic partnerships, maximising visibility and return.
- Plan and deliver effective marketing campaigns, both digital and traditional, that support the growth of commercial activities and reinforce the Group's broader brand.
- Drive revenue generation by identifying and targeting key audiences, while closely monitoring marketing performance to ensure strong return on investment and sustainable growth.



Candidate Qualities

Qualifications/Attainment	
Degree in marketing, communications or a related field, or equivalent.	<i>Essential</i>
Proven experience in leading marketing strategy at a senior level within a multi-stakeholder or complex organisation	<i>Essential</i>
Professional marketing qualification (e.g. CIM, IDM, or equivalent)	<i>Desirable</i>
Skills Required	
Proven ability to lead and deliver high-impact marketing strategies across complex, multi-site or global organisations.	<i>Essential</i>
Strong knowledge and practical experience in both digital and traditional marketing platforms, with a track record of effective integration.	<i>Essential</i>
Able to develop marketing strategies that support revenue growth, enterprise ventures, and long-term organisational objectives.	<i>Essential</i>
Confident using marketing performance data and market trends to inform strategy, optimise campaigns, and measure ROI.	<i>Essential</i>
Skilled in managing and communicating with a broad range of internal and external stakeholders, including senior executives, partners, and commercial teams.	<i>Essential</i>
Competent in leading multiple, concurrent projects with clear objectives, deadlines, and measurable outcomes, while ensuring brand consistency across all activity.	<i>Essential</i>
Personal and Professional Qualities	
Able to see the big picture and translate strategic goals into actionable and deliverable plans.	<i>Essential</i>
Builds strong team dynamics, encourages innovation, and fosters a high-performance culture.	<i>Essential</i>
Comfortable working independently, managing competing priorities and maintaining focus under pressure.	<i>Essential</i>
Takes initiative and ownership, always looking for opportunities to improve, grow, and deliver measurable outcomes.	<i>Essential</i>
Able to navigate ambiguity, respond to changing needs, and work across diverse operational and cultural environments.	<i>Essential</i>
Confident, clear, and engaging across all forms of communication, with a natural ability to inspire and influence others.	<i>Essential</i>



Information for Candidates

Applications, which include the names and addresses of two professional referees, should be submitted by 25th June 2025, with interviews expected to take place the following week. To apply, please follow the attached link [Repton Jobs - Director of Group Marketing - Repton School](#)

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

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