



Laxton
Junior School
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Marketing and Communications Manager

Application Pack

About our School

Thank you for your interest in Laxton Junior School. We are an independent, co-educational day school, with 260 children aged 4 to 11, in the beautiful market town of Oundle. We are part of The Corporation of Oundle School and, therefore, as stated by The Corporation's Royal Charter, our object is to provide our children with an education of the very highest class.

Our children and their learning are at the centre of all that we do at Laxton Junior School. In a caring and supportive environment, they become exceptional, lifelong learners, who confidently embrace the wide-ranging opportunities that we offer and are able to face challenges with determination and resilience.

We believe that all learning opportunities should be challenging, inspiring and engaging and, through our talented and passionate staff, we ensure this contributes to fantastic progress across and beyond the curriculum; which, in turn leads to a smooth transition into senior school. The personalised learning programmes that we have in place ensure that all our children, from those

who require some additional support to those working beyond age-related expectations, receive the perfect balance of support and challenge, alongside a sense of fun and enjoyment that must accompany learning.

Whilst the academic standards of our children are very high indeed, we believe that the development of each child is about more than their achievements in the classroom. Through a commitment to community partnerships, trips, educational visitors, outdoor learning, extra-curricular activities, sport, music and drama, an education at Laxton Junior School offers an incredible array of opportunity.

Our children develop into confident individuals who are kind and respectful; they have the necessary independence to thrive in senior school whilst recognising the importance of collaboration through excellent communication and teamwork. From Reception to Year 6, our children are impressive, ever excited about engaging with the education we offer and determined to make the most of every opportunity.





About the Role



We are seeking a skilled Marketing and Communications Manager to join our dynamic team at Laxton Junior School.

The ideal candidate will be a thoughtful communicator, motivated by the opportunity to connect families to the life of the School. They will bring a strong desire to shape and deliver marketing and communications that tell our story with clarity and warmth - using channels such as the website, newsletter and social media to raise the School's profile, support community engagement and deliver purposeful campaigns that resonate with both current and prospective families.

The role would suit someone who would like to combine their marketing and communications expertise with a genuine love for education. They will thrive in a school environment and bring real enthusiasm for engaging with families and promoting the School's values, voice and community spirit.

The role reports to the Head of Laxton Junior School.

Key Responsibilities:

Marketing

- Deliver and manage marketing activity and campaigns across digital, print and social media, contributing to strategic planning while working closely with the Head of Marketing at Oundle School to ensure alignment with the Corporation's overarching strategy
- Manage the School's website and social media presence, engaging with staff and pupils proactively to source and create content to tell LJS's story
- Work with Oundle School's Marketing Department and external design/video agencies to produce high quality publications and design and video assets
- Create and manage high-quality photography and video content to support campaigns and day-to-day communications
- Maintain the School's photography library and coordinate professional shoots as needed, ensuring fresh and relevant imagery is used across all marketing materials
- Be a key brand guardian for the School in terms of ensuring all marketing communication is within brand and tone of voice guidelines
- Develop and manage the production of key marketing and recruitment publications both in print and digital, as well as general day to day collateral as required by the School
- Undertake competitor analysis and create reports on how the School can implement best practice in marketing and admissions

Communications

- Help ensure day-to-day communications are clear, timely and engaging - delighting current parents and strengthening their connection to School life through channels such as the Parent Portal, newsletters and event communications
- Develop a PR plan, including engaging local media and writing targeted School profiles and awards submissions
- Support with School events as necessary to ensure the best parental experience for both current and prospective parents
- Build and maintain relationships with parents and the wider community
- Work with the Head of Admissions and Communications at Laxton Junior School and the Deputy Director of Development at Oundle School to develop a thoughtful and effective approach to engaging LJS alumni through communications

Admissions

- Support in the organisation and management of existing Open Days and admissions collateral, as well as develop ideas for new events and activities that best showcase LJS to prospective (and current) families
- Work with the Head of Admissions and Communications to create bespoke campaigns to fulfill recruitment targets
- Use the CRM system (HubSpot) to help keep in touch with families and support them at each stage of the admissions process

General

- Act at all times consistently with Oundle School's Safeguarding Policy, associated procedures and standards of behavior and in line with Keeping Children Safe in Education (KCSIE) Part 1 and Annex B
- Support the School's Prevent Strategy as outlined in the Prevent Policy in the Staff Handbook, ensuring that visitor and other relevant protocols are observed
- Demonstrate an appreciation for the importance of diversity, through your actions and behaviors, with the School's Equality, Diversity and Inclusion Strategy
- Ensure compliance with the School's Health and Safety policy and requirements
- Carry out any other duties commensurate with the post as may be reasonably required by your Line Manager

These tasks are not exhaustive but highlight the significant responsibilities expected of the post holder.

It is the shared responsibility of the post-holder and the line manager to ensure that the job description is kept up to date.

Person Specification

Qualifications	Essential	Desirable
Good understanding of English and educated to at least GCSE standard (or equivalent)	✓	
Educated to A level standard	✓	
Educated to Degree level		✓
Marketing or PR qualification (CIM/CIPR or equivalent)		✓
Competencies, Skills and Experience	Essential	Desirable
Experience in developing and implementing creative and effective admissions (sales) and marketing strategies	✓	
Experience of social media, content creation and other digital marketing tools	✓	
Experience of website content management systems (i.e. WordPress)	✓	
Experience of a customer facing role and a commitment to delivering excellent customer service	✓	
Excellent organisational and administrative skills with thorough attention to detail	✓	
Excellent written English with the ability to adapt tone and style to reflect and uphold LJS's voice	✓	
Knowledge of and experience of design programmes such as Canva/ Adobe Suite (Photoshop and InDesign)	✓	
Experience of creating quality video content	✓	
Excellent photographic skills; producing images for websites, campaigns and social media	✓	
Experience of using CRM platforms such as HubSpot		✓
Experience working in a school environment		✓
Personal Qualities	Essential	
A genuine interest in all things school and children related	✓	
A natural rapport with people and desire to build successful professional relationships - including staff, pupils, and parents	✓	
A self-starter, with the ability to use initiative to plan, prioritise and deliver projects with great attention to detail	✓	
A willingness to try things, learn and build on skills	✓	
Ability to work both independently and as part of a team	✓	
Able to work well under pressure and to juggle multiple demands	✓	
A desire to actively engage with and be involved in School life, taking a flexible approach to hours and duties including working occasional weekends in term time	✓	
A sense of fun!	✓	



Information for Applicants

Employment Information

The role is subject to a six-month probationary period. On completion, you will be expected to participate in the School's appraisal system.

All members of staff are appointed to the School as a whole and may reasonably be asked to undertake similar or related duties in a department or team other than that to which they were originally appointed, or for any subsidiary company.

The School is committed to safeguarding and promoting the welfare of children and young people, and expects all staff to share this commitment. All staff appointed to the School are required to be checked through the Disclosure and Barring Service, and to provide evidence of identity, evidence of their entitlement to work in the United Kingdom, and evidence of qualifications deemed essential to the role, or declared on their application form.

- **Start date:** To be agreed, as soon as possible.
- **Contract:** Permanent.
- **Working weeks:** 36.4 weeks - term time, plus 17 days - per annum (40.79 paid weeks).
- **Hours of work:** 32.5 hours per week, 9:00am to 4:00pm. All meal breaks are non-working hours and unpaid. Flexibility over working times may be considered for the right candidate.
- **Salary:** £38,000-£40,000 FTE per annum, dependent on experience.
- **Contributory Pension Scheme:** You will need to contribute a minimum of 3% of your contracted salary and you are eligible to receive a contribution from the School capped at 5% of contracted salary.
- **Life Assurance:** 3 x salary, subject to scheme rules.
- **Holidays:** 21 days plus 7 Bank Holidays (There is a requirement to work any Bank Holiday when the School is in operation (currently the May Day holiday). Holidays are to be taken outside of when the School is in session, where possible. Any official School closure period (currently during part of the Christmas holiday) is classed as non-working days and this is in addition to the holiday entitlement.

If you have any questions about the role, please contact:

HR Department
Oundle School, The Bursary, Church Street, Oundle, Peterborough, PE8 4EE
Email c/o: opportunities@oundleschool.org.uk
Tel: 01832 277193

Making an Application

How to Apply	<p>Candidates should download the application form here.</p> <p>Email: opportunities@oundleschool.org.uk</p> <p>Post: Recruitment Team, The Bursary, Church Street, Oundle School, Oundle, PE8 4EE</p>
Closing Date	9.00am on Monday 18 th August 2025
Interview	Interviews are planned to be held at Laxton Junior School, week beginning 25 th August.
Safeguarding and Welfare	Laxton Junior School and Oundle School are committed to safeguarding and promoting the welfare of children and young people, and expect all staff and volunteers to share this commitment. Successful applicants will be required to undergo child protection screening appropriate to the post including checks with past employers and the Disclosure and Barring Service.



About Oundle School and the Town

About Oundle School

Oundle School is one of the country's leading coeducational boarding and day schools, with 860 boarding and 250 day pupils.

Oundle School enjoys a strong reputation for academic excellence as the core of an all-round education and supported by outstanding pastoral care.

Departments follow GCSE, IGCSE, A level or Pre-U courses. In the past five years, 60% of all Upper Sixth results have been graded at A*/A or equivalent; at GCSE, 86% of all grades have been graded A*/A. The School has a strong tradition of pupils' securing places at Cambridge or Oxford, with over 20 leavers on average going on to study at one of the universities each year.

About Oundle Town

Both Laxton Junior School and Oundle School are situated in the historic market town of Oundle, about 90 miles of London. The town is just 15 miles from Peterborough where there is a 45 minute direct train to London Kings Cross.

In the town, there are a range of independent shops, coffee houses and eateries, and a weekly market to which people visit from mile around.

Encircled by the river Nene there are numerous leisure and wildlife opportunities as well as many picturesque villages and important historical sites nearby.

Oundle School occupies much of the town, integrating beautiful Georgian architecture with modern educational and boarding infrastructure, as well as vast playing fields and the School theatre and chapel.







Laxton

Junior School

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