



— Est. 1859 —

THE ORATORY PREP SCHOOL

— Cor Ad Cor Loquitur —



Marketing & Admissions Manager

Letter to Candidates

Dear Candidate,

Thank you for your interest in the role of Marketing & Admissions Manager at The Oratory Prep School.

This is a fantastic opportunity to join a dedicated and talented team during an exciting time for the school.

The Oratory Prep School is a co-educational day and boarding school for children aged 2 to 13. Set in 65 acres of beautiful Oxfordshire countryside, we offer an enriched education that blends tradition with innovation. As part of the Bellevue Education group, we are committed to high standards, outstanding teaching, and helping every child thrive.

We're looking for an enthusiastic, motivated professional to support our Head of Marketing & Admissions. In return, you'll join a warm, supportive school community where curiosity, confidence and kindness are nurtured.

For those wanting to join us here at The Oratory Prep School, we would welcome a call from candidates to talk through the process. Should you wish to apply for this post, please include a CV and covering letter, addressed to Becky Wilkinson (Bellevue Marketing and Admissions Manager), at bwilkinson@blvue.com.

We will seek references for all candidates and we may interview early, so please don't wait to apply. If you would like to speak to us before applying, we'd be happy to hear from you.



Mr Andrew De Silva
Headmaster



Why The Oratory Prep School?

Welcome to The Oratory Prep School. We're a busy, happy school where children are at the centre of everything. With 65 acres of space and outstanding facilities, there's room to run, think, create and grow.

We believe in setting high standards, but always with the right support. Pupils are known and encouraged as individuals and learning at The Oratory Prep School is purposeful, challenging and fun. From the classroom to the stage, the forest to the sports pitch, we want children to enjoy school and feel proud of what they achieve. They leave us confident, curious and ready for what's next.

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The staff are experts. I leave my children knowing that they will be stretched, supported and developed in every way possible. We consider ourselves very lucky to have found The Oratory Prep School and look forward to many more years of being part of such a caring and nurturing community.

Current Parent.

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Job Advert

We are looking for an experienced individual to join our high performing admin team. The OPS aims to provide the best possible education for its pupils and as such requires the best administrative support. The post holder will be a team player, with excellent communication and interpersonal skills.

As Marketing and Admissions Manager at The Oratory Prep School, you are responsible for the marketing and communication plans for the school. Working in close partnership with the Head of Marketing and Admissions, and with support from the Bellevue marketing team, you will support on the implementation of initiatives and activities that drive recruitment and promote word of mouth and parent satisfaction.

This is an exciting time in the School's development, and we hope that our new Marketing and Admissions Manager will bring energy and initiative and that they will play a key role in helping to achieve the School's marketing and communication objectives. The position calls for a high level of relevant experience, a thorough understanding of the world of independent education and for a combination of outstanding administrative, managerial, communication, marketing, IT and people skills.

You will report into the Head of Marketing and Admissions, and work with the Headmaster to clearly articulate the ethos and character of the school. You will be able to communicate the identity of the school through various media to multiple potential parent groups. This will build brand awareness of The Oratory Prep School, what it stands for and its USPs.

We are looking for a flexible and goal driven "all-rounder" with an entrepreneurial spirit, a strong work ethic and a drive to build strong parent and pupil satisfaction and awareness in the local community for The Oratory Prep School. You will be self-motivated, creative and have a sincere interest in other people. With a strong focus on goals and detail-orientation, this role provides you with a great deal of responsibility and autonomy. If you enjoy working hard and are motivated by seeing the results of your efforts, this position will both challenge and inspire you.

In this role you will report directly to the Head of Marketing and Admissions, with close links to the Bellevue central marketing team. As an integral member of the wider Bellevue marketing team, you will benefit from group wide best practice, training, support, guidance and opportunities to network and share ideas.

Job Description

Marketing:

- Work with the Head of Marketing and Admissions, Headmaster, Leadership Team, and Bellevue Marketing to design and implement the annual marketing strategy based on data, research, and performance analysis

- Support with all social media channels (Facebook, Instagram, LinkedIn, etc.) — including content planning, creation, scheduling, community engagement, and performance reporting.
- Design visually engaging digital and print content, maintaining a consistent and professional brand image.
- Support with online/offline advertising and promotional campaigns.
- Create and share live and dynamic content (stories, reels, video snippets) that showcase daily life at The Oratory Prep School and celebrate pupil and school achievements.
- Support with the day to day management of The Oratory Prep Schools' website and HubSpot CRM, ensuring all content and enquiry journeys are up to date, engaging, and conversion-optimised.
- Maintain a strong and consistent brand identity, ensuring tone, messaging, and visuals reflect The Oratory Prep School's ethos and values.
- Provide photography, videography, and creative assets, keeping the school's media bank current and relevant.
- Support with the planning and delivery of key marketing events and campaigns, including Open Mornings, Stay & Play sessions, Preschool promotions etc.
- Liaise with designers, printers and external suppliers, as well as local media outlets to maximise exposure.
- Support and coordinate internal communications to ensure parents are kept informed and engaged.

Admissions

- Build strong relationships with prospective families, acting as their main point of contact throughout their admissions journey.
- Conduct school tours and taster events, adapting each visit to meet the needs of the family and reflect The Oratory Prep School experience.
- Maintain accurate and up-to-date records in HubSpot and iSAMS, ensuring data integrity and compliance.
- Support with generating weekly and monthly KPI reports, identifying trends and opportunities for improvement in enquiry-to-enrolment conversion.
- Support with the management of Open Mornings, Private Tours, and Parent Events, ensuring every family has a high-quality experience.
- Support with conducting parent feedback surveys at key stages (enquiry, joining, leaving) to monitor satisfaction and identify improvement opportunities.

- Support with presenting admissions and marketing updates to Governors and the Bellevue Group when required.
- Support with visa compliance for international pupils, ensuring adherence to all legal and group requirements.
- Ensure that good relations are maintained with key agents, including ensuring proactive and timely communications throughout the admissions process.
- Liaise and closely monitor the performance of overseas recruitment agencies.
- Maintain appropriate records both during the admission process and when pupils have joined the School under Tier 4.
- Understand the UKVI Points system, the responsibilities of sponsors of migrants, licence renewal, record keeping etc. and attend update training as and when required.
- Assist agents/parents as far as possible by answering any queries about the VISA process.
- Support with the running of school events.



Salary: £32,000-£37,000 pro-rata, depending on experience and agreed hours
(To be discussed at interview).

Benefits:

- 25 days annual leave plus bank holidays
- Lunches are provided free of charge
- Continuing Professional Development (CPD)
- Pension with Scottish Widows
- Perkbox - rewards and benefits platform
- Swimming sessions in the school pool (free)
- Fee remission

Type of post: This is a permanent part-time position (0.8 fte / 32 hours per week, across 4-5 days),

Expected start date: January 2026 or as soon as possible

Closing Date: 4th December 2025, midday

*The Oratory Prep School reserves the right to interview before the closing date.

Interview Date: 9th December 2025

Safeguarding

The Oratory Prep School is committed to safeguarding children and promoting the welfare of children and young people/vulnerable adults and expects all staff and volunteers to share this commitment. We will ensure that all of our recruitment and selection practices reflect this commitment. All successful candidates will be subject to enhanced DBS checks along with other relevant employment checks.



Person Specification

Skills, Knowledge, Attitude/Approach	
Proven experience in marketing, admissions, or communications, ideally within a school or service-led organisation.	Essential
Strong understanding of digital marketing and social media management, including content creation and advertising.	Essential
Copywriting, design, or photography skills.	Essential
Excellent written and verbal communication skills, with exceptional attention to detail.	Essential
Data-driven mindset with the ability to analyse and report on performance metrics.	Essential
Strong organisational and time management skills, able to manage multiple projects simultaneously.	Essential
Confident working independently, as well as collaboratively with internal teams and external partners.	Essential
Professional, approachable, and positive manner when liaising with families and colleagues.	Essential
A team player with strong interpersonal and communication skills.	Essential
Experience working in an Independent School or education marketing environment.	Desirable
Degree in Marketing, Communications, or a related field.	Desirable
Familiarity with school CRM and MIS systems (e.g. Wordpress, Hubspot & iSAMS).	Desirable

Equal Opportunities

Rationale:

The Oratory Prep School is committed to equal opportunities for all pupils and staff, regardless of race, gender, age, physical disability, political or religious affiliations or marital status, and this is fundamental to the ethos of the school.

Purpose:

To provide an environment in which all pupils feel equally valued and have equivalent opportunities as others, regardless of race, gender, age or physical disability, in all areas of the curriculum.

To ensure that there is an equal opportunity for employment development and promotion for all staff and that they are not discriminated against on grounds of race, gender, age, physical disability, marital status, religion or politics.

Guidelines:

Recruitment, development and promotion of staff will be based solely on the criteria of merit and ability and suitability for the job.

No job application or employee will receive less favourable treatment on the grounds of gender, race, ethnic or national origin, marital status, domestic circumstances, age, sexuality, disability, political or trade union activity or religious beliefs.

Applications:

To apply, or for further information, please send a CV to bwilkinson@blvue.com

The Oratory Prep School is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo checks with past employers and the Disclosure and Barring Service.





THE ORATORY
PREP SCHOOL