Admissions & Marketing Lead

Full-time | Permanent

52 weeks per annum with competitive annual leave entitlement

Salary: Light Years Pay Scale K25 £43,108

Job Purpose

At Light Years School, we believe every child deserves to feel safe, valued and understood. Our specialist SEND school provides a nurturing, therapeutic and highly personalised learning environment where children can build confidence, overcome barriers and flourish. Our ethos is simple: we put the child first in all circumstances. Our motto, "Start Small, Grow Tall", underpins everything we do, ensuring that every child, family and member of staff is supported to reach their full potential.

As our school continues to grow, we are seeking an exceptional Admissions & Marketing Lead to join our team. This is a unique and exciting role that combines strategic leadership of admissions, marketing and communications, helping families discover the right educational pathway for their child while sharing the story and values of our school with the wider community.

The Admissions & Marketing Lead will be responsible for leading the school's admissions function whilst providing strategic oversight and operational delivery of all marketing, communications and brand activity. The successful candidate will ensure families experience a warm, supportive and professional journey from their first enquiry through to enrolment, recognising that admissions is about children and relationships, not just processes.

Alongside admissions leadership, the role will develop and implement marketing strategies that enhance the school's reputation, increase awareness, support sustainable growth and strengthen engagement with families, local authorities and professional partners. The postholder will act as the school's brand guardian, ensuring consistency and quality across all communications, publications, digital platforms and promotional activities. They will oversee website content, social media, prospectuses, school tours, marketing campaigns and community engagement initiatives, ensuring that everything we share reflects the warmth, ambition, expertise and child-centred approach that make Light Years School such a special place to learn and work.

As a member of the Cavendish Education family of schools, Light Years School benefits from the support, expertise and opportunities that come from being part of a wider educational community. This role provides access to a network of admissions and marketing professionals across the group, alongside central support services, professional development opportunities and the sharing of best practice.

Key Responsibilities

Admissions and Family Engagement

- Lead and coordinate the school's admissions process in line with the school's Admissions Playbook, ensuring a consistent, transparent and child-centred approach at all times.
- Ensure all admissions decisions are fair, evidence-based and aligned with the school's ability to meet a child's needs.
- Act as the main point of contact for prospective families, Local Authorities, commissioners, referring schools and other professionals.
- Demonstrate empathy and professionalism when supporting families through complex and often emotional decision-making processes, balancing understanding and compassion with clear communication about the school's provision, capacity and admissions criteria.
- Coordinate consultations, assessments, visits, taster sessions and transition arrangements, working closely with school leaders and specialist staff.
- Manage Local Authority consultations, ensuring responses are accurate, well-informed and submitted within required timescales.
- Review EHCPs, professional reports and supporting documentation, identifying key information relating to need, provision, outcomes and risk factors to inform placement decisions and recommendations to the Headteacher and wider leadership team.
- Monitor admissions activity and maintain oversight of statutory and organisational deadlines, ensuring all actions are completed promptly and professionally.
- Work collaboratively with Local Authorities and commissioning teams to develop positive partnerships and support appropriate placement decisions.
- Work collaboratively with the Headteacher, SENCO, therapists and wider school leaders to evaluate referrals, share information and support robust placement decisions.
- Maintain accurate admissions records, documentation and audit trails in line with GDPR and organisational requirements.
- Prepare reports and admissions data to support occupancy planning, forecasting and strategic decision-making.
- Monitor enquiry, consultation and placement trends, identifying opportunities to improve processes and strengthen referral pathways.
- Support placement discussions, mediation meetings, appeals and tribunal preparation where required.
- Ensure all admissions activity reflects the school's values of inclusion and putting children at the heart of decision-making.
- Promote a positive experience for families while balancing the school's responsibility to ensure placements are appropriate, sustainable and in the best interests of the child and existing school community.

Marketing and Communications

- Lead the development and delivery of the school's marketing and communications activities in line with the Marketing Playbook.
- Share and celebrate the unique story of Light Years School, ensuring our values, ethos and specialist provision are reflected in all communications.

- Create and maintain a marketing plan that supports school growth, family engagement and community awareness.
- Identify opportunities to raise the profile of the school within local communities, professional networks and referral pathways.
- Work collaboratively with school leaders to ensure communications support the wider vision and strategic priorities of the school.

Brand and Reputation

- Act as a champion for the Light Years School brand, ensuring all communications are consistent, professional and aligned with our values.
- Support the development and use of templates, guidance and resources that help maintain a clear and recognisable identity across the school.
- Ensure all marketing materials accurately reflect the nurturing, specialist and child-centred nature of our provision.
- Help promote and protect the school's reputation through positive and meaningful communication.
- Website, Digital Content and Social Media oversight
- Lead the ongoing development and maintenance of the school website, ensuring content is accurate, engaging and compliant.
- Coordinate updates relating to admissions, school news, vacancies, events and key school information.
- Manage the school's social media presence, sharing positive stories, achievements and school life in line with safeguarding expectations.
- Use digital platforms to engage families, promote opportunities and celebrate successes.
- Monitor engagement and identify opportunities to improve the reach and impact of communications.

School Tours, Events and Publications

- Coordinate school tours, open events and visits, ensuring prospective families experience the welcoming and nurturing environment that makes Light Years special.
- Lead the production and review of admissions information, prospectuses, newsletters and promotional materials.
- Coordinate photography, videography and other content that helps showcase the school's provision and community.
- Develop resources that support families to understand the opportunities available at Light Years School.

Partnerships and Community Engagement

- Build strong relationships with families, local authorities, referring schools, commissioners and other professional partners.
- Represent the school positively in meetings, events and wider networking opportunities.
- Support the development of community links and partnerships that enhance opportunities for pupils and raise awareness of the school's work.

Data and Continuous Improvement

- Monitor admissions and marketing activity and use data to identify strengths, opportunities and future priorities.
- Produce reports and recommendations to support continuous improvement.
- Contribute to strategic planning by providing insights into admissions trends, engagement and growth opportunities.

Working Within the Cavendish Education Group

- Collaborate with colleagues across the Cavendish Education family of schools to share best practice and support group-wide initiatives.
- Attend Head Office and group meetings as required, representing Light Years School and contributing to the wider strategic objectives of Cavendish Education.

This job description is illustrative of the general nature and level of responsibility of the role. It is not a comprehensive list of all duties and may be amended in response to the needs of the school.

Person Specification

Essential

We are looking for someone who:

- Shares our commitment to putting children at the heart of everything we do and believes in the potential of every child.
- Is passionate about supporting families and creating positive experiences from first enquiry through to admission.
- Is an excellent communicator who builds strong relationships with colleagues, local authorities and other professionals.
- Able to build trusting relationships with parents and carers whilst confidently managing expectations and communicating difficult decisions sensitively and professionally.
- Shares our commitment to inclusion, nurture and child-centred practice.
- Understands the importance of providing a warm, professional and supportive experience for families.
- Is highly organised and able to manage multiple priorities effectively.
- Has strong written and verbal communication skills and can adapt their approach for different audiences.
- Has an interest in admissions, marketing, communications and stakeholder engagement, with a willingness to learn and develop their skills in these areas.
- Understanding of EHCPs, SEND processes and specialist educational provision, with the ability to analyse documentation and present clear recommendations to senior leaders.
- Is confident using technology and willing to learn new systems, platforms and communication tools.
- Has a keen eye for detail and takes pride in producing high-quality work.
- Understands the importance of safeguarding, confidentiality and professional integrity.
- Is enthusiastic, proactive and solution focused.

- Enjoys working collaboratively and contributing to the wider life of the school.
- Can act as a positive ambassador for Light Years School, helping others understand and celebrate our specialist provision and values.

Desirable

The following would be advantageous:

- Experience in admissions, marketing, communications, administration or customer-facing roles.
- Experience working within education, SEND, health, care or community settings.
- Experience maintaining websites, social media channels or digital communications.
- Experience using databases, CRM systems or management information systems.
- Experience producing promotional materials, newsletters or other forms of communication.
- Ability to analyse information, interpret data and identify trends to support decision-making.
- Experience coordinating events, visits or stakeholder engagement activities.

Working at Light Years School

At Light Years School, we are proud of our nurturing, therapeutic and child-centred approach. Every member of staff is valued and plays a vital role in helping our pupils succeed.

We offer:

- Small class sizes and excellent staffing ratios
- A supportive, collaborative team
- Opportunities for training and professional development
- The chance to shape and grow an exciting area of the school
- A culture that prioritises wellbeing for both pupils and staff

Benefits include:

- Life assurance scheme
- Workplace pension scheme
- Sick pay scheme
- Staff wellbeing package and employee assist programme
- Specialist training and CPD
- Private medical insurance
- Bright Exchange - High Street Discounts

Visits to the school are warmly welcomed and encouraged. Apply today and help our children to Start Small and Grow Tall.

Early applications are encouraged and we reserve the right to close the vacancy early if a suitable applicant is found.

Equal opportunities and Safer Recruitment

Light Years School is committed to safeguarding and promoting the welfare of children and young people. All appointments are subject to enhanced DBS checks, satisfactory references and safer recruitment procedures in line with Keeping Children Safe in Education.

Light Years Education is committed to creating a diverse workforce. We will consider all qualified applicants for employment without regard to sex, religion, belief, sexual orientation, gender reassignment, pregnancy, maternity, age, disability, marriage or civil partnership.