THE KING'S SCHOOL
CHESTER

Admissions and Marketing Coordinator (Full Time – All Year Round)

Willow Lodge	Discovering the *world*
King's Juniors	Igniting *curiosity*
King's Seniors	Seizing *opportunity*
King's Sixth Form	Becoming *exceptional*

EVERY OPPORTUNITY. ENDLESS POSSIBILITIES.

THE KING'S SCHOOL

King's is an academically selective, co-educational independent school originally founded in 1541. Almost 500 years later, King's is a thriving, dynamic and forward-thinking school of more than 1150 pupils that is considered to be one of the very best of its kind in the country.

At King's we aim to make the very most of every individual student in the school, both academically as a selective school with a great tradition of scholarship, but also in terms of character development, confidence and wellbeing. This is achieved by a broad curriculum, extensive co-curricular programme, excellent pastoral care and highly committed and professional staff. We want our pupils to remember their time at school with real fondness whilst relishing the prospect of successfully making their mark on the world in their own distinct ways.

The school enjoys a spacious and well-resourced site on the southern outskirts of Chester, having moved from a city centre location in 1960. Our state-of-the-art infant school, Willow Lodge, was built 10 years ago with the Junior School being impressively extended a year beforehand. There has been a major site development plan in progress for the Senior School, including the recent construction of a new £5million Sports Centre, The Rohan Ingley Pastoral Centre and the recently opened Sixth Form Centre.

King's comprises the Senior School (ages 11-18), the Junior School (ages 7-11) and the Infant School (Willow Lodge, ages 4-7). There are currently 781 pupils in the Senior School, 233 in the Sixth Form, 241 pupils in the Junior School and 114 in the Infants, supported by almost 250 staff (teaching and support staff).

King's is regularly named as the top performing school in Cheshire with regard to our public examination results and has been the top performing co-educational school in the north-west at A level for several years. We were awarded the Sunday Times Independent Secondary School of the Year in the Northwest in 2024.

THE KING'S SCHOOL
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Admissions and Marketing Coordinator

We are seeking an enthusiastic and highly organised **Admissions & Marketing Coordinator** to join our Marketing, Communications and Partnerships team. This varied role combines admissions administration, customer service, event coordination and marketing support, helping to create an exceptional experience for prospective families while supporting pupil recruitment activities.

You will be one of the first points of contact for prospective families, managing enquiries, coordinating visits and events, maintaining accurate records within our admissions CRM system, and supporting a range of marketing and communications initiatives.

The successful candidate will have excellent communication and organisational skills, strong attention to detail, confidence using databases or CRM systems, and a proactive, professional approach. Experience in admissions, customer service, administration or marketing would be advantageous.

Key Responsibilities

Enquiry Management

- Build rapport with enquirers from the first point of contact and learn as much as possible about the prospective pupil's strengths and interests in order to inform the later stages of the admissions process.
- Use CRM experience to maintain accurate admissions data, track enquiries and applications, and assist the Admissions Manager with the preparation of routine admissions reports, with training provided on the school's OpenApply workflows as required

- Use OpenApply, the school's admissions CRM platform, to record and manage enquiries, applications, communications and supporting documents, ensuring records are accurate, complete and kept up to date.
- Use OpenApply to track and undertake timely follow-up of enquiries, visits and applications, meeting agreed response times and supporting a consistent experience for prospective families.
- Support the Director of Marketing, Communications and Partnerships and the Admissions Manager with the coordination and delivery of planned admissions and transition activities and events, helping to ensure a positive experience for prospective pupils and their families
- Process pupil applications, obtain pupil references, and work with the team to validate an applicant's eligibility (including checks on the validity of documentation, as necessary).
- Cascade information in a timely manner about pupils to colleagues, including Academic staff, Finance, Catering and SEND
- Liaise closely with relevant staff with regards to the smooth transition/induction of new families and support arrangements for new starters.

Admissions and Marketing Events

- Use OpenApply to manage bookings and reservations for admissions visits and events, and maintain accurate attendance and follow-up records.
- Provide administrative and practical support to the Marketing and Digital Communications Manager for marketing campaigns, promotional initiatives and events.
- Work closely with colleagues to ensure the smooth running of events taking on specific responsibilities as directed by the Director of Marketing, Communications and Partnerships
- Attend events held throughout the year.

Parent Visits and Experiences

- Take the lead on arrangements and tour diary management for prospective pupil visits and induction days.
- Liaise with the SS and Infants and Juniors Heads to arrange appointments for prospective families to tour the school.
- Plan in-depth for each visiting family and organise relevant and informative school tours, inviting and meeting with key staff as appropriate.
- Prepare and maintain packs of literature and merchandise for prospective families.

Assessment

- Assist with the administration of the annual assessment days for all points of entry to the school (infants, senior and sixth form)
- Assist with the administration of the rolling admissions process in junior school
- Assist with the preparation and coordination of letters and mailings following the Assessment days and mid-year assessments
- Work with the Director of Marketing, Communications and Partnerships and the Admissions Manager to establish and maintain a programme of pro-active activities and events designed to optimise the admissions and transition process

Events

- Represent King's at both internal and external events, in and out of office hours as required.
- Undertake appropriate follow-up after events to nurture new connections and build on existing relationships.

Working at King's

This role is full time working 37 hours per week 8.30am to 5pm Monday to Thursday and 8.30am to 4.30pm Fridays all year round.

Salary : A full-time salary of £30,259 per annum

You can also expect the following excellent benefits:

- Free staff lunch during term time
- Scottish Widows Group Personal Pension Plan
  o Personalised industry expert pension advice
  o 3 x death in service Benefit
- Free use of the school gym
- Free use of the school swimming pool
- A suite of termly staff celebrations and wellbeing initiatives
- Topical health and wellbeing advice
- Employee assistance programmes to support you personally and professionally
- Optical support
- A comprehensive further study programme
- Access to a cycle to work scheme
- Access to a salary sacrifice electric car scheme
- Invites to parenting webinars on key topics
- Free access to school productions, speakers and events
- Free onsite car parking

Application Process

Candidates for this post should complete the application form via the TES website by **9.00am Monday 2nd November 2026**. A curriculum vitae will ***not*** be accepted in place of the completed application form.

The HR Coordinator Amie Beaumont, is available to discuss the school informally with prospective candidates. She can be contacted via recruitment@kingschester.co.uk

The role is deemed to be in regulated activity with a high level of contact and responsibility for children on a day to day basis.

We take pride in our outstanding reputation, and we know this is built largely on the excellent commitment and wide-ranging abilities of our staff. We are committed to promoting a diverse and inclusive workforce and we strongly encourage candidates from all different backgrounds to apply.

IMPORTANT - The King's School is committed to safeguarding and promoting the welfare of children and expect all staff and volunteers to share this commitment. All offers of employment are required to undertake screening relevant to the post, including checks with past employers and the Enhanced DBS check. In line with our commitments to safeguarding, the King's School uses preferred agencies and is unable to work with any agencies where Terms of Business have not been agreed by both parties prior to an engagement.

Our Child Protection and Safeguarding policy can be found on our School Website.

RECRUITMENT GUIDANCE NOTES

THE KING'S SCHOOL
CHESTER

TERMS OF APPOINTMENT

Under the Department of Education's Keeping Children Safe in Education (KCSIE) Regulations we have a legal duty to undertake the following safer recruitment checks. Therefore, any appointment will be subject to the following:

EMPLOYMENT CHECKS

- Application Form: All candidates must complete our application form to be considered for a job. You must list your employment history from the date you left full-time education and give details of any employment gaps. Note: CVs alone are not accepted.

- References: To assess candidates' suitability, we shall request at least two references, one of which must be your current or most recent employer. Please ensure you provide all details requested for each referee on the application form.

- Right to work in the UK: If you are invited to attend an interview you will be asked to bring three forms of identification with you to confirm your right to work in the UK (this will be used to apply for your DBS if successful). Examples of acceptable forms of ID are detailed in your invite to interview email.

- Evidence of qualifications: If you are invited to attend an interview you will be asked to bring evidence of the qualifications listed on your application form.

- Medical Fitness: If successfully appointed, you will be asked to complete a medical questionnaire and signed declaration of medical fitness to work. The School reserves the right to require you to undergo a medical examination if it deems this necessary which would normally involve seeking your consent for a referral to occupational health.

- DBS Disclosure and other checks: If you have ever been convicted of a criminal offence, bound over or cautioned, you must read carefully the section of the application form headed criminal convictions. The appointment is subject to a satisfactory Enhanced Disclosure & Barring Service (DBS) Certificate.
  In addition we will check for any prohibitions, sanctions and restrictions that might prevent candidates from working with children or young people, or taking part in certain activities or working in specific positions. It is a criminal offence for a person to apply to work with children if they are barred from doing so.

- Overseas check: If you have spent time abroad for 3 months or more in the last 5 years you will be required to obtain an overseas check from that country. It is the candidate's responsibility to obtain this, however, the school will support the successful candidate through this process.

- Online Searches: An online search for all candidates shortlisted for interview will be conducted.