

JOB TITLE: MARKETING AND ADMISSIONS EXECUTIVE

REIGATE GRAMMAR SCHOOL INFORMATION FOR CANDIDATES

Role commences: As soon as possible





REIGATE GRAMMAR SCHOOL

Alderman Henry Smith founded Reigate Grammar School in 1675. For over 345 years, young people have been educated on the same site, in the heart of Reigate, an historic market town in the east of Surrey at the foothills of the North Downs in an area of outstanding natural beauty.

RGS is a leading HMC independent co-educational day school. It is a highly successful, happy and exciting school, which aims to provide a broad and balanced education to boys and girls that will prepare them for the modern world. The school song, *To Be a Pilgrim*, reminds our students that they are on a journey of noble purpose, to have an impact and to make the world a better place. We aim to educate the whole child and offer a broad range of experiences for all. We are an inclusive school and, built upon the vision of our founder, are committed to social mobility and the provision of bursaries through wider access and a supportive Reigatian community.

“Happy Kids Great Results” Good Schools Guide 2019

Reigate Grammar School caters for over 1050 students aged 11 to 18. Another 600 students are educated at Reigate St Mary's Preparatory and Choir School and Chinthurst School, RGS's junior and nursery schools – both recently shortlisted for UK Independent Prep School of the Year. RGS offers the very best academic education with equal prominence placed on the arts, sport and a rich extra-curricular programme. RGS has a distinctive educational philosophy and a strong ethos of pastoral care underpinning a well-rounded education. The House system has some clearly defined aims: for everyone to feel part of a team; to allow leadership to be nurtured; talent to shine; confidence to surge; teamwork to flourish; and competitive spirit to develop. In the school's academic culture of intellectual freedom, the structure of the curriculum means that students receive a strong grounding in core subjects but can elect to pursue any area of interest. In the elective curriculum, one student may learn to trade stocks while another deepens their understanding of French literature. It is a challenging and balanced education, equipping students for the opportunities and demands of their future lives and allowing them to explore their personal passions.

The first line of the school's most recent ISI report asserts that 'the quality of the students' achievements and learning is exceptional': the first co-ed day school to achieve this rare accolade. RGS' approach to teaching and learning melds expert teaching knowledge with a modern, innovative approach to pedagogy with a judicious use of technology. Inspirational and personalised teaching and learning is at the centre of the vision and requires expert teachers. The school is one of a small number of world-class schools to have been a global pioneer in High Performance Learning, focusing on the development of global citizens, advanced performers and enterprising learners.

Outcomes at RGS are world-class, with 90% of GCSE entries graded 9–7 in 2025. A Level results remain outstanding, with 95% of entries awarded A*–B. This year, 98% of applicants received offers from top universities, including Oxbridge, Russell Group institutions, and leading medical schools.

Reigate Grammar School has been named The Sunday Times' Independent Secondary School of the Year 2025, following on from being awarded Independent School of the Year 2024 by Education Today. We are also featured in the Tatler School Guide 2025 as one of the top schools in the UK, and were again recognised in the Sunday Times Parent Power league tables as the best co-educational day school in the Southeast.

In addition to academic success, our broader educational impact has been widely acknowledged. In 2025 alone, we were finalists in national awards for Mind & Mental Health, Charitable Work, Diversity, Equality, Inclusion & Justice, and Headteacher of the Year. We were also shortlisted for Independent School of the Year by the TES School Awards 2025.

In 2024, we were proud winners of the Private Education Award for Most Nurturing School, and finalists for Contribution to Social Mobility, Best Learning Support, and Innovation in Education.

Shaun Fenton, Headmaster, recognised as one of the UK's outstanding educational leaders, was elected Chairman of HMC in 2018–2019 and was awarded an OBE by Her Majesty the Queen for Services to Education.





JOB DESCRIPTION

ABOUT MARKETING AND ADMISSIONS AT RGS

Marketing and Admissions at Reigate Grammar School (RGS) is an important function and is integral to the school's ongoing success. Its role within the school is to drive awareness, generate enquiries, recruit new pupils and maximise satisfaction and advocacy with existing families, which in turn generates a positive perception and helps fuel word of mouth, which is a very important driver of school marketing and admissions.

The Marketing and Admissions Executive will work as part of and provide support to the Marketing and Admissions team. The team consists of five core members: Director of Marketing and Admissions, Head of Marketing, Marketing Executive, Admissions Executive and an Events Coordinator. Senior Leadership is also heavily involved and the Headmaster sees this as a significant personal professional priority in his work. Whilst the team has individual roles and responsibilities, there is also a great deal of collaboration with regard to events and to support other team members at peak periods.

Reporting to: Director of Marketing and Admissions

THE ROLE

This role has been created to enhance engagement and drive recruitment across all key entry points to our Senior School. The right candidate will understand and proactively seek opportunities to reinforce the sense of belonging within the RGS community, and support sustained growth through a joined-up, group-wide marketing and admissions strategy.

This is a dynamic, hands-on role that blends marketing, relationship management, engagement and admissions coordination.

KEY RESPONSIBILITIES:

Initially they are likely to include:

RGS Prep Schools Engagement and Transition

- Enhance the prep school experience (RSM, MKF, CPS and STCs) through consistent communication, relationship-building and tailored engagement to support retention and early buy-in to the wider RGS journey.

Senior School Recruitment

- Support recruitment at key entry points

Parent Ambassador Programme

- Manage and expand the Parent Ambassador initiative to strengthen word-of-mouth advocacy, using experienced and trained parent representatives across all schools in a sustainable and strategic way.

Admissions Support

- Oversee the prep-to-senior school transition experience.
- Organise and manage interviews, taster sessions, and scholarship assessments for Year 5 prep families.
- Work closely with the Admissions Executive to deliver a high-quality journey for all families.
- Act as a CRM and admissions database expert to streamline processes and identify trends.
- Support international admissions, including processing visa applications.
- Respond promptly and professionally to ad-hoc admissions enquiries.
- Coordinate and attend key marketing and admissions events (some evenings and weekends required).

Feeder School Programme:

- Manage the feeder school programme and oversee recruitment fairs and events

Marketing Support

- Assist with marketing campaigns, open days, digital content creation, and school events.
- Monitor competitor activity and market trends.
- Provide insights to help maintain a competitive edge.
- Support content collection and creation, ensuring that all marketing materials showcase the vibrant life of RGS
- Support the overall school marketing and admissions processes, including other entry points to the school, tour management, supplementary, bursary and sibling admissions and key admissions events

Competitor Awareness

- Monitor admissions trends and competitor activity, providing insight to help the group remain agile and competitive in an evolving marketplace.
- These responsibilities will evolve over time, as needed by the Headmaster, and will reflect the needs of the team and the school.



JOB DESCRIPTION CONTINUED

ESSENTIAL SKILLS & EXPERIENCE

Essential:

- Strong interpersonal skills and the ability to build rapport with parents, pupils, and colleagues.
- Strategic mindset with an understanding of the end-to-end customer journey.
- Excellent organisational and communication skills.
- Ability to work across multiple teams and manage competing priorities.
- Obtain a proactive, empathetic, and professional approach.

Desirable:

- Proven experience in marketing and relationship management.
- Experience working across multiple school settings or within a school group structure.
- Familiarity with the independent school market and current recruitment challenges.
- Experience using CRM or admissions management systems.

WHY JOIN US?

- Be part of a forward-thinking, innovative team
- Work in a role that blends creativity and relationship management
- Play a crucial part in shaping the future of RGS admissions and marketing strategy
- Benefit from professional development opportunities and a supportive team culture

This is a full-time, year-round role requiring flexibility for evening and weekend events. Holiday periods provide opportunities for project work, professional development, and strategic planning.

There is an expectation that all RGS staff members provide a modest contribution to the extracurricular programme, cover system or student supervision system through a club or activity, regular duty, supervision on trips or other activities and/or contribution to the invigilation and other areas of school life. This will evolve over time.

This role may be on a 12 month fixed-term or permanent contract.



FURTHER INFORMATION

TERMS AND CONDITIONS

- Professional Services staff at Reigate Grammar School are remunerated according to our own salary scales. Salary will be commensurate with qualifications and experience.
- Employees are entitled to join the School's Defined Contribution Pension Scheme.
- Lunch is provided free of charge during term time.
- All staff have access to the school swimming pool and fitness room at designated times, free of charge.
- Successful applicants will be required to make an enhanced disclosure to the Disclosure and Barring Services and to complete an Online Pre-Placement Medical Questionnaire.
- All shortlisted candidates will be required to complete a 'Suitability to work with children: self-declaration form'. This form must be completed, signed and returned to HR prior to the interview taking place.

SAFEGUARDING

This role will involve contact with children. Reigate Grammar School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All applicants should read the school's safeguarding policy (available on our website) and are required to declare any criminal convictions, cautions or disciplinary proceedings related to young people. Applicants must be willing to undergo child protection screening appropriate to the post including checks with past employers and the Disclosure and Barring Services. Full details are given on the application form.

The post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.

EQUAL OPPORTUNITIES

Reigate Grammar School is an equal opportunities employer and welcomes applications from appropriately qualified persons from all backgrounds. We are dedicated to creating and sustaining an environment that values individuality and difference and celebrates the diversity of both staff and pupils

by fostering perseverance, tolerance and integrity. We believe in equal opportunity for everyone, irrespective of age, disability, gender, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sexual orientation or socio-economic background. Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities, experience) in selection and recruitment. We know that more diverse teams are stronger teams, and that the more inclusive we are, the more our staff and pupils will feel a sense of belonging and will thrive.

APPLICATIONS

Applicants are asked to complete the Professional Services Application Form and Supplementary Form (which are also available on our website) and send them with a supporting statement together with a CV addressed to Dawn Holmes as soon as possible and by Thursday 9 July 2026, 9.00am at the latest. Applications will be considered in the order in which they are received, and the school reserves the right to make an appointment prior to the closing date.

Reigate Grammar School is committed to ensuring that the privacy of applicants and employees is protected. The School Privacy Notice is available on the school website and is included in the application pack and sets out how the school uses and protects any personally identifiable information that is collected as part of the recruitment process.

Within your application letter we would be grateful if you could indicate where you saw this position, whether it was from the TES Publications, the TES Online, Indeed or Fish4Jobs or another source.

Shortlisted candidates will be invited for interview. Interviews with senior staff will explore each candidate's ability to perform the duties of the post, subject knowledge, ability to relate appropriately to pupils and colleagues, organisational and pastoral skills, and willingness to contribute to the school community.

Applications should be addressed to the Head of Human Resource and sent (by letter or by email) to:

Mrs Dawn Holmes
Head of Human Resources
Reigate Grammar School
Reigate Road, Reigate, RH2 0QS

01737 222231

hr@reigategrammar.org | reigategrammar.org



SCHOOL LOCATION AND DIRECTIONS

The RGS campus is on its original 1675 site in the historic market town of Reigate within an area of outstanding natural beauty. Adjacent to junction 8 of the M25, the school is also easily accessible from central London by train.

The school benefits from excellent facilities, including:

- A new £8m Sixth Form and Learning Resource Centre at the heart of the campus
- Drama studios and Music school
- Swimming pool
- 32 acres of sports ground with two floodlit all-weather hockey pitches, rugby, cricket and football pitches

The school is currently within the planning phase for the construction and development of a state-of-the-art sports centre on the town centre campus.

DIRECTIONS:

By Road

Reigate Grammar School and Reigate St Mary's Preparatory and Choir School are situated on the south side of the A25 about a quarter of a mile east of Reigate town centre, between Reigate and Redhill.

RGS postcode RH2 0QS

RSM postcode RH2 7RN

By rail

The school is approximately ten minutes' walk from Reigate station which is well served by direct trains from London Victoria, East Croydon, Guildford and Dorking. Frequent connections to Redhill station (about one mile away) allow access to Crawley, Horsham and towns to the south along with Nutfield, Godstone and Tonbridge to the east.

WHAT3WORDS

Main Reception: cabin.fire.brave

