

Applicant Pack

Student Recruitment and Marketing Officer



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Welcome from Stefan McHale, Headteacher



Thank you for your interest in the position of Student Recruitment and Marketing Officer at Brymore Academy. We are delighted that you are considering joining our community and contributing to the continued success and growth of our remarkable school.

Brymore is a distinctive state boarding and day school for boys, celebrated for its strong agricultural and practical heritage, combined with a commitment to academic excellence and personal development. Ours is a school where hard work, teamwork, and integrity are not just taught — they are lived every day. We pride ourselves on creating an environment where every student develops confidence, character, and a lifelong love of learning.

For a marketing professional, Brymore offers a truly unique opportunity. Few schools can offer such an authentic story to tell — one rooted in tradition yet alive with innovation and purpose. Here, your work will go far beyond filling places; it will be about building a community and inspiring the next generation of Brymore boys to embrace all that this extraordinary school has to offer.

As a key member of our team, you will play a vital role in sharing the Brymore story — through creative marketing, effective communication, and genuine engagement with families and communities. You will help showcase the experiences, opportunities, and values that make Brymore so special, from the energy of our working farm to the camaraderie of our boarding life.

We are looking for someone who is creative, organised, and passionate about education — someone who understands the power of authentic storytelling and can bring the spirit of Brymore to life. If you believe you can make a difference and share our enthusiasm for what makes this school truly unique, we would be delighted to receive your application.

Warm regards,

A handwritten signature in black ink, appearing to read 'Stefan McHale', written in a cursive style.

Stefan McHale
Headteacher
Brymore Academy



About Brymore Academy

Nestled in the heart of Somerset at the foot of the Quantock Hills, Brymore Academy is a truly distinctive state boarding and day school for boys aged 11–16. Founded in 1952, the Academy has built a proud reputation for combining traditional values with a practical, hands-on education that prepares young people for life beyond the classroom.

Set within more than 100 acres of farmland, Brymore offers a learning environment unlike any other. Alongside a strong academic curriculum, students take part in an exceptional range of vocational and practical subjects — from agriculture and horticulture to metalwork and woodwork — reflecting the school's proud agricultural heritage. This balance of academic challenge and real-world learning fosters curiosity, independence, and a strong work ethic, helping our boys to grow into confident, capable young men.

The Academy's working farm, walled gardens, greenhouses, workshops, and foundry are integral to daily school life, giving students authentic opportunities to develop responsibility, teamwork, and practical skills. Class sizes are deliberately small, allowing for focused attention and meaningful support — often with multiple adults working alongside a class in practical sessions.

As one of the very few state boarding schools in the country, Brymore offers a unique experience where boys can live and learn in a warm, family-focused community. Our three boarding houses — Kemp, Reid, and School House — provide a home-from-home environment that encourages friendship, independence, and mutual respect. Pastoral care at Brymore is outstanding, with every student known, valued, and supported to achieve their personal best.

Our ethos is built upon three timeless values: Respect, Responsibility, and Resilience. These principles underpin all aspects of school life and reflect our commitment to developing not just successful students, but good people — young men with integrity, empathy, and purpose.

Brymore boys leave us as confident, grounded individuals who are ready to contribute positively to society — whether they go on to further education, apprenticeships, or directly into employment across a range of industries. While our heritage remains central to who we are, our outlook is firmly focused on the future. We continue to grow, innovate, and invest — from enhancing our facilities to building strong partnerships with local and national organisations — ensuring that Brymore remains a school where tradition meets progress.



About the Role

Student Recruitment and Marketing Officer | Band 08 | Permanent **Up to 37 hours per week | 40 weeks per year**

This is an exciting opportunity to play a key role in promoting Brymore's distinctive ethos and ensuring our student recruitment continues to thrive. You will lead on marketing, communications, and outreach activities, raising awareness of the academy locally and nationally.

Working closely with the Admissions Officer and our Events Coordinator, you will:

- Develop and deliver a clear student recruitment and marketing strategy.
- Build strong relationships with primary schools, community groups, and partners.
- Manage the school's website, social media, and promotional content.
- Capture and share success stories that showcase Brymore's values and achievements.
- Support open days, outreach events, and national boarding showcases.

About You

You'll be a confident communicator and creative storyteller who thrives on building connections and bringing ideas to life. With experience in marketing, outreach, or recruitment, ideally within an educational or not-for-profit setting, you'll combine strategic thinking with a hands-on approach.

You'll also have:

- Excellent organisational and interpersonal skills.
- Strong understanding of digital marketing and social media.
- The ability to manage multiple projects and deadlines.
- A collaborative, proactive attitude and genuine enthusiasm for education.

A driving licence and the flexibility to travel within the UK are essential.

Why Brymore?

At Brymore, every colleague plays a part in shaping the futures of our students. You'll be joining a supportive, values-driven community where respect, responsibility, and resilience are at the heart of everything we do.

If you're ready to make an impact and help more families discover what makes Brymore special, we'd love to hear from you.

How to Apply

For more information and to apply, please visit [BTC Trust Careers Page](#). Informal discussions and visits to the school are warmly encouraged, please contact us at recruitment@btc-trust.org to arrange.

Closing date for applications: 9th November 2025 at 11:59pm



Job Description

Core Purpose

The Student Recruitment and Marketing Officer will be responsible for raising the profile of Brymore Academy as a state-funded boarding school and ensuring that student recruitment targets are met. The role will focus on outreach, marketing, and stakeholder engagement, working in close collaboration with the Head's Secretary (who manages admissions) and the Events Coordinator (who leads on open days and events).

Main Responsibilities

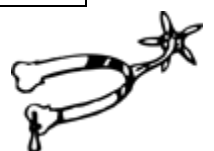
The responsibilities of this role could vary as a result of new legislation, changes in technology or policy changes. This job description is not an exhaustive list of tasks of the role.

Recruitment & Outreach

- Develop and implement a recruitment strategy to attract students locally, regionally, and nationally; using systems to ensure a streamline and efficient process.
- Build strong relationships with primary schools, local authorities, community organisations, school volunteer associations and boarding networks to promote Brymore Academy.
- Plan and conduct school visits, presentations, and outreach activities to generate interest and applications.
- Work closely with the Head's Secretary to ensure smooth handover of enquiries into the admissions process.
- Support the Events Coordinator by advising on recruitment priorities for open days, taster days, and outreach events.
- Line management of the Events Coordinator ensuring a focus on staff wellbeing, continued professional development and coordination of the school's marketing function.

Marketing & Communications

- Lead on the development and delivery of the school's marketing strategy.
- To act as custodian of the school's brand, ensuring that all marketing and outreach activities are aligned and the standing and reputation of the school are continually enhanced.
- Manage the website and overarching social media strategy, ensuring content is engaging, accurate, and regularly updated.
- Commission production of promotional materials (digital and print), including brochures, prospectuses, videos, and newsletters.
- Capture and share success stories, testimonials, and news to promote the unique strengths of Brymore Academy.
- Monitor marketing activity effectiveness and report outcomes to the Senior Leadership Team.



Collaboration & Stakeholder Engagement

- Act as a professional and approachable first point of contact for prospective families, providing information and signposting to the admissions team.
- Work in partnership with the Head's Secretary and Events Coordinator to ensure recruitment and marketing activity aligns with admissions processes and event delivery.
- Engage current students, parents, staff, and alumni as ambassadors for the academy; ensuring that all stakeholders are focused on positive promotion of the school.
- Represent the school at external events such as education fairs, exhibitions, and boarding school showcases.

Other Duties

- Attend mandatory training courses, e.g., Child Protection, Equal Opportunities and Health and Safety related courses
- Promote and celebrate an approach of equality, diversity and inclusion for all colleagues, students and external stakeholders.
- Responsible for the health and safety of themselves and others
- Responsible for the safeguarding of and promotion of wellbeing for both children and colleagues
- Be a team player and contribute towards the vision, culture and ethos of the Trust
- From time to time, you may be required to carry out other duties commensurate with the role.



Person Specification

Area to be assessed	Essential criteria	Desirable criteria
Safeguarding	Must be able to demonstrate a commitment to the safeguarding and well-being of children and young people.	
Qualifications/Experience	Experience in student recruitment, marketing, outreach, or a similar role. Experience of working with a range of stakeholders and audiences. Demonstrable experience of managing social media and website content. Driving licence and/or ability to travel within the UK.	Formal training, certification, or qualifications in marketing, communications, or social media management. Experience of working in the education, boarding, or not-for-profit sectors. Event support or event management experience.
Knowledge/Skills	Strong interpersonal and communication skills, with confidence in public speaking and presentations. Excellent organisational and time-management skills, with the ability to manage multiple projects. Creative approach to promotion and marketing, including strong writing and content creation skills. Ability to work collaboratively as part of a team while also taking initiative independently. Strong understanding of how to use social media and digital marketing to engage different audiences. Ability to create engaging content (written, visual, video) tailored to different platforms.	Familiarity with social media analytics and ability to track and report on campaign effectiveness. Understanding of the local and national education/boarding landscape. Familiarity with marketing design tools or software. Ability to analyse and report on marketing effectiveness. Skills in graphic design and use of contemporary design suite software.



Safeguarding Statement

Bridgwater & Taunton College Trust is dedicated to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share its commitment. Our mission is that all children achieve. This post is exempt from Rehabilitation of Offenders Act (1974). A comprehensive screening process will be undertaken on all applicants, which will include a check with the Disclosure and Barring Service (DBS).

Contact Details

Brymore Academy, Brymore Way, Cannington, Bridgwater, TA5 2NB
01278 652369 | [Brymore Academy Email](#) | [BTC Trust Recruitment Email](#)
[Brymore Academy Website](#) | [BTC Trust Website](#)

