

STOVER

NURTURE | INSPIRE | PREPARE

Development & Growth Manager

Candidate Brief

Lead marketing role · Full time, permanent · £43,000 – £50,000

Welcome to Stover School

Stover School is an independent, co-educational day school in South Devon for children aged 3 to 18. It provides an education which nurtures, prepares, challenges and inspires each pupil.

From early beginnings as the Chestnut School in Newton Abbot in the late 1920s, Stover was founded on its present site in 1932 by Mrs Joan Key (née Dence). The 64-acre site forms the core of Stover Park, the historic estate of the Templer family from the 18th century.

Through the generosity of the Key family, the school became an educational trust in 1956.

Our approach combines an experiential, globally minded curriculum with strong values rooted in family and Christian principles. Our vision is simple: to nurture, inspire and prepare pupils for a life full of curiosity, confidence and purpose.

In the foothills of Dartmoor, in the heart of Devon's countryside and a few miles from the sea, we are a close and warm community working towards one goal: the education of children from the early years until they become young adults.





Welcome from the Head

Thank you for your interest in the role of Development Manager at Stover School.

Stover is a truly independent, non-selective, co-educational day school for pupils aged 3 to 18, set in 64 acres of parkland on the edge of Dartmoor. We are a friendly, local school with a global outlook, and our vision is to nurture, inspire and prepare every pupil for a life of curiosity, confidence and purpose.

We have a wonderful story to tell, and we now need someone to tell it brilliantly. As we approach our centenary in 2032, we have set a clear ambition to grow to 500–550 pupils, supported by a new sports hall and community facilities and our candidacy for Round Square. The Development Manager is the lead marketing role in our newly shaped Communication, Engagement & Admissions team.

I am looking for someone to set the vision for how Stover is seen, heard and found, and then make it happen: owning our marketing strategy, leading the department's marketing activity and our agency partners, and using digital and social channels to turn interest into enquiries, visits and families who choose us. You will also help open our estate to the wider community and grow the income it brings.

Experience of working in a school is welcome but not essential. I am just as interested in accomplished marketers from other sectors who understand what digital and social marketing can achieve, and who will bring fresh thinking to a school with an exceptional setting and a great deal to say.

This is an exciting opportunity to shape the next chapter of a wonderful school. I look forward to hearing from you.



Caroline Ward

Head

Our School

Class sizes are modest and standards high. Stover has a long-standing reputation for excellence in music, drama and the expressive arts, alongside a thriving sports department and an exciting and extensive co-curricula programme.

As a non-selective school, we are extremely proud of our academic results. 2026 brought the school's strongest A Level results in 17 years, and the best GCSE results since 2018 (discounting the estimated results during the COVID pandemic).

At A Level, over 41% of papers were awarded A* or A grades and 63% of the cohort achieved A* or A grades, across 13 subjects including all three Sciences, Mathematics and English Literature.

At GCSE, 90% of papers were graded 4 or above, and over half of all papers achieved grade 6 or above.

What comes next. Planning permission is in place for the first phase of our masterplan: a sports hall with covered courts, a multi-use games area and new classrooms. Our candidacy for Round Square, the global network of schools committed to experiential, character-based education, has been approved.

Each of these is a story waiting to be told well.

3–18
Early Years to Sixth Form

64 acres
Historic parkland estate

Outstanding academics
Non-Selective School

2032
Our centenary









JOB DESCRIPTION

The Role

The Development Manager leads and delivers all external activity that grows Stover's pupil roll towards our 500–550 target, and develops additional revenue from the school estate.

It is a hands-on, strategic role. You will set the vision and the localised marketing strategy for the school and its community, and then deliver it, working hand in hand with the Admissions Manager, Communication and Retention Lead, the Bursar and external agencies as needed.

Reports to	The Bursar
Line manages	Admissions Manager and Communication & Retention Lead; directs the work of the Marketing Assistants
Contract	Full time, 1.0 FTE, 52 weeks; permanent
Salary	£43,000 – £50,000, depending on experience
Focus	External growth: new enquiries, enrolments and estate revenue
Start date	As soon as possible

The Marketing Team

A newly shaped four/five-person department, balancing external growth with retention and exceptional customer experience.



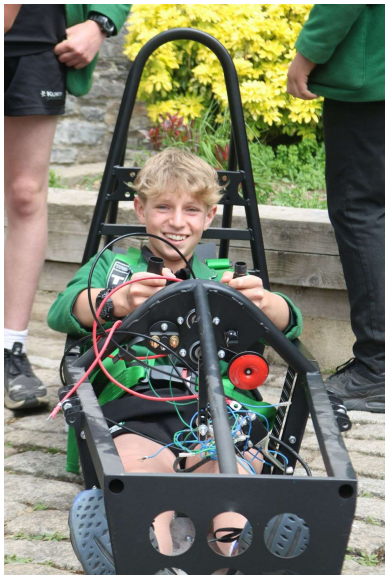
Key Responsibilities

Vision & strategy

- Set the vision and the localised marketing strategy for the school and its community, and own its delivery.
- Take responsibility for pupil number growth across the school, working closely with the Admissions Manager and the Communication & Retention Lead.
- Act as the strategic driver focused on bringing new fee revenue into the school.
- Lead the department's marketing activity and support the marketing needs of the Communication & Retention Lead.

Digital, social & content

- Make sure the right volume of content and calls to action, including paid advertising, reaches the right channels to drive enquiries and open day attendance.
- Deliver an annual content calendar, with the Admissions Manager, covering priorities such as the Sixth Form, art, music, drama, sport, new facilities, community links and academic achievement.
- Plan and oversee digital and social media activity, briefing and managing third-party partners for paid campaigns.



Families & enquiries

- Lead outreach to the existing database and work with the team to capture new contacts.
- Develop referral schemes through current parents, secure event presence and pursue new markets.

Estate, events & partners

- Grow estate revenue through facility hire, community relationships and events, including a community drive for the new sports hall.
- Work with colleagues on an annual programme of showcase events celebrating art, music, drama and sport.
- Manage external suppliers, agencies and freelancers within budget.



Person Specification

This role suits an experienced marketing specialist who understands the potential of digital and social marketing. Experience in a school setting is desirable, but relevant experience from other sectors is equally welcome.

Experience · essential

- Substantial experience in a relevant marketing role, with a track record of measurable growth in enquiries, customers, members or revenue.
- Setting a marketing strategy and seeing it through to delivery.
- Planning, running and evaluating digital and social campaigns, both paid and organic.
- Managing agencies, freelancers and a marketing budget.

Experience · desirable

- Marketing or admissions in a school or education setting, or comparable experience.
- A degree or professional marketing qualification (for example CIM).
- CRM systems, email marketing and web analytics.

Skills

- Confident across social platforms, paid social and search, SEO and AI search visibility, website content and analytics.
- An excellent writer and storyteller with strong brand discipline.
- Comfortable with data: setting targets, measuring results and reporting clearly to senior leaders and governors.
- Highly organised: able to plan a year ahead and still turn content round quickly.

Personal qualities

- Creative, ambitious and hands-on: happy to set the vision and do the work.
- A warm, confident communicator, credible with parents, staff, pupils and community partners.
- A collaborative team player and a motivating leader.
- A commitment to safeguarding and promoting the welfare of children.
- A love of people and team working.



'The school is a happy and busy community where school leaders promote an inclusive and supportive environment where pupils feel valued and are well cared for.'

ISI Inspection Report, Spring 2024



THE TEAM YOU WILL WORK WITH

Communication, Engagement & Admissions

The Development Manager leads external growth within a four-person department. Summary job descriptions for the other roles follow, so you can see how the team fits together.

Communication & Retention Lead

Reports to Development Manager and Admissions Manager · Basis 0.8 FTE, 42 weeks

Focus: internal growth through pupil retention, parent satisfaction and communications.

- Drive pupil retention.
- Keep an “always on” focus on parent satisfaction, including parent surveys, and act as an early-warning system for emerging concerns.
- Produces the weekly parent newsletter and mass parent communications so agreed key messages land.
- Oversee internal and website content, and alumni engagement.
- Support colleagues with complaints handling, monitoring and resolution.

Admissions Manager

Reports to Development Manager and Admissions Manager · Basis 0.9 FTE, 52 weeks

Focus: converting enquiries into enrolments and owning the admissions journey and its data.

- Convert enquiries into enrolments.
- Own the admissions data and CRM, providing up-to-the-minute recruitment figures to the Bursar and Head.
- Deliver the annual programme of open days, taster events and similar.
- Ensure a high-quality Stover presence at an agreed calendar of external events, alongside the Development Manager.
- Work with colleagues on showcase events.

Marketing Assistant(s) – 1 FTE

Supporting the marketing team with daily content, organic social media posting and relevant literature creation.

Benefits

- Generous holiday entitlement plus statutory bank holidays
- Contributory pension scheme
- Generous fee remission for children
- Complimentary lunch when the Dining Hall is operating
- Annual professional membership subscriptions
- A workplace on a 64-acre parkland estate on the edge of Dartmoor

'The aims of the school to nurture, challenge and inspire are clear to all pupils who respect one another and behave well.'

ISI Inspection Report, Spring 2024



Safeguarding and the welfare of children

Stover School is committed to safeguarding and promoting the welfare of children and young people, and expects all staff to share this commitment. The post holder must follow the school's Child Protection Policy at all times and report any concern about a child's safety or welfare to the Designated Safeguarding Lead or the Head.

The duties outlined are not an exhaustive list and may be altered to include other tasks commensurate with the role, as directed by the Head in liaison with the Bursar.









How to Apply

Please complete the Stover School application form explaining what you would bring to the role and how your experience matches the person specification, returning to hsymons@stover.co.uk We are unable to accept a CV on its own. Please refer to our website at www.stover.co.uk where additional information, school policies and videos can be viewed.

If you would like a tour or an informal conversation about the role before applying, please contact Helen Symons, 01626 359909.

CLOSING DATE
5pm Thursday 19th November

INTERVIEWS
Thursday 26th November

START DATE
As soon as possible

Shortlisted candidates will be invited to interview at Stover School. We reserve the right to appoint before the closing date, so early applications are encouraged.

The appointment will be subject to the satisfactory completion of all pre-employment checks required in schools, including an enhanced Disclosure and Barring Service check, references and an assessment of medical fitness for the role. Other checks will be made in line with current legislation and Keeping Children Safe in Education. Shortlisted candidates will be asked to declare any criminal record or information that would make them unsuitable to work with children. The contract of employment will be between the post holder and the Governors of Stover School.

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