Primary Sector Schools



Job Functions	Postal Volumes	Personal School Email Volumes	
Personal school emails = veronica.over@school.co.uk - rather than - info@school.co.uk			
Headteacher/Principal	21013	20891	
Executive Head/Associate Head	5319	5016	
Deputy Head	18612	17512	
Assistant Head	16201	14632	
Business Manager/Bursar	16241	15478	
Head of Finance	6623	5917	
Chair of Governors	10116	9971	
Volumes listed are for Heads of De	partments/Coordin	ators	
Art, Craft & Design	17391	15016	
Assessment Coordinator	11321	9754	
Attendance Officer	8791	8216	
Citizenship	16393	14998	
Class Teachers	various	various	
Designated Safeguarding Lead/Child Protection	18568	18097	
Drama/Performing Arts	15716	12711	
English	18241	17344	
English as 2nd language/additional language	9187	8267	
eSafety/Internet Safety	9716	9417	
Family Liaison	9187	7625	
First Aid	7561	6971	
Food Technology/Nutrition	12587	8937	
Geography	16561	15316	
Health & Safety Officer	13898	11527	
History	17652	15649	
HLTA - Higher Level Teaching Assistant	7916	6187	
HR/Recruitment	8529	6354	
ICT/Computing & Coding (Teaching)	21954	20401	
Inclusion/Discipline - Learning and behaviour	16213	14215	
IT/Network Infrastructure Manager	8914	8164	
KS1 (or equivalent) Coordinator	16721	15401	
KS2 (or equivalent) Coordinator	18803	17362	



Schools Marketing Company, Leytonstone House, 3 Hanbury Drive, London E11 1GA T: 020 8530 7801 • E: enquiries@schoolsmarketingcompany.co.uk • W: www.schoolsmarketingcompany.co.uk

Primary Sector Schools



Job Functions	Postal Volumes	Personal School Email Volumes	
Volumes listed are for Heads of Departments/Coordinators			
Languages/MFL	9798	8845	
Learning Support/Mentor/PSA	9806	8088	
Librarian/Resources Centre	15016	14131	
Literacy	12702	10054	
Marketing/PR	8878	7062	
Maths	16978	15998	
Mental Health and Wellbeing Practitioner	9124	8231	
Music	13952	11036	
Numeracy Coordinator	12458	11001	
Nurse/Medical - Welfare	12692	11403	
Nursery/Early Years Coordinator	9451	8211	
Outdoor Education Leader	7918	6459	
PE/Sports/Games	16205	15011	
Play Leader - Breakfast/After School Club	9179	8684	
PPA Cover/Peripatetic Teacher	6636	5247	
PSHE Pastoral/RSE and Care Subjects	17116	16103	
PTA/Fundraising Coordinator	10854	9716	
Pupil Premium	12199	11031	
Recycling, Sustainability & Environment	12067	10813	
Relationship Education	14978	13016	
Religious Studies/Religious or Moral Education	14523	11641	
School Trips & Events Coordinator	10887	9216	
Science	18705	16997	
Secretary/Administrator	17914	16887	
Site/Facilities/Buildings Manager	14189	12214	
Sports Coach	7462	6072	
SEN/SEND Practitioner	18203	17053	
Technology/Design	18771	17631	
Training/CPD/Staff Development	14016	13641	
Year Group Heads (years 1 to 6)	various	various	



Schools Marketing Company, Leytonstone House, 3 Hanbury Drive, London E11 1GA T: 020 8530 7801 • E: enquiries@schoolsmarketingcompany.co.uk • W: www.schoolsmarketingcompany.co.uk

Secondary Sector Schools

Job Functions	Postal Volumes	Personal School Email Volumes	
Personal school emails = veronica.over@school.co.uk - rather than - info@school.co.uk			
Headteacher/Principal	5519	5403	
Executive Head/Associate Head	3791	2621	
Deputy Head	5192	5033	
Assistant Head	4512	4301	
Business Manager/Bursar	5218	5011	
Head of Finance	4219	3223	
Chair of Governors	4516	4210	
Volumes listed are for Heads of De	partments/Coordin	ators	
Art, Craft & Design	4115	3506	
Arts & Music Technician	1287	1121	
Attendance Officer	2619	2423	
Biology	1914	1894	
Business Studies & Economics	4400	4318	
Careers Leader/Vocational Education	3172	3006	
Catering Manager	4187	3015	
Chemistry	1801	1701	
Citizenship	5154	4942	
Class Teachers	various	various	
Curriculum/Assessment	4991	3961	
Data Manager (MIS systems)	2201	1701	
Designated Safeguarding Lead/Child Protection Officer	5122	4923	
Drama/Performing Arts	4121	3817	
English	5629	4433	
English as 2nd language/additional language	3428	2671	
eSafety/Internet Safety	2416	2201	
First Aid	4012	2734	
Food Technology/Nutrition	2968	2231	
Fundraising Coordinator	1947	1643	
Geography	5469	5227	
Head of Sixth Form	1911	1781	
Health & Safety Officer	4297	4011	



Schools Marketing Company, Leytonstone House, 3 Hanbury Drive, London E11 1GA T: 020 8530 7801 • E: enquiries@schoolsmarketingcompany.co.uk • W: www.schoolsmarketingcompany.co.uk

Secondary Sector Schools



Job Functions	Postal Volumes	Personal School Email Volumes	
Volumes listed are for Heads of Departments/Coordinators			
Health & Social Care	2791	2568	
History	5213	4766	
HLTA - Higher Level Teaching Assistant	3874	2467	
HR / Recruitment	3864	2163	
ICT/Computing & Coding (Teaching)	5561	5172	
Inclusion/Discipline - Learning and behaviour	4813	3826	
IT/Network Infrastrucure Manager	3711	3101	
KS3 (or equivalent) Coordinator	3125	2956	
KS4 (or equivalent) Coordinator	3359	2934	
Lab Technician	2316	2011	
Learning Support/Mentor/PSA	6458	4123	
Librarian/Resources Centre	4781	3564	
Literacy	2941	2632	
Marketing/PR	2461	2897	
Maths	5297	4741	
Mental Health and Wellbeing Practitioner	3819	3469	
Modern Languages/MFL	3426	2941	
Music	3879	2841	
Numeracy Lead	3097	2743	
Nurse/Medical - Welfare	3941	2684	
Outdoor Education Leader	2416	2268	
PE/Sports/Games	4729	4378	
Physics	1874	1782	
Play Leader - Breakfast/After School Club	2986	2672	
PPA Cover/Peripatetic Teacher	1976	1214	
PSHE Pastoral/RSE and Care Subjects	5128	5019	
Psychology	1524	1184	
PTA Chair/Lead	5897	4623	
Pupil Premium Coordinator	4119	4001	
Recycling, Sustainability & Environment	4723	3003	



Schools Marketing Company, Leytonstone House, 3 Hanbury Drive, London E11 1GA

T: 020 8530 7801 • E: enquiries@schoolsmarketingcompany.co.uk • W: www.schoolsmarketingcompany.co.uk

Secondary Sector Schools



Job Functions	Postal Volumes	Personal School Email Volumes	
Volumes listed are for Heads of Departments/Coordinators			
Religious Studies/Religious Education	4261	3011	
School Librarian	4658	3739	
School Trips & Events Coordinator	3817	3584	
Science - General Science	5279	4998	
Secretary/Administrator	4814	4201	
SEN/SEND Practitioner	5224	5016	
Sex & Relationships - Health Education	4506	4426	
Site/Facilities/Buildings Manager	4889	4716	
SMSC Coordinator	3105	2814	
Social Sciences	2871	1982	
Specialist Learning Mentor - Mental Health	1782	1511	
Sports Coach	2261	1872	
STEM Coordinator	4164	3871	
Technology/Design	5197	4906	
Training/CPD/Staff Development Coordinator	3288	3211	
Year Group Heads (years 7 to 13)	various	various	



Schools Marketing Company, Leytonstone House, 3 Hanbury Drive, London E11 1GA

T: 020 8530 7801 • E: enquiries@schoolsmarketingcompany.co.uk • W: www.schoolsmarketingcompany.co.uk