

A large, multi-story red brick building with many windows, identified as Windlesham House School. The building is set on a hillside with a dense forest in the background. In the foreground, there is a well-maintained green lawn with several soccer goals and a red flag. A paved path runs along the bottom of the frame. The sky is clear and blue.

# Windlesham House School

## Head of Marketing & Admissions



# Contents

|   |  |
|---|--|
| 1 | Message from the Head                      |
| 2 | An Introduction to Windlesham House School |
| 3 | The Role: Head of Marketing & Admissions   |
| 4 | The Candidate                              |
| 5 | Information for the Candidate              |

# From the Head



Dear Candidate

Thank you for your interest in the position of Head of Marketing & Admissions at Windlesham House School. We are very excited about this role and the opportunities it affords. You will find a lot more information about it and the school in this pack but I wanted to give you a sense of the context of this appointment.

This is my third year as Head at Windlesham and I live on site with my wife, Alex, who is very much involved in the life of the school, and our two children, Edward and Thomas who both attend the school. This is a unique community and we are all aware that we are lucky to be living and working in this school. Windlesham pupils are all very much individuals but characterised by their generosity of spirit, tremendous enthusiasm, confidence and good manners. They approach school life with complete engagement making the most of the many opportunities available. We are entirely committed to providing an academically rigorous and creative education within a secure and happy environment where our pupils feel nurtured and valued. As a busy and vibrant boarding school, this is particularly important and all staff are involved in all aspects of school life.

The school is overseen by an experienced and professional Governing Board who ensure that all our facilities complement the excellent standards of teaching and learning. In March 2018 a magnificent sports complex was opened with a six-lane 25-metre swimming pool and full-sized sports hall and in July 2019 the Pre-Prep was completely refurbished and extended. Over the last five years, considerable investment has also been made in digital learning with all pupils in Years 3 to 8 having access to 1:1 iPads, which are used extensively as part of our innovative and creative curriculum. Most recently we have begun the refurbishment of our large, dedicated theatre, the relocation of the music school to form a performing arts hub at the centre of the school and the establishment of a self-contained languages centre. Our whole school development plan 2021-2024 details many more exciting and innovative plans for the future. In November 2021, we underwent a routine ISI RCI (compliance) inspection and the school was found to be fully compliant in all areas.

I am aware that job descriptions and person specifications can appear rather daunting when one reads the full list of requirements and responsibilities. Please be reassured! We are looking for candidates who are keen to become part of the Windlesham community and staff team, who can bring great personality, experience, innovation and commitment to this essential role and who have a demonstrable talent and passion for marketing. Attitude and approach are just as important as qualifications and experience.

If you have any further questions, please do not hesitate to ask but in the meantime, thank you again for your interest in the position. Good luck!

Ben Evans



# Introduction

Windlesham House School is one of the country's leading independent prep schools, set in a beautiful 65-acre country estate on the South Downs. The oldest prep school in the country (Est. 1837), Windlesham has always led the way in embracing the new. We were also the first prep school to go co-educational, in 1967, and our long-held policy of a dress code rather than school uniform helps children feel relaxed in their surroundings and the grounds.

Our boarding tradition continues and day children also benefit from the extra advantages and experiences this provides. We are also flexible about boarding options, to meet the needs of modern parents.

Innovation is in our DNA and we are constantly reviewing what we do and looking to the future to ensure we provide the best possible prep school education and experience for our children and their families.

As a school, we have excellent facilities and equally excellent staff which go hand in hand on delivering the utmost for the children at Windlesham.



# Head of Marketing & Admissions

The Head of Marketing & Admissions provides the leadership for the functions of marketing, admissions, alumni and PR.

Reporting to the Headmaster, this role will be a member of the senior leadership team and will work closely with fellow senior leaders. Teamwork will also be important in the department which consists of the Admissions Manager, Admissions Assistant and Marketing & Alumni Manager.

## **Key Responsibilities:**

### *Strategy:*

- Development, management and oversight of the school's strategic marketing plan in line with the overall school strategy and across all current and potential markets
- Developing and implementing an effective UK and international pupil recruitment strategy, including the identification of potential new markets and relationships
- In close collaboration with the Headmaster, articulating and implementing an effective UK and international pupil recruitment strategy, including the identification of potential new markets and relationships
- Ensure our brand and corporate identity are used imaginatively to promote Windlesham effectively to current and future parents, alumni and other stakeholders

### *Marketing:*

- The development and oversight of Windlesham's social media plan, including alumni
- Ongoing website development and management including content creation
- Advertising campaign development and management (digital and outdoor focus)
- Working and developing relationships with key publications and journalists to ensure positive coverage
- Developing the alumni communications plan including social media, events, CRM
- Development of effective systems for monitoring and evaluation success and ROI
- Development and management of M&A budget

- Event management in UK and internationally (open mornings / exhibitions / prospective parents / alumni)
- Audience and parent research
- Reputation and crisis management
- Reporting to Governors on marketing activity and pupil numbers

*Admissions:*

- Responsible for the admissions processes across the school, providing support and direction to the Admissions team to ensure that all enquiries are dealt with timely and in line with the Windlesham brand
- Ongoing oversight and development of the admissions customer journey
- Analysing, forecasting and delivery of pupil numbers including monitoring pupil recruitment and balances
- Reviewing and improving processes including software systems
- Ensuring compliance with UKVI visa applications for prospective pupils



## Person Specification

| Attributes          | Essential Criteria   | Desirable Criteria   |
|---------------------|--|--|
| Experience          | Proven experience of managing marketing in a relevant environment<br>Working at senior management level<br>Customer service or sales experience (B2C)  | Previous senior role in education admissions, marketing or PR                |
| Qualifications      | Must be educated to degree level or vocational equivalent<br>Must be committed to ongoing CPD  |  |
| Personal Attributes | An effective team leader who can command respect and drive performance<br>An empathy for independent education and a boarding school culture<br>An empathy for Windleshams' ethos<br>Willingness to work out of hours as and when school functions occur<br>Reliable with an attention to detail and with a commitment to quality  |  |
| Knowledge           | Understanding of the principles of marketing<br>Effective customer relationship management   | Working knowledge of databases, specifically in relation to pupil admissions |
| Skills & Abilities  | The ability to take a strategic view<br>A strong and experienced people manager - able to inspire and develop to drive performance<br>The ability to transfer knowledge and experience into a new setting<br>Tact and diplomacy<br>Strong leadership skills and team building skills<br>Budget management experience<br>High level of ICT competence<br>Experience of digital marketing and the effective use of social media platforms in a communications strategy | Relevant experience in an international context                              |



## **Terms and Conditions**

### **Holiday & Hours of Work**

Paid holiday entitlement is 25 days per annum plus bank holidays, to be taken at times as agreed with the Headmaster.

The role is full time, Monday to Friday, with some evening and weekend work required to successfully execute the role.

### **Fee Remission**

If relevant, an agreed fee remission may be offered to children of the successful candidate, subject to normal admissions requirements being met.

### **Pre-employment checks**

Applicants are required to provide a full chronological history of employment with explanations of gaps in employment. An offer of employment will be conditional on the receipt of satisfactory written references and a satisfactory Enhanced Disclosure issued by the DBS. In addition, we require a medical declaration and documentary evidence of your stated qualifications and of your right to work in the UK.

### **Probationary and Notice Period**

The appointment will be subject to a six-month probationary period and regular review thereafter. On successful completion of the probationary period, the position is subject to one term's notice.

### **Pension**

The School offers a contributory pension scheme

# Information for Candidates

Candidates should apply to Mr Ben Evans (Headmaster) ([hr@windlesham.com](mailto:hr@windlesham.com)) with a covering letter and a fully completed application form (available to download from [www.windlesham.com](http://www.windlesham.com)), which includes the names and addresses of two professional referees, by close of business on Friday 4th November 2022. Applicants will be contacted for an interview if they have been successful in the short-listing process.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Applicants must be willing to undergo appropriate child protection screening, including checks with past employers and the Disclosure and Barring Service.

We are an equal opportunities employer. We do not discriminate against employees or job applicants on the grounds of age, disability, gender reassignment, marriage & civil partnership, pregnancy & maternity, race, religion or belief, sex and sexual orientation and select the best person for each job based on relevant skills and experience.

