

Independent Day School for girls 4 - 16 years  
Day Nursery & Pre-School for girls & boys from 6 months

**Abbot's Hill** 



**Head of Marketing and Admissions  
Required ASAP**

## Our Heritage

We trace our roots back to 1912 when Abbot's Hill was founded on the present site by Alice, Katrine and Mary Baird, advocates of education for girls. The Baird sisters ran a school in the Malverns and in May 1912 they opened Abbot's Hill as an independent boarding school for 'young women of character'.

The School's Main Building was originally built in 1836 by the paper manufacturer, John Dickinson, as a home for him and his family and he named it Abbot's Hill. The Dickinson family founded one of the world's largest stationery firms of the 19th and 20th centuries.

On John Dickinson's death in 1869, Abbot's Hill passed to his only surviving son John and then in 1908 to Sir Arthur Evans. Arthur Evans, the Archaeologist and discoverer of Knossos, was John Dickinson's great-grandson and had spent part of his childhood at Abbot's Hill. He did not however return to live there but arranged for it to be sold to the Baird sisters.

Over the years, the school has developed and grown in a variety of ways, but the key milestones in its history were in 1969, when St Nicholas House School moved to the Abbot's Hill site to form the Junior Department and in 2003, when boarding ceased. However, Abbot's Hill retains its boarding feel, which is to be seen in the emphasis given to co-curricular pursuits, the intrinsic importance of pastoral care and the school's strong sense of community.

## The School

Founded over 100 years ago to educate young women of character, Abbot's Hill School places great value on the development of the individual.

We are ambitious for all our pupils and they excel here. We value their voices and embrace our diverse community. As we empower them, so they empower each other and, in so doing, develop a deep sense of responsibility for their community at school, locally and in the wider world.

Children and young people will thrive best where they have a strong connection to their school and more particularly the adults who teach them. We are so proud of the quality of relationships here. The experienced professionals at Abbot's Hill take seriously their responsibility to positively shape the lives of the young people in their care. Our aim is that each individual will discover their own brilliance.

So it is that pupils at Abbot's Hill embark on a series of journeys during their time with us. The first journey, the academic journey through our well-planned and sequenced curriculum, will enrich, excite and stimulate their minds. Knowledgeable, discerning and well-informed, our pupils will be inquisitive, enquiring learners who love to learn both now and throughout their lives.

The second journey through school is the development of the values and attributes that will stand them in good stead as adults both personally and professionally. A clear set of values therefore shapes our interactions as a community and underpins our code of conduct. This unequivocal moral guidance prepares pupils to positively challenge bias and navigate with confidence the world we live in.

The third journey, the journey where we work most closely with parents, is the development of character. The attributes of collaboration, critical thinking, creativity, and communication are consciously developed and embedded through rich and varied curricular and co-curricular opportunities and so the pupils become self-aware and self-confident.

In the modern world today where the pace of change is rapid an Abbot's Hill education has tremendous relevance. Kindness, humanity and resilience will be the defining characteristics of this generation and these qualities resonate through our school.

**Mrs Kathryn Gorman BA, MEd (Cantab)**

**Head**





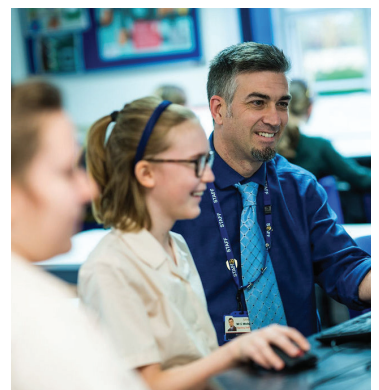
## Looking to the Future

### Our Mission

To foster a community in which all individuals are happy and inspired to live purposeful and fulfilling lives, while remaining true to our founding values of strength and character.

### Our Vision

A first choice school with outstanding environments in which to work, learn and play. We embrace diversity and provide an education fit for the modern world by challenging everyone in our community to be confident in who they are, develop strength of character and to become active, compassionate citizens who make significant and lasting contributions to others throughout their lives.



# Head of Marketing and Admissions

## Job Purpose

You will be responsible for working with the Head, the Marketing Assistant and Admissions Assistant to deliver an outstanding experience for parents and pupils throughout every stage of the Admissions and Pupil Recruitment journey.

You will ensure that all policies, procedures, quality and customer service standards are adhered to and ensure their delivery to all prospective families and influencers is of a high standard.

You will be influential across the School and will act as an ambassador for the school through external outreach.

## Key Components

- To manage the delivery of the marketing and admissions strategy at Abbot's Hill School.
- To liaise with the Marketing and Admissions team to ensure Abbot's Hill School's marketing is aligned with the overall school strategy
- To promote reputation, pupil retention and meet pupil recruitment objectives

## Key Relationships

### INTERNAL

- Head
- Head of Prep
- Academic staff
- Admissions and Marketing staff
- Relevant support staff as required

### EXTERNAL

- Prospective and existing parents and pupils
- Feeder schools/establishments, relocation agents, marketing agencies
- Press/Media contacts
- Marketing service suppliers

## Duties

- Oversee the Abbot's Hill School Marketing and Admissions team members to deliver against targets.
- Together with the Head, be responsible for ensuring that Abbot's Hill School meets pupil number and composition objectives
- Work with the Head to formulate aims, objectives and strategic pupil recruitment plans for Abbot's Hill School
- Contribute regularly to discussions about retention and pupil enrolment numbers and discuss how to evolve the processes by which Abbot's Hill School encourages both to improve.
- Be an ambassador and advocate for Abbot's Hill, demonstrating and communicating the Abbot's Hill ethos and approach in all communications and interactions with prospective parents, pupils and key stakeholders
- Act as a role-model across the entire Abbot's Hill School community, providing timely appreciative and constructive feedback and engaging as appropriate to ensure that every member of staff in school is aware of and actively engaged in their role in the parent experience: attracting, converting and retaining pupils.

## Performance Measures:

- Employee performance review rating(s)
- Team conversion rates
- Team feedback

## Admissions

Oversee the Admissions team and admissions activity to ensure delivery of annual enrolment targets set by the Head.

- Monitor marketing, retention and admissions activity.
- Develop key processes and lead the team to guide parents and pupils through the admissions process, making the experience positive, straight forward and engaging throughout.
- Oversee all parent communication to ensure responsiveness (24 hour response times during working week), high quality written and verbal language, structure and attention to detail and attitude (team warmth and enthusiasm).
- Understand each family's needs and interests throughout the admissions journey, using tools and templates to help the Admissions Assistant to adjust the communication to each prospective families' needs.
- Drive conversion at each stage of the admissions journey by coaching and developing the Admissions Assistant and Marketing Assistant to overcome objections, identify critical conversion opportunities and timings and close at each step of the process.
- Oversee the admissions pipeline to ensure that the Marketing Assistant and Admissions Assistant are following best practice in managing unresponsive leads and are keeping the door open to those who opt for alternative schools. This includes the efficient organisation and management of the Entrance Examinations and the Scholarship and Bursary application processes.
- Co-ordinating all aspects of admissions work throughout Abbot's Hill School and optimise the flow of prospective parents from initial enquiry through to joining Abbot's Hill, ensuring an effective and efficient process that is tailored to each family
- Participate in all elements of the admissions journey from enquiry to tours to enrolment providing timely appreciative and constructive feedback to the Marketing Assistant and Admissions Assistant.
- Personally handle key families from initial lead through to enrolment to always 'walk the talk' in delivering best-in-class parent experiences.
- Developing supportive relationships with prospective parents to maximise their progression through the application process and to make them feel a valued part of the Abbot's Hill community
- Create a culture of outstanding customer service, characterised by close relationships and informed by a detailed understanding of families' needs and a deep commitment to meeting and exceeding them
- Ensure that the handover of families from the admissions journey to the pastoral and academic staff is managed in a thorough and timely fashion with all critical information delivered appropriately.
- Attendance at school recruitment events.

### Performance Measures

- Growth in new pupils in line with budget
- Pupil retention in line with budget
- Delivery of weekly KPIs
- Improved conversion at all touchpoints throughout the admissions journey compared to prior year
- Feedback from parents
- Timely resolution to any issues flagged during weekly audit

## Marketing and Communications

Oversee the Marketing and Admissions team to understand the needs of internal and external stakeholders and work with the Head to deliver the marketing and admissions activities in a timely, relevant and engaging way.

- Develop the Abbot's Hill School brand equity and USP within local market parent and competitor context - aligned to the Abbot's Hill brand style guide.
- Oversee the implementation of the Abbot's Hill brand style guide to ensure consistency and quality of positioning and visual identity in all school marketing and communication material.
- Support the Marketing Assistant in the delivery of website development and paid media campaigns.



- Support the Marketing Assistant to develop an ongoing library of content that can be used to inspire, engage and inform all relevant internal and external stakeholders including parents, pupils, staff and alumni all year round and in line with the strategy devised with the Head.
- Oversee the delivery of the Abbot's Hill content strategy across all school communication channels including news, blogs and social media.
- Commission photography, video and the design of marketing material, including updates to the website, using the Abbot's Hill guidelines on visual identity with the support of the Marketing Assistant
- Ensure all photographic and videography is of a high aesthetic quality, brand fit and aligned to parental usage rights.
- Oversee the Marketing budget and the ROI of marketing activities carried out.
- Develop, with staff, programmes to give prospective pupils an opportunity to have the Abbot's Hill School experience.
- Monitor all admissions statistics with the Admissions Assistant and report admissions data, trends and forecasts
- Provide information relating to trends in admissions and current or emerging recruitment challenges and opportunities to the Head
- Responsibility for relationship building with all key stakeholders: feeder schools, staff at all levels, the media, alumnae, current and prospective parents.
- Staying well-informed about Abbot's Hill's academic and co-curricular offer and the working of the school

## **Communications**

- Ensure that all communications maintain a professional approach with parents, pupils and feeder schools/ establishments, and staff.
- work with the Head to develop the website and a broad range of social and digital media interactions to ensure that they represent effective e-communication tools and fit with the wider marketing and PR strategy and positively engage with all audience profiles.
- implement an engagement programme with prospective parents and local community.

## **Performance Measures**

- Increase in enquiries and conversion throughout the pipeline
- Relevant parent survey results
- Annual review to check brand consistency
- Performance of paid campaigns versus budget and prior year
- Improved marketing plan spend efficiency (spend per starter) year on year
- Frequency of posts on target
- Social media and other digital metrics showing continuous positive trend and meeting social media benchmarks and regional averages

## **Events**

Oversee the development and execution of the school event calendar to bring to life the unique identity of the school and showcase the school in the best light possible.

- Oversee the delivery of events to ensure all are executed efficiently and effectively.
- With the Head and academic team, develop and deliver creative themes for major events that bring to life the unique identity of the Abbot's Hill School.
- Under the direction of the Head, run events designed to create a strong positive emotional connection between prospective parents and pupils and the school. This will include:
  - leading on the delivery and evaluation of high quality, inspiring and customer-focussed events, including Open Days/ Mornings, Taster experiences and individual visits, ensuring effective follow up based on families' needs liaising with Heads of Department regarding events, ensuring appropriate support for well-balanced and positive experiences for pupils

- organising the annual Entrance Tests, as well as individual assessment visits, as required
- proactively following up leads from events - analysing the effectiveness of such events in recruiting new pupils to Abbot's Hill and continually refining and improving them
- oversee marketing input and presence at all key school events.
- represent Abbot's Hill at relevant exhibitions locally and nationally as required.
- oversee a streamlined admissions process that is consistent across all sections of Abbot's Hill and provides an engaging experience for parents and prospective pupils.
- gather feedback from prospective parents and any non-joiners
- oversee Abbot's Hill recruitment events, including effective follow up, and implementing a process of continuous improvement
- closely monitor the performance of applicants from different feeder schools, supporting the development of the Feeder School strategy and report to the Head

#### **Performance Measures:**

- Events executed on time and as planned
- No overspend on budget
- Cost savings on specific line items versus prior year
- Feedback from key stakeholders
- Increase in attendance numbers versus prior year
- Social media and other digital marketing benchmarks showing positive trend versus prior year
- Annual review of event collateral

Number of qualified leads versus prior year

### **External Outreach**

- Maintain relationships with key account holders including but not limited to estate agents, feeder schools and local employers, with the intent to build brand awareness and generate enquiries with regular communication by phone, email or in person

#### **Reporting and Data Analysis**

Oversee the Marketing Assistant and Admissions Assistant to maintain accurate data in the school database, enabling responsive decision making through the enrolment process and accurate forecasting during annual planning.

- taking responsibility for the entries on the admissions database, working with the Admissions Assistant to ensure it is accurate and up-to-date at all times and producing regular reports

#### **Outcomes**

On completion of a year in post, we expect that a successful Head of Marketing and Admissions will have:

- managed a successful cycle of Admissions for all entry points demonstrated by the achievement of pupil number and composition objectives and strong relationships with families and feeder schools
- established positive and effective internal relationships with Abbot's Hill colleagues
- overseen excellent data management and documentation on each prospective family and demonstrated a strong capacity for managing and interpreting data

Willingness to undertake appropriate child protection training when required

#### **Performance Measures:**

- Increase in enquiries in line with budget
- Growth in new joiners in line with budget
- Pupil retention in line with budget

- Delivery of weekly KPIs
- Accuracy of 'plan versus actual' in annual enrolment planning

Timely resolution to any issues flagged during weekly audit

## Personal Specification

### Qualifications/Training

- Bachelor's Degree or equivalent - Essential

### Experience/Knowledge/Skills

- Evidence of relevant sales and marketing experience/roles - Essential
- Robust experience in a Customer Service/Sales/Marketing role with demonstrated success in growing/increasing sales in a competitive market - Essential
- Experience of high-level networking to build creative and mutually beneficial relationships that positively impact on strategic and tactical business development - Essential
- Understanding of and the ability to build strong customer advocacy and repeat client loyalty and retention - Essential
- Experience of having worked within a service delivery sector, education sector experience - Desirable
- Strong leadership skills and proven ability to manage a team to achieve and succeed desired outcome - Essential
- Strong analytical skills and proven record of using data and research to support initiatives undertaken - Essential
- Ability to build, manage and motivate cross functional high performing teams - Essential
- Experience in monitoring competitor market activity - Essential
- Experience in using digital and social media trends and tools to influence the sales life cycle - Desirable

### Personal Attributes

- Commercially aware and results driven with good business acumen - Essential
- Curious and creative - Essential
- Self-motivated, flexible and adaptable to different tasks at hand - Essential
- Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure - Essential
- Uses evidence to support arguments or positions taken - Essential
- A strong sense of the 'other' and an ability to empathise - Essential
- Has gravitas that allows him/her to be accepted by other stakeholders at MCS - Essential
- High level of integrity - Essential
- Excellent time management and organisational skills - Essential
- Excellent communicator both oral and written - Essential
- Excellent attention to detail - Essential
- Affinity with and interest in education - Essential



## The Benefits

Abbot's Hill is a caring employer and is fully committed to the development of its staff. The school prides itself on the welcoming and inclusive staff community. The gross annual salary will be competitive and will be commensurate with the experience of the successful candidate.

### Benefits:

- Comprehensive professional development opportunities
- An employee discount platform and EAP
- Pension Scheme
- A private health cash plan scheme, after a qualifying period
- Breakfast, lunch and beverages provided during term time
- Free staff social events
- Free parking

## Application and Recruitment Process

Abbot's Hill is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Abbot's Hill recruits staff that understand and share our commitment to safeguarding and the provision of a happy, nurturing and supportive environment for all members of our community. We act to ensure that no job applicant is treated unfairly by reason of a protected characteristic as defined within the Equalities Act 2010.

All questions regarding the Abbot's Hill School Application Form and recruitment process must be directed to the school's Human Resources Department at [recruitment@abbotshill.herts.sch.uk](mailto:recruitment@abbotshill.herts.sch.uk).

## Application Form

Applications will only be accepted from candidates completing the Abbot's Hill School Application Form in full. CVs will not be accepted in substitution for completed Application Forms.

Application Forms can be completed electronically or in hard copy. Completed application forms should be returned to the HR Department by email: [recruitment@abbotshill.herts.sch.uk](mailto:recruitment@abbotshill.herts.sch.uk).

As jobs within the school involve substantial opportunity for access to children, it is important that you provide true and accurate information on the Application Form. Upfront disclosure of a criminal record may not debar you from appointment as we will consider the nature of the offence, how long ago and at what age it was committed, as well as any other relevant factors.

Please submit information in confidence enclosing details in a separate sealed envelope which will be seen and then destroyed by the Head or the Bursar. If you would like to discuss this beforehand, please telephone in confidence to the Head or the Bursar for advice. Please disclose any unspent convictions, cautions, reprimands or warnings.

Note that the amendments to the Exceptions Order 1975 (2013) provide that certain spent convictions and cautions are 'protected' and are not subject to disclosure to employers, and cannot be taken into account.

Guidance and criteria on the filtering of these cautions and convictions can be found at the Disclosure and Barring Service website.

The successful applicant will be required to complete a Disclosure Form from the Disclosure and Barring Service (DBS) for the post. Additionally, successful applicants should be aware that they are required to notify the school immediately if there are any reasons why they should not be working with children. This includes any staff who are disqualified from childcare or registration.

The Childcare (Disqualification) Regulations 2009 apply to those providing early years childcare or later years childcare, including before school and after school clubs, to children who have not attained the age of 8 and to those who are directly concerned in the management of that childcare.

Abbot's Hill School takes its responsibility to safeguard children very seriously and any staff member and/or successful candidate who is aware of anything that may affect their suitability to work with children must notify the school immediately. This will include notification of any convictions, cautions, court orders, reprimands or warnings they may receive. They must also notify the school immediately if they are living in a household where anyone lives or works who has been disqualified from working with children or from registration for the provision of childcare.

Staff and/or successful candidates who are disqualified from childcare or registration may apply to Ofsted for a waiver of disqualification. Such individuals may not be employed in the areas from which they are disqualified, or involved in the management of those settings, unless and until such waiver is confirmed. Please speak to the Head

or the Bursar for more details.

Failure to declare any convictions (that are not subject to DBS filtering) may disqualify you for appointment or result in summary dismissal if the discrepancy comes to light subsequently.

Abbot's Hill has a legal duty under section 26 of the Counter-Terrorism and Security Act 2015 to have 'due regard to the need to prevent people from being drawn into terrorism'. This is known as the Prevent duty. Schools are required to assess the risk of children being drawn into terrorism, including support for extremist ideas that are part of terrorist ideology. Accordingly, as part of the recruitment process, when an offer is made the offer will be subject to a Prevent duty risk assessment.

If you are currently working with children, on either a paid or voluntary basis, your current employer will be asked about disciplinary offences, including disciplinary offences relating to children or young persons (whether the disciplinary sanction is current or time expired), and whether you have been the subject of any child protection allegations or concerns and if so the outcome of any enquiry or disciplinary procedure.

If you are not currently working with children but have done so in the past, that previous employer will be asked about those issues.

Where neither your current nor previous employment has involved working with children, your current employer will still be asked about your suitability to work with children. Where you have no previous employment history, we may request character references which may include references from your school or university.

You should be aware that provision of false information is an offence and could result in the application being rejected or summary dismissal if you have been appointed, and a possible referral to the police and/or DBS.

**Closing Date: Monday 2 October 2023, 5pm.**  
**Interested candidates should apply as soon as possible.**

**Interview Date: Monday 9 October 2023.**

Applicants will be short-listed according to the relevance and applicability of their professional attributes and personal qualities to the role. Short-listed applicants will then be invited to attend a formal interview at which their relevant skills and experience will be discussed in more detail.

All formal interviews will have a panel of at least two people chaired by a member of Senior Staff. The interviewers involved will be required to state any prior personal relationship or knowledge of any of the

candidates and a judgement will be made by the Head or Bursar as to whether or not an interviewer should therefore withdraw from the panel.

Should the Head or Bursar have a conflict of interest, the non-conflicted party shall decide whether the conflicted party should withdraw from the panel.

All candidates invited to interview must bring documents confirming any educational and professional qualifications that are necessary or relevant for the post (e.g. the original or certified copy of certificates, diplomas etc.)

Where originals or certified copies are not available for the successful candidate, written confirmation of the relevant qualifications must be obtained by you from the awarding body.

All candidates invited to interview must also bring with them:

- A passport, current driving licence including a photograph or a full birth certificate;
- A utility bill or financial statement issued within the last three months showing the candidate's current name and address;
- Where appropriate any documentation evidencing a change of name;
- Overseas candidates must provide evidence of their right to work and reside in the UK in line with current government guidelines.

*Please note that originals of the above are necessary. Photocopies or certified copies are not sufficient. Candidates with a disability who are invited to interview should inform the school of any necessary reasonable adjustments or arrangements to assist them in attending the interview.*

### **Conditional Offer of Appointment: Pre-Appointment Checks**

Any offer to a successful candidate will be conditional upon:

1. Receipt of at least two satisfactory references;
2. Verification of identity and qualifications including, where appropriate, evidence of the right to work in the UK;
3. A satisfactory enhanced DBS check and if appropriate, a check of the Barred List maintained by the DBS.

4. For a candidate to be employed as a teacher, a check that the candidate is not subject to a prohibition order issued by the Secretary of State;

5. Teaching candidates who have lived or worked outside the UK will be required to provide proof of their past conduct as a teacher;

6. Verification of professional qualifications;

7. Verification of successful completion of a statutory induction period (for teaching posts - applies to those who obtained QTS after 7 May 1999) where relevant;

8. Where the successful candidate has worked or been resident overseas within the last ten years, such checks and confirmations as the school may consider appropriate so that any relevant events that occurred outside the UK can be considered;

9. Satisfactory medical fitness;

10. Receipt of a signed Staff Suitability Declaration form showing that you are not disqualified from providing childcare under the Childcare (Disqualification) Regulations 2009;

11. If you are undertaking a leadership role, evidence that you have not been prohibited from participating in the management of independent schools.

It is the school's practice that a successful candidate must complete a pre-employment health questionnaire. The information contained in the questionnaire will then be held by the school in strictest confidence. This information will be reviewed against the Job Description and the Person Specification for the particular role, together with details of any other physical or mental requirements of the role i.e. proposed workload, co-curricular activities, layout of the school.

Abbot's Hill School is aware of its duties under the Equality Act 2010.

No job offer will be withdrawn without first consulting with the applicant, considering medical evidence and considering reasonable adjustments.

## References

We will seek the references referred to above for shortlisted candidates and may approach previous employers for information to verify particular experience or qualifications, before interview.

If you do not wish us to take up references in advance of the interview, please notify us at the time of submitting your application.

All referees will be asked if the candidate is suitable to work with children.

The school will compare any information provided by the referee with that provided by the candidate on the application form. Any inconsistencies will be discussed with the candidate.

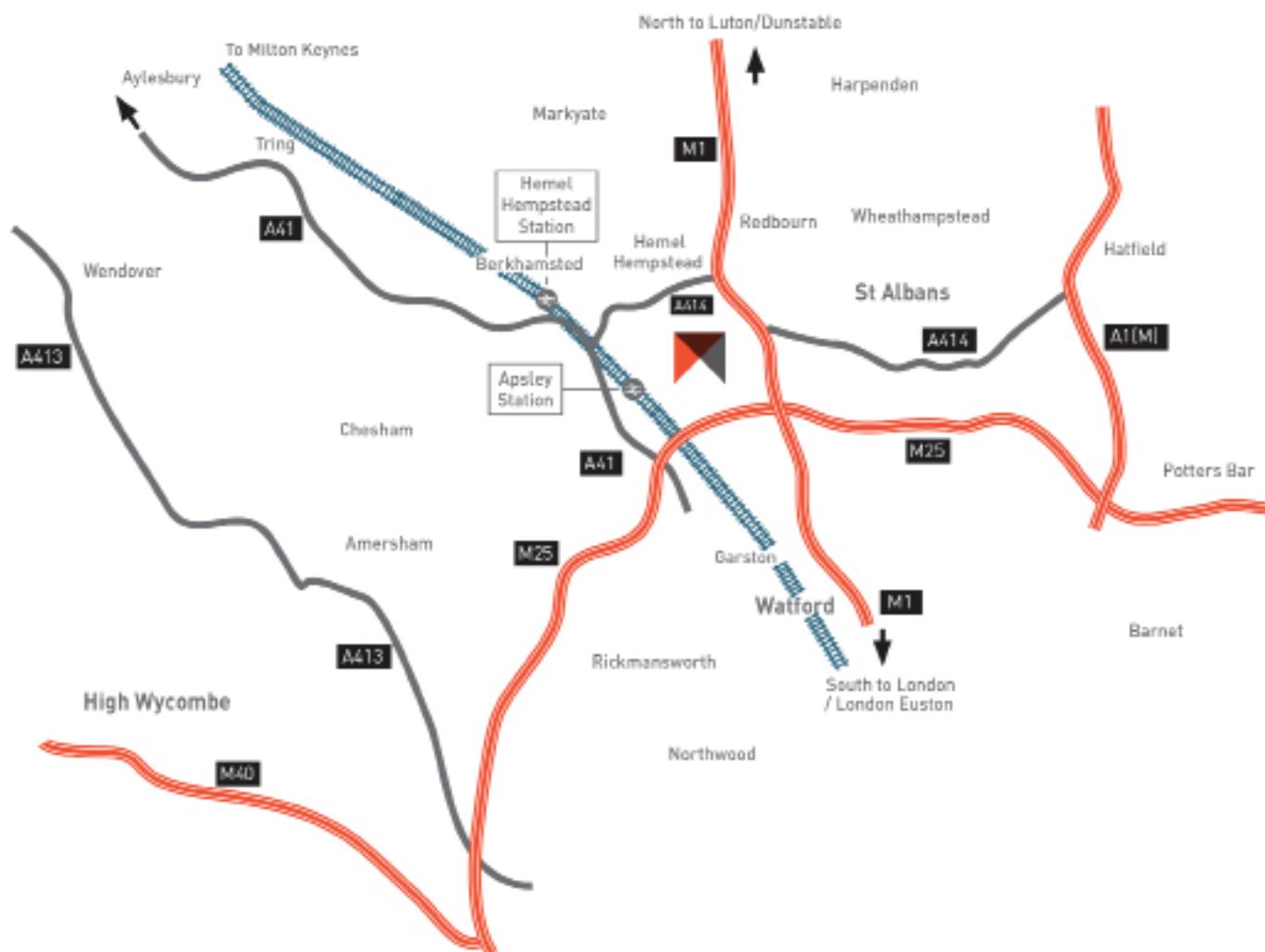
The school will refer to the Department for Education document, 'Keeping Children Safe in Education' and any amended version in carrying out the necessary required DBS checks. The school complies with the provisions of the DBS Code of Practice, a copy of which may be obtained on request.

## Criminal Records Policy

The school will comply with its obligations regarding the retention and security of records in accordance with the DBS Code of Practice and its obligations under its Data Protection Policy.







*Abbot's Hill School is committed to safeguarding and promoting the welfare of children and young people.  
The post is subject to pre-employment checks including an enhanced DBS and satisfactory references.  
Registered Charity 311053.*

*The school's Privacy Notice can be viewed online at:  
<http://bit.ly/AHSPrivacyNotice>  
or via our website.*

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