



Kimbolton School

CAMBRIDGESHIRE



APPLICATION PACK

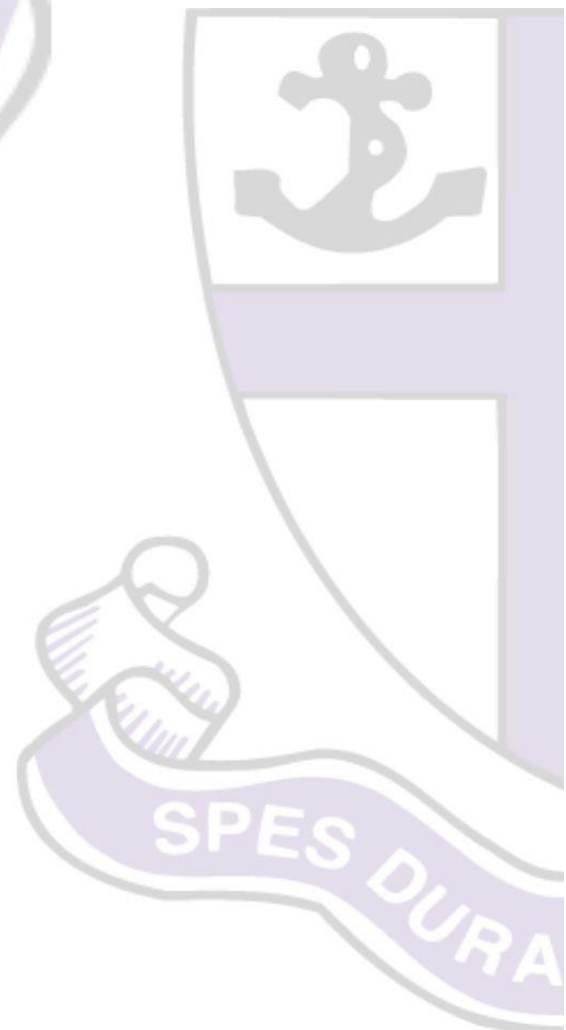
Marketing & Admissions Manager
Required from March 2025

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Welcome from the Headmaster



I'm delighted that you're interested in this important role at Kimbolton School, and I hope this candidate pack answers some of the many questions you will surely have about life here.

Whether you are at the Prep, at one end of the village and our parkland, or the Senior School, at the other, your experience at Kimbolton will be characterised by the same educational ethos: we value character just as much as academic achievement, and we value kindness most of all. To join our school is to enter a friendly and inclusive environment that provides the space and support for children to grow into themselves. Our site is beautiful and safe, with room enough for all our 1,100 pupils to roam, and we are lucky to call Kimbolton Castle and its stunning grounds home.

The most important part of the school is, of course, its people, and you will be welcomed as an old friend by our warm community of pupils and staff. You will find that staff here are well supported and rewarded for their commitment to our pupils, but that what they value most is the camaraderie of supportive colleagues who do not take themselves too seriously.

Kimboltonians are well rounded and have their feet on the ground. They understand the value of hard work, service, and taking failure in their stride. Yet they know how to have fun and they play just as hard as they work - on the sports pitches, on the stage, or just climbing a tree at break time. Their academic results are excellent, too. Our broad curriculum is guided by a desire to see young adults emerge with many strings to their bows and a clear sense of the difference they want to make in the world. Expert staff, who know the pupils as individuals and place their wellbeing first, nurture and challenge them to find their passions and do their personal best.

Kimbolton is, first and foremost, a happy place where every child is valued. I do hope that you will want to join our team.

A handwritten signature in black ink, appearing to read 'Will Chuter', with a long horizontal line extending to the right.

Will Chuter
Headmaster

Recruitment of Staff

Kimbolton School is committed to recruiting, developing and retaining high calibre teaching and non-teaching staff for our outstanding HMC school. All our staff, regardless of role, play an important part in the provision of our first-class education.

Teaching Staff

We employ teachers who are conscientious, imaginative and committed to educating the whole person. Our continuous professional development scheme provides all academic staff with an opportunity to reflect on their practice and continue to develop their teaching and pastoral skills to the benefit of all pupils. We expect teachers to be fully involved in the extra-curricular life of our school too, encouraging pupils in their wider development through music, sport, drama, art, CCF, clubs, societies and trips. Sometimes these are out-of-hours, at weekends or during school holidays.

Non-teaching Staff

Our non-teaching staff fill a wide variety of roles, both part- and full-time and some of them term-time only. They are very much part of our wider team and contribute to, and benefit from, the happy and positive feel of our school.

The School recognises that an important element in safeguarding our pupils is a robust recruitment process that incorporates measures to deter, reject, or identify people who might abuse children, or who are otherwise unsuited to work with them. In addition, recent government guidance, “Safeguarding Children – Keeping Children Safe in Education Sept 2024, specifically Part 3”, as well as specific guidance from the National Minimum Standards for Boarding Schools, help to form the basis of school policy. For further information about Kimbolton School's commitment to Safer Recruitment, please visit our Policies page to read our Safe Recruitment Policy at www.kimboltonschool.com/about-us/policies

You will find in this Application Pack further details about this exciting opportunity to join our friendly and enthusiastic staff team.

Please refer to the Method of Application for details on how to apply. We look forward to hearing from you.





Job Description

Marketing & Admissions Manager

Required from March 2025

The School

Kimbolton School was founded in 1600 and is situated in 100 acres of grounds in the West Huntingdon town of Kimbolton. The School currently educates over 1000 children aged 4-18 in a coeducational, predominantly day environment, although there are up to 60 boarders. The Senior School is located around Kimbolton Castle while the Preparatory School is housed to the west of the village on the original Grammar School site. The School employs approximately 400 staff and also owns a subsidiary company, Kimbolton School Enterprises, which transacts all non-charitable trading activity.

Further information about the School can be found on our website at www.kimboltonschool.com.

Commitment to Safeguarding

Kimbolton School is dedicated to safeguarding and promoting the welfare of its boarding and day pupils, regardless of age, ability, race, culture, religion, sexuality or class. Safeguarding is integrated into the School ethos. It is the duty of all members of staff including full-time, part-time and volunteers, both teaching and support, to play an active role in ensuring the safety and promoting the welfare of the children in the School's care. Safeguarding is everyone's responsibility.

The Department

The Marketing & Admissions Department is a dynamic and integral part of Kimbolton School, responsible for promoting the school's ethos, values, and opportunities to prospective families and external audiences. The department is led by the Director of Marketing & Admissions, who provides strategic oversight and ensures alignment with the school's broader objectives.

Reporting directly to the Director, the Marketing & Admissions Manager serves as the deputy leader, playing a key role in operationalising strategy, managing the day-to-day activities of the team, and driving initiatives to enhance the school's visibility and reputation.

The department includes a team of two staff members, alongside the Manager, working collaboratively to deliver excellence in all marketing, communications, and admissions activities – including playing a proactive role in leading the school's main outreach activities.

Together, the team works to achieve student recruitment and profile-raising goals, ensure smooth admissions processes, and maintain a positive and professional image for the school across all platforms and events.

The Role

These duties are illustrative. Kimbolton School reserves the right to alter the contents of this job description after consultation to ensure they are consistent with the level of responsibility of the role, and to reflect any changing demands.

Principal Responsibilities

The Marketing & Admissions Manager will be responsible for managing both marketing and admissions processes to ensure a seamless and effective journey for prospective families and to enhance the School's reputation. This includes responsibility for ensuring the database is fully utilised, enabling accurate and up-to-date records. Statistics and insights generated in consultation with the Director of Marketing & Admissions will support the school in evaluating and improving strategies. The aim is to secure student enrolment and drive outreach and profile through:

- Building strong relationships with prospective families to provide exceptional customer service.
- Delivering impactful marketing campaigns across digital, print, and multimedia platforms.
- Organising and managing key events such as Open Events, Taster Days, Entrance Exams, and Induction Days.
- Managing feeder school outreach initiatives, including masterclasses and targeted engagement.
- Supporting the Director to manage compliance with UK Visa and Immigration requirements.
- Developing comprehensive reporting mechanisms to assess recruitment and outreach success.

Key Relationships

- Headmaster
- Head of the Preparatory School
- Director of Marketing & Admissions
- Senior Deputy Head and all members of the SLT
- Current/Prospective Parents and OKs (alumni)
- Heads of Department
- Housemasters/mistresses
- Media
- Suppliers
- Feeder Schools
- Overseas Educational Agents

Duties

Strategic and Operational Leadership

- Support the Director of Marketing & Admissions in developing and implementing comprehensive marketing and admissions strategies and plans aligned with the school's mission, values and strategic plan.
- Act as deputy to the Director, taking a leadership role in their absence and ensuring continuity of departmental operations.
- Oversee and manage the day-to-day responsibilities of the Marketing & Admissions team, ensuring high standards and consistent delivery.
- Act as an ambassador for the school, promoting its benefits and building positive relationships with prospective families, feeder schools, and external stakeholders.

Admissions

- Lead on the admissions process from initial enquiry to student enrolment, delivering outstanding customer service to prospective families.
- Build relationships with prospective families, ensuring personalised, swift, and proactive communication throughout the admissions journey.
- Manage the use of OpenApply, ensuring an efficient and user-friendly admissions journey.
- Alongside the Director, ensure compliance with UK Visa and Immigration requirements, serving as the key point of contact for the Child Student visa processes and monitoring policy updates.
- Coordinate and manage entrance and scholarship assessments, liaising with relevant departments to ensure efficiency and accuracy.
- Maintain an accurate and up-to-date Admissions Register and ensure database records are consistently accurate and informative.
- Develop relationships with feeder schools and agents, including attending events, initiating Head-to-Head contact, and implementing feedback systems – both at home and abroad.

Marketing and Communications

- Implement and execute marketing and communications plans to enhance the school's visibility and reputation locally, nationally, and internationally.
- Lead on the design and production of marketing materials, including print, digital, and multimedia resources, ensuring adherence to brand guidelines.
- Manage film production projects, ensuring high-quality content that reflects the school's ethos and offering.
- Develop and lead content for school news, ensuring timely and engaging updates on activities, achievements, and events.
- Oversee the school's website and social media platforms, working to increase engagement and reach.

Events Management

- Lead the planning and execution of key marketing and admissions events, such as Open Events, Taster Days, Entrance Exams, Induction Days, and Interview Days, ensuring they reflect the school's professionalism and values.
- Collaborate with the team to ensure smooth logistics, creative promotion, and effective follow-up for all events.

Reporting and Analysis

- Provide the necessary support and data to enable the Director to monitor and analyse admissions and marketing data to assess the effectiveness of strategies and recommend improvements.
- Provide regular updates and reports to the Director on departmental activities, trends, and outcomes.
- Alongside the Director, monitor trends in the independent school sector, both nationally and internationally, to inform strategy and plans.

Person Specification

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A degree/professional qualification. 	<ul style="list-style-type: none"> • CIM/IDM/CIPR/AMCIS qualification or relevant qualification in marketing, admissions, communications/PR, or a related field.
Skills and Experience	<ul style="list-style-type: none"> • Demonstrable experience in a relevant field, ideally within the education sector. • Proven leadership and team management skills, with the ability to inspire and motivate a team. • Strong organisational and project management skills, with the ability to prioritise and meet deadlines. • Excellent written and verbal communication skills, with attention to detail and an ability to adapt messaging for different audiences. • Proficiency in all areas of admissions and marketing – for example admissions content management systems, and digital marketing platforms, or a willingness to undertake training. • Knowledge of UK Visa and Immigration requirements, or a willingness to undertake training. • A proactive and creative mindset, with the ability to generate innovative ideas and solutions. • A collaborative approach, with strong interpersonal skills and the ability to build relationships across the school community and beyond. 	<ul style="list-style-type: none"> • Familiarity with admissions software, particularly OpenApply. • Experience in website development and management. • Knowledge of the independent school sector and its unique marketing and admissions challenges. • Experience of UK Boarding Schools.
Personal Qualities	<ul style="list-style-type: none"> • Affinity with the school's values and ethos. • Professionalism, integrity, and discretion. • Energy, enthusiasm, and a sense of humour. • Resilience and a solution-focused approach to challenges. 	

Terms and Conditions

Reporting to:	Director of Marketing & Admissions
Accountable to:	Headmaster
Hours of Work:	37.5 hours per week - some weekend and evening work will be required when covering events both in and out of term.
Remuneration:	Salary Scale Point 054 - between £37 – 42k. Dependent upon qualifications, skills, and experience
Probationary Period:	6 months
Pension:	The School offers a contributory pension scheme
Lunches:	All employees are entitled to free lunch in the school dining halls during term time. Time taken for lunch is not paid.
Additional benefits:	Free onsite car parking; free access to a fully equipped Gym and Swimming Pool; cycle to work scheme
Referees:	The names, addresses and telephone numbers of three professional referees are required. Referees will not be contacted without the permission of the applicant.

Method of Application

Please email a letter of application, together with the completed Application Form to:

Human Resources, Kimbolton School, Kimbolton, Huntingdon, Cambridgeshire PE28 0EA at recruitment@kimboltonschool.com.

The closing date for applications is Friday 24 January 2025 at noon.
Interviews will take place on Wednesday 5 February. Two rounds of interviews may be required.

Kimbolton School is committed to the highest standards of safeguarding and implements a rigorous and robust recruitment process that gathers and evaluates child protection relevant evidence about candidates prior to interview. All appointments are subject to satisfactory completion of an enhanced DBS check and proof of right to work in the UK. All applicants are requested to read the [Safeguarding Policy document](#). Please note that Kimbolton School does not have a sponsored Licence to recruit non-UK workers and therefore all candidates are expected to be able to work in the UK.

Notes

The post holder is required to operate within school policies and procedures, including Health and Safety.

Kimbolton School is an equal opportunities employer.

Kimbolton School operates a No Smoking policy on the Estate.

Under the Guidelines Safeguarding Children: Safer Recruitment and Selection in Education Settings June 2005, Kimbolton School reserves the right to request age related information from the candidate.

Kimbolton School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post. It is an offence for any organisation to offer employment that involves regular contact with young people under the age of 18 to anyone who has been convicted of certain specified offences or included on lists of people considered unsuitable for such work held by the Department of Education. It is also an offence for people convicted of such offences to apply for work with young people. The successful candidate is subject to satisfactory completion of an Enhanced Disclosure from the Disclosure and Barring Service before the appointment is confirmed. This check will include details of cautions, reprimands or final warnings as well as convictions. Further information about the Disclosure scheme can be found at www.gov.uk/government/organisations/disclosure-and-barring-service. All employees will be expected to abide by the School's Safeguarding Code of Conduct and will attend Safeguarding training.

A copy of the School's Safeguarding Policy can be found on the website www.kimboltonschool.com/about-us/policies