



WESTHOLME

CANDIDATE INFORMATION PACK
HEAD OF ADMISSIONS
& MARKETING





OUR AIMS

Vibrant, friendly, warm family community where pupils are happy and love coming to school

First-class education of the whole person placing an equal status and importance upon all subjects and activities

Inspirational teaching that inculcates a life-long love of learning and ensures every pupil exceeds their academic potential

Unrivalled holistic educational journey that enables all Westholmians to become the very best, well-rounded version of themselves

Unique workplace-ready philosophy, equipping our pupils with a 21st century skillset, that fully prepares them for life beyond Westholme



CELEBRATING 100 YEARS OF WESTHOLME

This is a momentous year in our history as we celebrate our centenary. In 1923, Emily Singleton pioneered a new type of education in Blackburn. The visionary grit, determination and aspiration shown by her has been a defining characteristic of all Westholmians throughout the last century.

Academic success in the classroom was a given, but the remarkable ethos of Miss Singleton's vision was rooted in developing the whole child – inside and outside the classroom. This is the ethos that still sets Westholme apart as we instil unrivalled holistic excellence 100 years on.



MISSION STATEMENT

Unrivalled Holistic Excellence

WORKING FOR WESTHOLME IS A WONDERFUL EXPERIENCE

Westholme is an incredible School. Pioneering the future of education, it is certainly a very exciting time to join our innovative, close-knit and supportive family of staff.



WESTHOLME

Thank you for considering this role of **Head of Admissions & Marketing.**

Our unique educational philosophy is predicated on providing unrivalled holistic excellence, from 4 to 18 years, placing an equal balance on academia, performing arts, sport, creative arts and technology. A plethora of experiences are offered inside and outside the classroom which fosters kind, confident, well-rounded and happy young people; they really are a joy to teach. One of the most distinctive Westholme hallmarks is the tangible warmth everyone feels from the moment they arrive at our beautiful, picturesque campus with panoramic views of the Ribble Valley – simply a stunning, inspirational and uplifting place to work every day!

Westholme has invested significantly with our newly constructed state-of-the-art Prep for pupils 4 – 11. The first-class facilities on site offer a stimulating environment to provide unsurpassed experiences for all students from 4 – 18 in our full-sized professional theatre; a new music department equipped with recording studio; contemporary INSPIRED Sixth Form; seven modern laboratories that support the three separate sciences; a 20m swimming pool; 7 hard courts for tennis and netball, a floodlit astroturf, sports pitches, and fully equipped sports hall.

The extensive co-curricular provision is the cornerstone of the education ethos with over 100 clubs, activities and societies every week.

Prep pupils are wholeheartedly empowered to exceed their potential through a ground-breaking curriculum, Senior students develop 21st century skills first through an extensive holistic curriculum and in our INSPIRED Sixth Form, currently the highest achieving Sixth Form in Lancashire, students culminate their journey with incomparable 1:1 support, leadership, networking and entrepreneurial experiences.

Westholme is more than a school and if you'd like to join a highly energised and innovative team, we would love to hear from you!

One of the most distinctive Westholme hallmarks is the tangible warmth everyone feels from the moment they arrive.

If you have any questions, or would like an informal discussion, please contact our HR department on 01254 506070.

JOB DESCRIPTION

Head of Admissions & Marketing

JOB TITLE:	Head of Admissions & Marketing
CONTRACT:	Full time, Permanent
SALARY:	Competitive based on experience
REPORTING TO:	Commercial Director

Purpose of the Position

The Head of Admissions and Marketing will be responsible for developing and executing a strategic plan to attract, enrol, and retain students. This role combines leadership in admissions processes with the marketing of the school's brand and reputation, ensuring effective communications to internal and external audiences. The role requires a dynamic, sales-orientated, data-driven, creative individual who thrives in a front of house role. The successful candidate will lead initiatives that engage prospective families and highlight Westholme's ethos, values and brand identity, through effective management of their team.

Key Responsibilities

Admissions:

- Lead and manage the end-to-end admissions process from initial inquiry to enrolment.
- Develop and implement an admissions strategy to meet enrolment targets.
- Manage open days, school tours, taster days, and other events to showcase the school to prospective families.
- Build strong relationships with feeder schools and nurseries to ensure a steady flow of prospective students.
- Monitor and report on key admissions data, identifying trends and opportunities for growth.
- Oversee the admissions team, ensuring a high-quality, responsive service to prospective families.
- Manage all admissions communications, ensuring a personal, professional, and timely approach.
- Work with the Finance team to ensure timely payment of deposits and fees by new students, alongside the allocation of bursaries and scholarships.

Marketing:

- Develop and implement a marketing strategy that reflects the school's values, mission, and vision to attract new students.
- Lead all marketing and communications initiatives, including online campaigns, social media, newsletters, and relevant printed materials.
- Ensure the school's website is regularly updated and reflects the latest news, events, and achievements of students.

JOB DESCRIPTION

Head of Admissions & Marketing

- Oversee the creation of promotional content including videos, online messages and photography.
- Manage the school's branding to ensure consistency across all communications and marketing materials.
- Develop strategies to increase the school's online visibility and engagement with parents and prospective families.
- Build and maintain strong relationships with external agencies and partners to enhance the school's visibility.
- Oversee and lead the marketing team, to ensure alignment with the School's vision.

Leadership & Strategy:

- Collaborate with senior leadership to develop and implement the school's admissions and marketing strategy.
- Attend team meetings and contribute to discussions on strategic growth and development.
- Keep up to date with market trends, competitor activity, and industry developments to refine and improve recruitment strategies.
- Report regularly to the Principal and Commercial Director on admissions and marketing performance.

This list is not exhaustive but rather an indication of the main requirements of the role.

PERSON SPECIFICATION

Head of Admissions & Marketing

EXPERIENCE & QUALIFICATIONS	<ul style="list-style-type: none">• Proven experience in a leadership role within sales, admissions, marketing, or communications.• Strong understanding of admissions processes, student recruitment, and customer service.• Experience managing successful marketing campaigns, both traditional and digital.• Knowledge of data analysis and marketing analytics.• Experience of leading a team and managing multiple projects simultaneously.
SKILLS & COMPETENCIES	<ul style="list-style-type: none">• Experience of leading a team and managing multiple projects simultaneously.• Strong leadership and team management skills.• Strategic thinker with the ability to set clear objectives and drive results.• High attention to detail and the ability to manage complex projects.• Creative flair and the ability to think innovatively.• A good understanding of current trends in the independent school sector.
PERSONAL ATTRIBUTES	<ul style="list-style-type: none">• Highly organised, with the ability to work under pressure and meet deadlines.• A positive, enthusiastic, and results-driven approach.• Commitment to the values and ethos of independent education.• Flexibility to work outside normal hours for events and admissions activities.

DETAILS OF EMPLOYMENT

Head of Admissions & Marketing

The School provides all lunches, tea, coffee etc. and other amenities free of charge.

Applications should be submitted to HR by **Tuesday 15 October 2024**. Interviews to be held **week commencing Monday 21 October 2024**

Applicants who have any questions can email HR: hr@westholmeschool.com

Westholme School is committed to safeguarding and promoting the welfare of children and all staff must share this commitment – please refer to our Safer Recruitment and Safeguarding policies on the website.

Westholme School is committed to equality of opportunity in all areas of its work. All individuals will be treated in a fair and equal manner and in accordance with the law regardless of gender, marital status, race, religion, colour, age, disability or sexual orientation.



WESTHOLME

TO APPLY

Please complete the application form which can be found on our website www.westholmeschool.com or email: HR@westholmeschool.com

TRAVELLING TO WESTHOLME

We are easily accessible on main road networks including the M6 and M61.

Car parking is available on site for visitors.

Westholme
Wilmar Lodge
Meins Road
Pleasington
BB2 6QU
Tel: 01254 506070

