



# Rugby School

## JAPAN

### **Director of Marketing and Admissions For August 2022**

The Rugby School Group's second international sister school opens in Japan in September 2023. Rugby School Japan will be a day and boarding school for 750 students aged 11 to 18 and is now under construction at Kashiwanoha in Chiba Prefecture, 30 minutes by train from central Tokyo. It will offer the full Rugby experience focusing upon the development of the whole person. Students will follow the Rugby curriculum, leading to IGCSE and A-level studies, and aspire to accessing the world's leading universities.

The Founding Principal of Rugby School Japan wishes to appoint a dynamic and inspirational Director of Marketing and Admissions to commence duties in Japan in August 2022.

#### **Rugby School**

Founded by Royal Charter in 1567 during the reign of Queen Elizabeth I, Rugby is one of the world's most famous boarding schools. Today, it educates 850 students aged 13 to 18 and 360 boys and girls in its Prep school. Described by *Tatler* as 'a school at the top of its game,' Rugby's students achieve outstanding GCSE and A-level results within an educational environment where the whole person is the whole point.

The cornerstone of a Rugby education is its focus upon the importance of an all-round education in the tradition of its greatest Head Master, Dr Thomas Arnold (1828-42), who transformed British education in Victorian England and developed the model that many other schools have since adopted. He recognised, as Rugby continues to do today, that education should address the formation of character, going beyond an understanding of

learning as simply the acquisition of knowledge. In the words of the current Executive Head Master of the Rugby School Group, Peter Green: “Our goals are to foster academic excellence, to nurture individual talents, and to equip our boys and girls with the tools to maximise their individual learning. Critical thinking, memory skills, goal setting and the use of new technology are blended with reflection, self-awareness and stillness. And through service we aim to form young people who can contribute intelligently and effectively to the welfare of society. In other words, the whole person is the whole point.”

Rugby’s House structure has been central to its strong sense of community for almost 200 years. Its 15 Houses, led by their Housemasters and Housemistresses, together with a team of Tutors, each have their own unique character and offer a true home away from home. Throughout its 455-year history, Rugby has produced Prime Ministers of European nations, an Archbishop of Canterbury and a Nobel Peace Prize winner. Rugbeians have contributed to stage and screen, to politics, the arts, philosophy, medicine and public life. They have upheld justice as judges and lawmakers, helped to run governments, schools and universities, founded businesses and won Olympic gold medals. During a game of football at the School in 1823, Rugby student William Webb Ellis caught the ball and, ‘with a fine disregard for the rules...took the ball in his arms and ran with it, thus originating the distinctive feature of the rugby game’. In 2023, Rugby will mark the Bicentenary of the game.\

The Rugby School Group is now committed to developing a worldwide family of schools, shaped by Rugby’s distinctive educational ethos, offering girls and boys around the world the opportunity to benefit from a Rugby education. In 2017, its 450<sup>th</sup> year, Rugby’s first international sister school opened in Thailand on a striking 80-acre campus outside Bangkok and now educates 850 students.

### **The role**

We are seeking to appoint a Director of Marketing and Admissions who will provide strategic direction and delivery of the School’s marketing and admissions functions.

This is an outstanding opportunity for a commercially minded, dynamic and creative marketer, who combines demonstrable leadership skills with a track record of success in strategic online and offline marketing communications gained from within or outside the education sector. This role is pivotal to the strategic development of Rugby School Japan.

The Director of Marketing and Admissions will report to the Principal and will be a member of the School’s Senior Leadership Team.

The successful candidate will have the capacity to articulate Rugby’s aims and ethos in a compelling manner. They will foster and develop excellent relationships with feeder school

heads, prospective students and parents, and relevant staff, championing the merits of a Rugby education.

The successful candidate will also devise and deliver the School's marketing strategy. They will understand the current educational landscape in Japan and have knowledge of international student recruitment.

Excellent oral and written communication skills, combined with the ability to form and maintain strong relationships, are essential.

### **Admissions responsibilities**

- Ensure the smooth-running of the Marketing and Admissions Office with clear leadership, motivation and direction
- Be the first point of contact for all Admissions enquiries
- Be active, approachable and an engaging presence with staff, students and parents
- Ensure that the Marketing and Admissions Office is fully integrated and engaged with all aspects of School life
- Use available performance data to refine the School's recruitment and admissions policies
- Be a visible presence at School events
- Provide advice to prospective parents/guardians about the availability of places in year groups
- Provide advice to prospective parents/guardians in relation to entry criteria
- Explain Rugby School Japan's admissions process at each point of entry to prospective parents and students
- Comply with all local and national regulatory requirements in relation to students being offered places at Rugby School Japan
- With the SLT, develop and manage programmes for the award of 11+, 13+ and 16+ scholarships and the School's bursary programme
- Organise testing of all applicants for various points of entry and from a range of feeder schools
- Help to produce regular marketing and admissions reports for the Principal and the Governing Body to inform future pupil forecasts and marketing strategies
- Have a responsibility for ensuring the School adheres to the requirements for the recruitment of overseas students
- Ensure that the School's Safeguarding and Child Protection policies are followed
- Help to ensure the Marketing and Admissions Office keeps an accurate database
- Maintain the school roll and be able to optimise allocation of pupils to Houses in liaison with the Housemaster/Housemistress
- Maintain census information as required by regulatory bodies

- Oversee and ensure the admissions process is timely, effective and efficient manner, and update procedures as required
- Ensure Registration and Entrance Fees are received and accounted for in a timely fashion
- Attend events at feeder schools as well as conferences and exhibitions, both in Japan and overseas
- Develop the School's admissions strategy at each entry point for day and boarding students
- Ensure that the School's scholarship and bursary programmes are well known
- Keep up to date with legislation related to school admissions, ensuring compliance, implementing best practice and disseminating guidance as appropriate
- Analyse prevailing admissions trends to ensure that the School can sustain strong student admissions
- Develop feeder school engagement programmes and help to develop engagement with schools in the local and wider communities
- Liaise as necessary on the administration of entrance examinations

### **Marketing responsibilities**

- Ensure the Rugby School Japan brand is used appropriately and communicates Rugby's aims and ethos
- Ensure consistent implementation of the School's brand guidelines, providing overall editorial and design control across all communications and advertising media
- In consultation with the Principal, prepare the School's marketing collateral
- Lead on the management of the School's website and social media channels, with responsibility for their evolution and accuracy
- Develop high-quality relationships with agencies for international students at the same time as maintaining and seeking fruitful non-agency contacts overseas
- With the SLT, organise open days and visitor events
- Arrange all prospective parent/guardian visits and tours of the School
- Facilitate visits from feeder schools
- In liaison with the Principal, have oversight of the prospectus and other School promotional and advertising collateral, both print and digital, nationally and internationally
- Development and implementation of an effective digital and social media strategy
- Development and oversight of the school's overall events strategy including open days, feeder school events, open evenings, taster events etc. – attending these whenever necessary
- Undertaking market and competitor research and analysis
- Oversight of marketing activity across the School, providing guidance where needed

- Manage and participate in overseas recruitment trips to key markets, as agreed with the Principal, including working closely with overseas agents and/or attending international trade fairs

## PERSON SPECIFICATION

The successful candidate will possess the following knowledge, skills, and personal attributes:

	<b>Essential</b>	<b>Desirable</b>
	<i>These are qualities without which the applicant could not be appointed.</i>	<i>These are extra qualities that can be used to choose between applicants who meet all the essential criteria.</i>
<b>Qualifications</b>	A university graduate with a good Honours degree	A Masters or further degree Evidence of on-going professional learning
<b>Experience</b>	A marketing professional Strong leadership skills and proven ability to manage a team to achieve and succeed desired outcomes	Experience of admissions and/or marketing activities in a school context
<b>Skills</b>	Devising and implementing a marketing strategy to deliver customer targets  Excellent interpersonal, written and oral skills  Ability to organise own workload, prioritise, meet deadlines and work alone or as part of a team  Ability to communicate effectively and appropriately with students, parents, staff and external stakeholders	Admissions database experience  Bilingual in English and Japanese
<b>Knowledge</b>	Excellent knowledge and understanding of how high-performing schools operate	Understanding of the British A Level and IGCSE examination system  Understanding and knowledge of recruitment in an international school setting.

		<p>Thorough knowledge of English regulatory requirements related to National Minimum Standards for boarding schools and Safeguarding and Child Protection</p> <p>Current knowledge of education landscape in Japan and trends in international education</p>
<p><b>Personal competencies and qualities</b></p>	<p>Committed to safeguarding children</p> <p>Culturally sensitive</p> <p>Motivation to work with children and young people</p> <p>Ability to form and maintain appropriate relationships and professional boundaries with children, young people and staff</p> <p>Friendly, open and welcoming</p> <p>Determined and driven</p> <p>Creative and imaginative</p> <p>Committed to professional development and personal growth</p>	

### Remuneration

The remuneration package will reflect the importance of the post and will include:

- A competitive and internationally benchmarked salary
- Fee remission may be available for children of school age

### Application Process and closing date

Please send a recent photograph, a CV and a letter of application of no more than one side of A4 addressed to Mr Tony Darby, Principal, Rugby School Japan, to [principal@rugbyschooljapan.com](mailto:principal@rugbyschooljapan.com) by the closing date.

The closing date for applications is Friday 6 May at 12 noon (early applications are encouraged); Rugby School Japan reserves the right to make an appointment at any stage of the recruitment process.

Interviews may take place either at Rugby School in the UK, in Japan or online.

### **Qualifications, Identification, Health and Background Checks**

Please note that you may be required to bring documentation to the interview providing proof of your identity and qualifications. You may also be required, within the final appointment process, to undergo a health check and relevant background checks as part of the School's recruitment and safeguarding procedures.

### **Child Protection**

Rugby School Japan 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 DBS. In addition, all successful candidates will be vetted in accordance with COBIS, NMBS and KCSiE requirements.

The Rugby School Group Safeguarding Policy can be found [here](#).