



# Cobham Hall

Head of Admissions and Marketing  
**Candidate Information**



A member of The Mill Hill School Foundation and the UK's  
only Round Square boarding and day school for girls



## WELCOME

Dear Candidate,

Thank you for taking the time to consider this important new role at our wonderful school. You will be joining Cobham Hall at a time of growth and development and this role, instrumental to that process, offers a fabulous opportunity for an enthusiastic and collaborative person to be involved in releasing the potential of this evolving school. Cobham is a small school with a supportive and dynamic community where staff are committed to the success of each and every student. Teachers, boarding staff and support staff all work together in uplifting surroundings that inspire our students and staff to be the very best they can be. Our school motto 'there is more in you than you think' applies to everyone who works and studies here.



I look forward to receiving your application.

Mrs Wendy Barrett  
Headmistress, Cobham Hall

Dear Candidate,

Thank you for your interest in Cobham Hall School. It is a very exciting time to work at one of the schools in our Foundation, which now includes five schools, educating nearly 2,000 pupils, a scale of operations that allows us to confidently approach our collective future. Adding Cobham Hall into the Foundation has given us an opportunity for further growth in pupil numbers, as well as the ability to share expertise across educational and support areas.



There is a particular opportunity to develop Cobham Hall as an alternative sixth-form option for the boarding pupils who leave our international school after GCSE. We also see huge potential for Cobham Hall to grow its day pupil numbers, and a marketing plan has recently been created to enable this. The Head of Admissions and Marketing will therefore join at the start of a new era for the School and will relish the challenge of growing the pupil roll for this fabulous school; in this challenge they will be very well supported by colleagues across the Foundation.

Regards  
Antony Spencer  
CEO, The Mill Hill School Foundation

## THE OPPORTUNITY

This is an exciting opportunity to join Cobham Hall School as it embarks on a new phase of development, investment and growth, having become part of The Mill Hill School Foundation in March 2021. The School is seeking an outstanding Head of Admissions and Marketing to join the Senior Leadership Team and take a lead role in shaping the future of this highly respected school. Reporting to the Headmistress and working in collaboration with the Foundation's central admissions and marketing teams, you will have responsibility for the end-to-end management of student recruitment for the School, from local marketing and enquiry generation through to pupil admissions, enrolment and induction.

The ideal candidate will be a dynamic and ambitious self-starter with the drive, passion and insight to make a big difference in a small school. We are looking for an experienced professional with a strategic eye and marketing focus who also loves to be customer-facing and hands-on with prospective pupils, parents and the school community. You will have a demonstrable track record in admissions management and/or marketing within the independent schools' or education sector, or in a front-line customer services role in a relevant commercial organisation.

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*"Pupils are educated to a high standard and excel in extra-curricular activities fulfilling the school's aim to develop each pupil's potential in and out of the classroom."*

- ISI Report-

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# THE SCHOOL

Cobham Hall is an independent boarding and day school for girls aged 11 to 18. The School is housed in a beautiful Grade 1 listed Tudor mansion which was at one stage home to the Ashes of cricketing folklore. Located in the pretty village of Cobham, on the edge of the Kent Downs, An Area of Outstanding Natural Beauty, the School is set in 150 acres of tranquil 18th Century parkland. Cobham Hall enjoys an idyllic rural setting but has excellent transport links. Nearby Ebbsfleet International Station provides frequent services to London with a 17-minute journey time.

The School was founded in 1962 and became a member of the Round Square network in 1971. The School is unique in being the only independent all-girls Round Square School in the UK which takes both boarding and day pupils. Round Square schools share the philosophy that education is more than just textbook learning. It is about personal development, global understanding, and the importance of compassion. The Round Square IDEALS are central to the school's ethos, helping each student to realise that "there is more in you than you think": the School's motto.

The School's aim is to ensure that students leaving Cobham Hall are young individuals who can step into the world with confidence in their abilities, who are eager to embrace opportunities and excited to make the next step in their learning journey. There is a high commitment to the personal wellbeing of each student and Cobham Hall is recognised as a leading innovator in this area. Small class sizes ensure that each student is supported on their educational journey and enables lessons to be dynamic and engaging.

The Headmistress, Mrs Wendy Barrett, has a long association with Cobham Hall and took up the role in 2020 having previously held the post of Deputy Headmistress for three years. Under her guidance, the School has developed an ambitious strategy to drive both growth and standards at the School, and ensure that students leave with the academic and character skills necessary to adapt to, and thrive in, an ever-changing world.



# THE MILL HILL SCHOOL FOUNDATION

In March 2021, Cobham Hall School became the fifth school in The Mill Hill School Foundation, an educational charity now responsible for educating around 2,000 students. The other four schools are based in Mill Hill, North-West London, comprising Grimsdell (pre-prep), Belmont (prep), Mill Hill School (senior day and boarding) and Mill Hill International (Years 9-11, mostly boarding).

The merger has opened up new opportunities for investment and collaboration at Cobham Hall and the School is currently consulting parents on the introduction of boys into the Sixth Form but will remain all-girls for Years 7 to 11. The strategic plan for Cobham Hall is to gradually grow student numbers, adding around ten extra boarding and five extra day students per year. From a current roll of 140-150, there is capacity for between 250 and 300 students, with much of the growth anticipated to be in the Sixth Form. With the marketing and financial support of the wider Foundation, these plans are highly realistic.

For further details about Cobham Hall and The Mill Hill School Foundation, please refer to the School's website at: [cobhamhall.com](http://cobhamhall.com) and the Foundation's website at: [millhill.org.uk](http://millhill.org.uk)

Full details of Cobham Hall's most recent inspections are also available on the School's website.



## THE ROLE

Reporting to the Headmistress and working as part of the Senior Leadership Team, the key focus of the role will be to develop and implement a strategy for steady growth of student numbers that ensures attraction, recruitment and retention of students. In a small school environment, this is a hands-on, customer-facing role, ensuring a highly personalised and efficient admissions service to all prospective pupils and end-to-end management of all admissions procedures from enquiry to enrolment.

The Head of Admissions and Marketing will be supported by a Marketing and Admissions Assistant based at Cobham Hall and the central marketing and admissions teams at the Foundation, which includes an international recruitment team responsible for attracting international boarders to the three boarding schools in the Foundation. This team carries out most overseas visits to agents and fairs and is the initial point of enquiry from agents and international families, directing the enquiries to the most appropriate school for the next stage of admission. The Head of Admissions and Marketing at Cobham Hall will work closely with this team to complete the recruitment of new boarders. You will also be a core member of the Foundation's marketing group.

The recruitment of day students will be a key focus for the Head of Admissions and Marketing, and you will take the lead in developing and implementing a marketing and admissions strategy to attract local applicants. There is a dedicated local budget and marketing plan, and the Foundation's central marketing team is available to support with web, digital, brand, design, print and content requirements to support events and campaigns.



# KEY RESPONSIBILITIES

## Strategy and Planning:

- Work with the Headmistress and central Foundation team to develop the marketing and admissions strategy for the School, in line with the School's strategic objectives and targets

## Admissions Process and Administration:

- Be responsible for the delivery of the admissions objectives and targets as part of the wider marketing and admissions strategy
- Be the primary point of contact for all matters relating to admission to the School
- Ensure all incoming enquiries by phone, email, visits, and brochure requests are managed in an efficient, friendly and timely manner
- Organise individual visit programmes, school tours, taster stays and entrance exams
- Administer all registrations, offers, reference requests, acceptances, and deposit payments
- Keep the Headmistress regularly updated on all enquiries, offers and acceptances of places
- Organise and administer an effective induction and communications programme to support the smooth transition of new students into the School
- Work closely with the School's data manager and the Foundation's International Marketing Team to ensure accurate records are maintained and up to date
- Maintain a database for leavers and new joiners and keep records of notices
- Manage the admissions systems and make recommendations to improve processes and efficiency
- In collaboration with the Foundation's international recruitment team:
  - Ensure the achievement of the international boarding target year-on-year
  - Work closely with the School's specialist visa providers to oversee the visa application process for sponsored international students

## Marketing and Event Management:

- Work with the Headmistress to develop, execute and monitor the local marketing plan as part of the wider marketing and admissions strategy
- Plan and manage a programme of open events, attending in a 'front of house' capacity, speaking as required on the admissions process and ensuring timely follow-up of attendees

- Develop and coordinate a feeder school engagement programme
- Develop and maintain a detailed knowledge of feeder and competitor schools
- Maintain regular and personal contact with schools, attending events and supporting Head-to-Head contacts
- Plan and manage a programme of communications and events with senior staff to maximise retention of pupils in key transition years
- In collaboration with the Foundation Marketing Team:
  - Develop and implement the communication and marketing strategy to raise awareness across internal and external markets
  - Develop an effective digital and social media strategy, including oversight of the Cobham Hall website
  - Ensure all marketing materials and admissions communications are regularly refreshed and updated

## Stakeholder Relations:

- Work with the Headmistress to ensure that all members of staff are aware of their role in attracting, converting and retaining students and are actively and appropriately engaged in all activities
- Work closely with staff responsible for commercial activities to develop opportunities for student recruitment
- Develop relations with alumni to support effective recruitment of new students

## Management and Reporting:

- Manage the Marketing & Admissions Assistant to ensure effective delivery of local and internal marketing and admissions objectives
- Manage the department budget to ensure admissions activities are meaningful and effective
- Keep accurate and up to date records of new admissions, places available, waiting lists, registrations and offers across all year groups
- Work with the School's Data Administrator to maintain the School Management database with all admissions data, reporting to the Senior Leadership Team on Key Performance Indicators at each stage of the admissions process
- Provide analysis and forecasting of international student numbers in collaboration with the International Marketing Team including the monitoring of student recruitment

This list of duties and responsibilities is not exhaustive and includes any reasonable additional request which assists the smooth operation of the department.

# THE PERSON

The successful candidate will be an experienced admissions, marketing or customer service professional keen to take a central role in the life and future of a small school with big ambitions. You will thrive on the opportunity to both define a clear strategy and deliver the plan with a hands-on, customer-centric approach.

The Head of Admissions and Marketing will be a key public face of the School and we are looking for a great communicator who will have the confidence and presence to engage a wide range of stakeholders, including prospective families, feeder schools and agents, as well as staff, parents, pupils and alumni within the School.

## Qualifications and Experience:

- Educated to degree level or equivalent
- Experience in admissions management and/or marketing within the independent schools' or education sector, or in a front-line customer services role in a relevant commercial service organisation
- Experienced leader and manager with a hands-on attitude to work and strong attention to detail
- Proven experience of effective customer care, together with a demonstrable understanding of the principles of customer care within the education or independent schools' market
- Demonstrable marketing and communications skills including web and social media experience
- Strong analytical skills and proven record of using data and research to inform strategy, support planning and monitor effectiveness
- Demonstrable experience of engaging and building relationships with stakeholders to build positive and proactive relationships with customers and influencers

## Key Skills and Abilities:

- Strategic planning, budget management and reporting
- Skilled in the management and motivation of others
- Excellent verbal and written communication skills
- Strong interpersonal skills - able to interact well with people at all levels
- Highly organised with a strong attention to detail
- The ability to manage a diverse workload and deliver to deadlines

- IT literate with a sound working knowledge of databases and CRM systems
- Competence in managing and using web, digital and social media channels
- Able to act as a highly credible ambassador for the School

## Personal Qualities:

- Energy, resourcefulness and passion to lead a first-class admissions service
- Confident and engaging with a warm, approachable and empathetic manner
- Intelligence, tact and credibility to represent the school at all levels and to a variety of audiences, both internal and external
- Self-motivated to set and achieve goals
- Flexible and adaptable to different tasks at hand
- High work standards and attention to detail
- Calm working under pressure, robust and able to tackle issues head-on
- High level of integrity

## Other:

- Genuine interest in educational issues and empathy with the independent education
- Commitment to the school's ethos and to be an integral part of its community
- Commitment to promoting and safeguarding the welfare of children
- Commitment to equality, inclusion and diversity



# SALARY AND BENEFITS

**Job Title:**

**Head of Admissions and Marketing**

**Salary:**

The salary will be in the region of £45,000-55,000 per annum, depending upon skills and experience.

**Fee remission:**

The School offers generous fee remission for the children of staff.

**Hours of work:**

Indicative hours are 8.30am to 5.00pm, Monday to Friday.

However, this is a senior role and the post holder will be required to work additional hours as are necessary for the proper performance of his/her duties which will include some evening and weekend work.

Flexibility in the working pattern may be considered for the right candidate.

**Holidays:**

The annual holiday entitlement is 25 days, normally to be taken during school holiday periods, plus Bank Holidays.

**Pension:**

Employees may join a contributory pension scheme, currently operated by Standard Life.



# APPLICATION PROCESS



Interested candidates are invited to contact RSAcademics to arrange a confidential discussion with **Nina Lambert, Head of Marketing Search:** [ninalambert@rsacademics.com](mailto:ninalambert@rsacademics.com)

**The deadline for receipt of applications is 10.00am on Monday 14 February 2022.**

## You should submit:

- A completed application form (available from [rsacademics.com](http://rsacademics.com)).
- A covering letter addressed to the Headmistress, Mrs Wendy Barrett. The letter should explain your reasons for applying and outline your suitability for the role.

## Applications should be made electronically to RSAcademics.

To submit your application please upload your documents according to the instructions on [rsacademics.com](http://rsacademics.com). If you have any questions about uploading your application documents, please contact Alison Hooper, Project Coordinator, at: [applications@rsacademics.com](mailto:applications@rsacademics.com). Alison can also be reached by calling our Head Office on +44 (0)1858 383163.

## The process is as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact our Head Office by telephone
- Selected candidates will be invited for a preliminary interview with RSAcademics via Microsoft Teams on either Wednesday 16 or Thursday 17 February 2022
- First round (longlist) interviews will be held at Cobham Hall on Thursday 3 March 2022
- Final (shortlist) interviews will take place at Mill Hill School on Friday 11 March 2022

RS Academics is committed to promoting diversity and inclusion in schools.

Cobham Hall School is an equal opportunities employer. The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. The successful applicant will be subject to an enhanced disclosure through the Disclosure and Barring Service.

## About RSAcademics

Founded in 2001 by Russell Speirs, RSAcademics has advised and supported over 700 schools and educational organisations in the UK and worldwide. Through our working partnerships with heads, leadership teams, boards, staff and parents, we specialise in supporting schools in five main areas: strategy, marketing and research; equality, diversity and inclusion; operational improvement; leadership and governance and philanthropy. We enable schools worldwide to thrive, by finding and developing senior leaders, guiding decision makers, making connections and shaping debate. We are known for the calibre and spirit of our people. We exist entirely to serve schools because we believe that the world needs thriving schools. Please visit [rsacademics.com](http://rsacademics.com) for more information.

Because the world needs schools to **thrive**



There is more in you than you think

 Mill Hill



 Cobham Hall

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