



January 2018

## Registrar and Marketing Officer

Dear Applicant,

Thank you very much for your interest in the above post – a wonderful opportunity to join our school as it continues the exciting venture of extending our provision to Year 11.

Holme Grange is a flourishing School - an educational trust, we are a day, co-educational School of around 476 children aged from 3 - 16 years old. From September 2015 we admitted our first Year 9 pupils to the school - our pioneers who will forge the way for future cohorts as they progress towards their GCSEs at Holme Grange. The growth of the school since making this decision has been reflective of the success and popularity of the school, with three forms entering Y7 within three years of extending the age range of the school.

This is a fantastic opportunity for someone with the relevant experience to use their skills to support the growth of the school, the successful candidate who will make a significant contribution to the future success of the school. Marketing and Admissions is, of course, the introduction to our School, the beginning of every pupils' journey, and central to our success. The Registrar and Marketing Officer will play a pivotal role in promoting the School locally, developing and manage campaigns and initiatives to meet and exceed enrolment and progression targets. If you believe you have the experience, ideas and enthusiasm to meet this exciting new challenge, we look forward to hearing from you.

The School is set in 21 acres of beautiful Royal Berkshire countryside with some excellent teaching and sporting facilities. Over recent years we have extended the facilities with the addition of a further science laboratories, food technology room, a number of additional classrooms, as well as a theatre, music school and drama suite. We also have new dining facilities and specialist teaching areas. We have three Forest School sites and our TLC Hub (teamwork, Leadership and Communication) provides a valuable resource for outdoor learning and teambuilding opportunities across the School. A prospectus is available and you can also view the School on [www.holmegrange.org](http://www.holmegrange.org)



*“I would say that Holme Grange is the John Lewis of schools. They do what everyone else says they do, but they do it all at a very high level, with very enthusiastic staff... The teachers are quite inspirational....” Comment from a Holme Grange Parent*

The School’s aim is to provide a well-balanced education in order to make learning fun and enjoyable. Holme Grange prides itself on developing pupils’ potential. By the time a child leaves we hope to have given each one an all-round education encompassing academic, sporting, musical, artistic and technological skills. Holme Grange is small enough for all children to feel fulfilled and encouraged so as to develop self-confidence and self-esteem. We provide our pupils with a toolkit to live their lives and when they eventually enter the adult world, we can be confident they will do so well prepared with a real life foundation for every challenge they will face.

In order to learn, children must be happy and feel secure in their environment. Holme Grange School is full of happy children and the environment is caring but still allows children the freedom to develop as individuals. The ethos throughout the school is one of warmth and friendliness. Pupils are encouraged to take responsibility for their own learning, develop good work habits and gain a sense that learning can thrill and invigorate.

We have innovative, forward thinking staff with an understanding of how children learn. We are looking for someone to join us, who is willing to contribute and adapt to our changing and developing school. Life in our school is a journey of exploration, and discovery. Academic standards are excellent. We are proud of our academic reputation as well as the opportunities we provide for each child to achieve across the whole curriculum. We provide opportunities for children to achieve success in all areas of the curriculum and we always celebrate their achievements.

In November 2013 Holme Grange School was successful in achieving the prestigious NACE Challenge Award for Able, Gifted and Talented Pupils and we were re-accredited with the Award in 2017. Only a few schools nationally reach this high standard. This Award is given for high quality work by the whole school, teachers and governors, in challenging all pupils, including those with high abilities, to achieve their best. We have a diverse school community, there is no typical Holme Grange pupil; all are valued individually by our qualified and committed staff. However, they are all dedicated young people who strive to succeed in all that they do and are passionate about challenges facing young people today. The outstanding quality of care at Holme Grange enables pupils to grow in an atmosphere of tolerance and understanding and leave equipped with the confidence, aptitude and skills and knowledge they need for life and for work. We recognise that all children have talents, and every child is encouraged to realise their true potential, whatever that may be, in whatever area of school life. We demand and set high standards, and our children respond by always giving of their best. We have a wide spread of ability within the school but never underestimate what any child can achieve. In January 2015 we were inspected by ISI and achieved an ‘Excellent’ grading for all areas of the School’s operations.

Our staff set high standards of themselves and our pupils. If you are dedicated and energetic we offer a delightful working environment which is well resourced. Professional development opportunities are available and encouraged. The aim of the Registrar and Marketing Officer is to provide a high quality marketing and admissions service to support the strategic development of the School. The team includes the Heads PA, who has managed all admissions procedures to date and a



Marketing Manager who works part time and has also been responsible for the promotional material and branding of the School materials. The School web site is currently under review and is regularly upgraded and remodelled as requirements demand within a rapidly changing School environment. The successful applicant will also be responsible for identifying marketing opportunities and implementing plans to generate student recruitment for the entire school, from Nursery to Year 11, with a particular focus on the senior end of the School. The School currently has waiting lists in many year groups and wish to build this across all areas of the School.

As a central department within the school, the team works with a huge variety of stakeholders. There is enormous scope to develop new recruitment initiatives and creativity is welcomed. The role also involves attending nationwide conferences with Admissions, Marketing and Development in Independent Schools (AMDIS), Institute of Development Professionals in Education (IDPE) and other appropriate Association events with IAPS and ISA.

### **Applications**

We are seeking to appoint an experienced, Registrar and Marketing Officer with vision and energy to help write the next chapter for our excellent, unique School. Holme Grange aims to provide an outstanding all round education for its pupils. The School is a charitable trust overseen by a board of Governors. The new Registrar and Marketing Officer is a key appointment within the school, reporting to the Head.

We are looking to appoint an inspiring individual to refresh and renew the Holme Grange visual and PR image alongside the marketing team while bringing new energy and ideas to the school recruitment. The successful applicant will be a graduate with experience ideally within the independent school sector. We are looking to find a strong, dynamic team player who will ensure that Holme Grange stays true to its unique nurturing ethos while bringing imagination, innovation and vigorous new marketing and pupil recruitment ideas to this very special School.

There will be a need to keep abreast of current educational thinking. An important part of the Registrar and Marketing Officer's role is proactive maintenance of good relations with nurseries, prep and 6<sup>th</sup> Forms. The Registrar and Marketing Officer's first responsibility is to develop and execute all aspects of marketing, PR and communications requirements of the school with regard to pupil recruitment. In addition the management of the admissions policy and non selective entrance procedure. There is a need to keep abreast of current educational thinking. The Registrar and Marketing Officer should also maintain good relationships with parents, the local community, professional bodies and former pupils. Responsibilities will include overseeing the Admissions Process with the Head's PA. There is a need to ensure that appropriate systems are in operation in accordance with the statutory regulatory requirements. The Registrar and Marketing Officer will report to the Head and work with the Senior Leadership Team currently comprising the Head, Deputy Head, Head of Eaton Grange, Head of Prep, Head of Pre Prep, Finance Officer and Estates Manager.





The successful applicant will be have excellent interpersonal and team-working skills. If you are dedicated and energetic we offer a delightful working environment. Professional development opportunities are available and encouraged.

### Application

**Holme Grange School is committed to safeguarding and promoting the welfare of children and expect all staff and volunteers to share this commitment. The successful applicant will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS) and Prohibition Check.**

Pre-application visits welcomed. Full details and application forms are available and can be obtained from the school website at [www.holmegrange.org](http://www.holmegrange.org) or by telephoning 0118 978 1566. Applications will only be accepted by application form which should be submitted with a hand written letter of application to the Headteacher – Mrs C Robinson.

### Interviews

The closing date for applications is **Monday 5<sup>th</sup> March 2018** and interviews will be on the **Monday 12<sup>th</sup> March 2018**.

Yours sincerely,

Mrs C Robinson  
Headteacher

