



Director of Admissions, Marketing and Communications

Circa £70,000 + generous
benefits package



Ampleforth College



A Letter from the Head, Robin Dyer

Thank you for your interest in this role. I hope after reading through this information for applicants you will understand why, after 17 years of school leadership and 33 years of teaching, I was persuaded to put my plan to retire to Cornwall and the South of France on hold and become the Head of this wonderful school. It is an opportunity I approach with enormous excitement. On its best day, Ampleforth leads the way in education in this country and I want those best days to be the norm.

Ampleforth's charms are immediate and difficult to resist. The College itself is beautiful beyond compare, with the Abbey at its core and set in the beautiful 'valley.' Once you have absorbed the surroundings, you cannot help but be infused with the ethos, traditions and the history of the College, which are grounded in the Benedictine values that are central to the culture of this place. We can of course interpret the words as we wish, but the values of the school are central to all that we do. For my part, I trust that all staff are attentive to the needs and demands of all students and parents, and furthermore that students are properly **attentive** to their own needs and those of others.

I trust that staff are **hospitable** to students and parents as is appropriate, and that students have a social life that is warm and friendly. I trust that staff take responsibility for the learning and welfare of all students; good **stewardship** is vital in a boarding environment. I trust that staff **respect** students and parents and in turn be respected for their efforts, and that students respect their environment, their opportunity to learn and grow and, most importantly, each other. Finally, I trust that as a result of this approach the community as a collective, and as individuals, will have **integrity** and a sense of happy **equilibrium**. These values are indeed a Compass for Life, when properly lived minute by minute, and day by day; this has been tried and tested successfully for the benefit of generations of Amplefordians.

My commitment to this community, while I am its Head, is that we will strive, with clear leadership, energy and resolve, to reconnect with these values so that we truly live them. It is imperative that we embrace change where it is needed, but these values do not alter, and I know that reconnecting with them will ensure that the problems of the recent past will become a distant memory. It is a very exciting time for the College: having learned from mistakes of the past, it can look out upon an educational vista, inspired by the richness, breadth and depth of the Benedictine values.

In turn, each student is able to fulfil their academic potential, to explore to the full the extraordinary co-curricular opportunities of this boarding environment, and to acquire, through excellent pastoral support and spiritual guidance, greater self-awareness, confidence, resilience and empathy for others. This will be an extraordinary journey for each Amplefordian; it is the joy of being a teacher that you can, working closely with parents and other staff, create and witness an almost magical transformation. This is our mission.

Ampleforth College provides a unique educational opportunity that genuinely provides for students a compass that will remain their guide for life. The new Director of Admissions, Marketing and Communications will have a crucial role to play in shaping the future and communicating all that Ampleforth has to offer to the wider world. This an exceptional opportunity for a gifted communicator to have a profound impact within a very special community. I hope, like me, you will find this an irresistible proposition and look forward to receiving your application.

Robin Dyer
Head

About Ampleforth

Founded in 1802 and situated within 2,000 acres of stunning North Yorkshire countryside, Ampleforth College is a coeducational boarding school educating students aged 11 to 18 within a Benedictine community of faith and scholarship. Most students are full boarders, joining the school from Yorkshire, across the UK and around the world.

Ampleforth welcomes students with a range of abilities and the College is proud of its academic excellence. Students continue to perform significantly above expectation and Ampleforth offers a system of dedicated tutors for each student to ensure their progress.

Ampleforth provides extensive opportunities for the broadest possible range of co-curricular activities. The College's first-class facilities are backed up by expert staff who ensure that the students get the most out of them. Ampleforth also runs a variety of service projects for Year 12 students every Friday afternoon where they help on the estate, in local charity shops and care homes.

In 2018, Ampleforth College underwent a full governance review and in October 2018 a framework agreement was signed between the St Laurence Education Trust (SLET), which is the proprietor, and the Ampleforth Abbey Trust which ensures that the Trusts operate as independent charities with clarity of responsibilities and boundaries. The agreement places the highest priority on the safeguarding of students.





The Role

The Director of Admissions, Marketing and Communications is a senior role and the postholder will be a member of the school's Senior Leadership Team alongside the Head, Deputy Heads (Pastoral and Academic), the Designated Safeguarding Lead, Dean and Bursar. The postholder will have responsibility for all aspects of marketing, communications and pupil recruitment for the College and will provide a strategic lead on marketing and communications for the Benedictine community of Ampleforth Abbey.

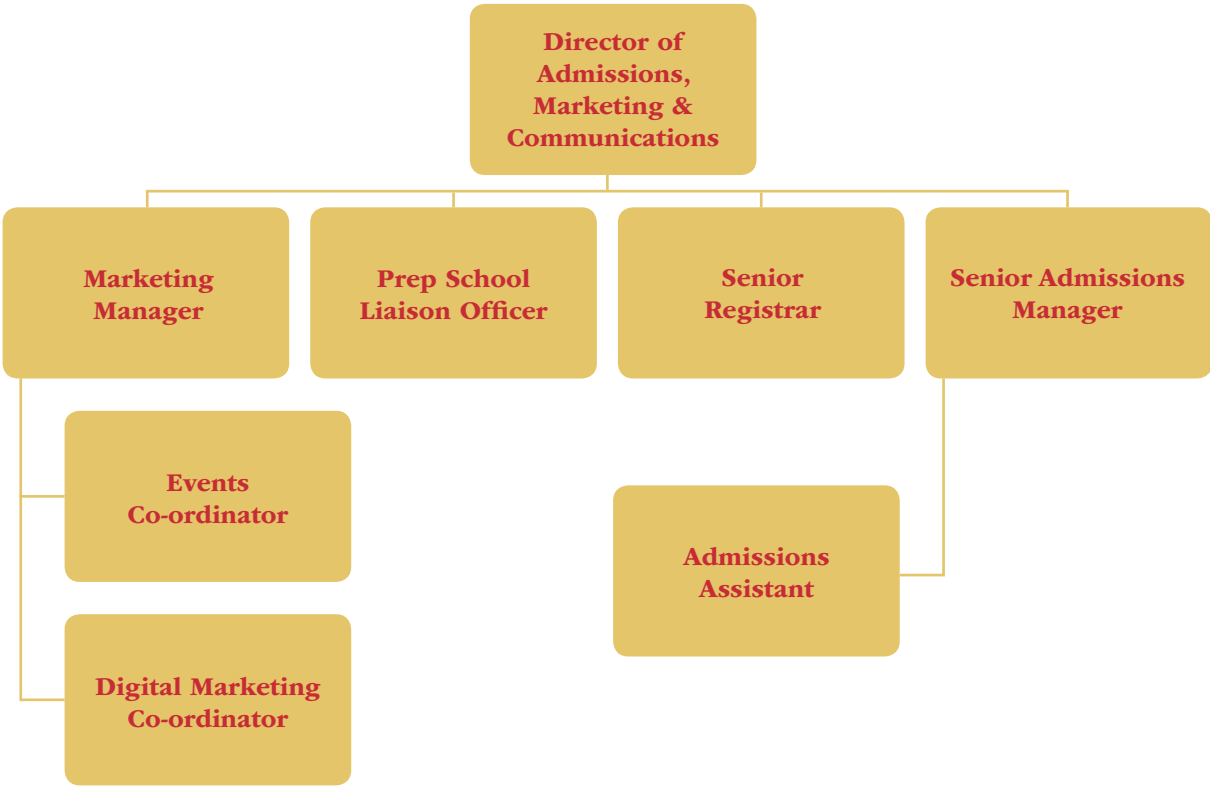
Candidate Profile

The successful candidate will have significant strategic leadership experience in communications, sales and marketing within an educational context or will be able to demonstrate highly developed skills which will transfer successfully into the Ampleforth community. Empathy with the College's Benedictine ethos and an ability to translate this into effective communications with prospective students and their parents is essential.

The Team

Ampleforth College has a strong team of admissions and marketing staff who look forward to welcoming an experienced colleague who will provide strategic

direction for their work as a team and will also encourage their individual development. The team structure is as follows:



Additional administrative support is also provided via two dedicated members of staff within the Head's PA's team. The postholder will also work closely with The

Trust's Director of Development, Sue Fisher, and her team.





Key Responsibilities

Strategic leadership of admissions, marketing and communications

- Working with the Head and Senior Leadership Team, develop a comprehensive strategy and appropriate action plans to present and promote Ampleforth to a broad range of stakeholders, focusing particularly on prospective students and their families
- Lead the Admissions Team in providing excellent service to prospective pupils and their parents, nurturing relationships and communicating effectively with families at every stage of their application
- Effectively structure and deploy the marketing and admissions budgets, monitoring the results of all marketing and admissions activities and employing appropriate methods to measure their effectiveness.

Admissions

Strategic management of the admissions process

- Direct the effective, efficient and customer-focused management of all enquiries from first contact with the school, through visits, to registration, assessment and admission
- Ensure the appropriate use of databases and other systems to develop a student-centred approach that reflects Ampleforth's values

- Ensure that accurate information about prospective students is available to all colleagues, across the academic, pastoral and finance teams
- Ensure effective management reporting of admissions activity to enable accurate projection of pupil numbers and to facilitate financial forecasting

Developing networks

- Build relationships across the wider Ampleforth network as part of structured, professional development of parent interest and pipeline management

International recruitment

- Plan and oversee a programme of attendance at student recruitment fairs in the UK and overseas, working effectively with existing agents and making links with new agents as required
- Devise a programme of communication with agents to provide regular updates about the students they have placed as well as general news from Ampleforth.
- Ensure regulatory compliance for the recruitment of all international students
- Attend international recruitment events as required

Marketing

Promotional and recruitment activity

- Working closely with the Marketing Manager, develop effective student recruitment campaigns locally, nationally and internationally at all points of entry: 11+, 13+ and Sixth Form, ensuring that Ampleforth's distinctive values and ethos are communicated authentically in all markets

Management of relationships with feeder schools

- Working with the dedicated Prep School Liaison Officer, build up an awareness of current feeder and competitor schools locally, nationally and internationally, and identify future potential feeder schools.
- Working with the Events Co-ordinator, develop a comprehensive programme of outreach and in-reach events for feeder school pupils which demonstrate the full range of Ampleforth's academic and extra-curricular provision and make the most of its unique setting
- Ensure that all feeder schools are informed of their former pupils' progress

Market research, analysis and trends

- Keep up to date with trends and developments in both independent and boarding education locally, nationally and internationally.
- Monitor competitor activity and commission research as required to ensure that Ampleforth's marketing and communication strategies are grounded in a clear understanding of the competitive context and the perceptions of stakeholders

Marketing of Ampleforth Abbey Trust

- It is envisaged that approximately 10% of the postholder's time will be dedicated to the marketing of the hospitality, tourism and commercial work of the Ampleforth Abbey Trust and the promotion of the spiritual life at Ampleforth Abbey





Communication

External communication

- Co-ordinate all external communications including press and media relations for Ampleforth College and Ampleforth Abbey, briefing and guiding the work of external agencies as required

Internal communication

- Work with the executive teams for both Trusts to develop effective channels of internal communication so that staff, parents and students are well informed and able to act as confident ambassadors for Ampleforth

Online communication

- Working closely with the Marketing Manager and Digital Marketing Co-ordinator, oversee all websites and social media accounts, developing clear usage policies for all relevant stakeholders

The Ampleforth brand

- Act as custodian of the Ampleforth brand, ensuring that all communications are underpinned by a clear understanding of Ampleforth's values and that there is consistency and clarity in both messages and presentation

Qualities & Key Skills

Empathy with the school's values and ethos

- Ability to articulate the school's Benedictine values with confidence and conviction and an enthusiasm for joining a faith-based community

Professionalism and gravitas

- Integrity
- Discretion and the ability to treat confidential information with respect
- Smart personal and professional appearance
- Punctuality

Leadership

- The vision, energy and ability to motivate and guide others

Resilience

- Ability to handle challenging situations and tensions in a calm, professional manner, leading by example and working co-operatively with colleagues to resolve issues with sensitivity and tact

Interpersonal skills

- Demonstrable ability to build rapport and communicate persuasively with people of different backgrounds

A customer-focused approach

- A commitment to engaging with prospective families, understanding their needs and priorities
- Some sales experience is preferred

Communication

- The ability to write and speak messages that are clear, convincing and inspiring
- An appreciation of how to use different media to best effect with different audiences
- A persuasive and compelling public speaker

Creativity

- The ability to adapt to new situations and address problems from new perspectives

Digital literacy

- Competent in standard office software (word-processing, presentation and spreadsheet packages)
- A proven understanding of, and ability to interpret, databases and their use in customer relationship management
- Familiarity with social media platforms and their effective use in a communications strategy





Remuneration & Employment Terms

The salary will be in the region of £70,000 per annum dependent upon candidate skills and experience, with 25 days' holiday + Bank Holidays per year.

A formal contract of employment will be drawn up on appointment. The following notes provide guidance, without prejudice, on the main provisions of the agreement:

Contract

Permanent, full-time contract

Appointment date

January 2019, or as soon as possible thereafter

Hours of work

Normal office hours are 37 hours a week but, as this is a senior role, the Director of Admissions, Marketing and Communications will be expected to work such hours as may reasonably be required to carry out the role

Pension scheme

The school operates a defined contribution pension scheme of automatically 4% with max 8% matched contribution

Provision of meals

Lunch and refreshments are provided free of charge during working hours

Fee remission

Where relevant, and at the Head's discretion, fee remissions of up to 70% will be available for the children of the successful candidate

Accommodation

Rented accommodation may be available

Safeguarding

All staff share responsibility for promoting and safeguarding the welfare of the pupils and must adhere to, and comply with, the school's Child Protection Policy at all times

Pre-employment checks

The appointment is subject to an Enhanced Disclosure and Barring check. The notice period will be one full term, following an initial probationary period

Application Process

To arrange a confidential discussion about the role, please contact:

Nina Lambert: ninalambert@rsacademics.com
07764 185745.

The **deadline** for receipt of applications is **10.00am on Thursday 17th October 2019.**

To apply, candidates should complete the application form and email it, together with a covering letter (both as PDF files please) to Jonathan Barnes at: applications@rsacademics.com

Jonathan can also be reached by calling the Head Office on 01858 383163. Please address your letter to Mr Robin Dyer, Head, Ampleforth College.

The process is as follows:

- All applications will be acknowledged by email. If a candidate has not received acknowledgement that his or her application has been received within two working days of sending it, applicants should, please, contact the Head Office by telephone.
- **Preliminary telephone interviews** will take place on **Friday 18th October 2019.**
- **Interviews** will take place at the school during week commencing **Monday 4th November 2019.**
- Candidates will be reminded to bring with them the documents for a Safeguarding check and the originals of their academic qualifications certificates.

PLEASE NOTE: The school 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 Disclosure and Barring Service.



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