

SEVENOAKS SCHOOL

DIRECTOR OF HOLIDAY PROGRAMMES





THE SCHOOL

Founded in 1432, Sevenoaks enjoys a global reputation as a centre of academic excellence and a flagship school for the International Baccalaureate. A co-educational day and boarding school, it offers a stimulating, intellectually demanding and balanced education for over 1200 students from ages 11 to 18.

Sevenoaks is one of the world's leading IB schools, having taught the International Baccalaureate for over 40 years. For nearly 20 years, all Sixth Form students have taken the full IB Diploma with consistently outstanding academic results which are testament to the school's experience and commitment to the programme.

Sevenoaks is the top large-cohort IB school in the UK and among the top five globally. In recent years it has been the second highest achieving large-cohort IB school in the world. Sevenoaks is also the top fully co-ed all-IB boarding school in the UK, according to Best Schools (Education Advisers Ltd). The Sunday Times named Sevenoaks School Co-educational Independent Secondary School of the Year in 2023.

The school is one of the largest employers in the local area, employing staff in a wide variety of roles, and aiming to be an employer of choice for top staff from around the world. We offer our staff a competitive range of benefits and are in the process of developing a range of progressive employment policies and opportunities for personal and professional development. All Sevenoaks staff are encouraged to enjoy facilities such as our sports centre and pool, attend performances

at our performing arts centre, and get involved in service activities within the local community. We strive to promote the positive mental and physical health of all staff, and are committed to ensuring that equality, diversity and inclusion are at the very heart of our culture and community. We believe every member of the school community should feel welcomed, included and valued.

THE CAMPUS

The school is situated in the Kent market town of Sevenoaks and has a prime position at the top of the high street. The 100-acre site, which includes several listed buildings and attractive gardens, is beautifully landscaped and adjoins the medieval deer park of Knole. London is only a 30-minute train ride away and the school is in commutable distance from several Kent towns including Orpington, Tonbridge, Tunbridge Wells, Bromley, Kings Hill and Dartford.

Recent developments on campus include a superb sports centre, a state-of-the-art performing arts centre, a world-class Science and Technology Centre and a Global Study Centre for the Sixth Form. Our campus has earned several architectural awards, including two RIBA National Awards (2019, 2022).

With eight distinctive and comfortable boarding houses, our boarding community is fun, friendly and busy.

COMMERCIAL OPERATIONS

The commercial activities of the Sevenoaks Family of Schools are led by the Chief Commercial Officer. Campus bound activities are devolved to two



key roles: the Director of Commercial Activities (Campus) and the Director of Holiday Programmes, an important partnership that provides the driving force behind campus focussed income generation.

THE HOLIDAY PROGRAMMES

Sevenoaks School has run holiday courses on its campus for many years, using its world-class facilities and boarding houses. Our IB revision courses are aimed at our own students as well as external IB learners, whilst our flagship course, The Summer Programme, is aimed at international students who often then go on to apply to attend the school. The summer programmes' team therefore deals with more than 500 applications, per year, for these courses and has a close relationship with the admissions team for potential students.

THE ROLE

The Director of Holiday Programmes oversees all aspects of the residential courses we offer on site. They are central to the department's success, being the main point of contact for hundreds of families, and deciding on areas like course content, marketing and staffing, to ensure the smooth running of each course. We would ideally welcome applications from individuals who would be free to start this new role no later than July or August 2025. This will allow time for the successful applicant to observe the courses in action and to have a handover with the current role holder.

REPORTING TO

The Director of Holiday Programmes reports to the Chief Commercial Officer and will work closely with other staff across the school including marketing, admissions, teaching and operational staff, and the Director of Commercial Activities (Campus).

MAIN DUTIES AND RESPONSIBILITIES

This job description is not intended to be a comprehensive statement of procedures and responsibilities but instead sets out the principal expectations of the school in relation to the post holder's professional responsibilities and duties. We are looking for an individual who is adaptable, flexible and willing to carry out the wide range of duties that are likely to be required to make a success of this role.

PROMOTING THE PROGRAMMES:

- First point of contact for prospective families, often involving video calls to answer questions and promote the school and our programmes.
- Zoom interviewing the majority of students. As well as assessing a student's level, these present further opportunities to market the school.
- Oversee the registration process, ensuring nationality, age and gender mixes are appropriate and balanced.
- Management of the CRM system used to enrol students and manage payments.
- Respond swiftly and warmly to any enquiries.
- Planned international travel to student and



agent fairs, meeting prospective families.

- Conduct school tours for visiting agents and parents.
- Work with and foster key relationships with educational agents to promote the school and attract students. This includes negotiating and managing commission rates.

OPERATIONS:

- Oversee the entire recruitment process for all course staff e.g. teachers, boarding staff, activity leaders etc ensuring that all pre-employment checks are compliant with the regulations.
- Ensure events and excursions are booked and prepared in advance.
- Ensure health and safety protocols are in place for all activities.
- Plan which spaces (academic, co-curricular etc) will be used throughout the courses and ensure these are communicated to all school staff and key stakeholders.
- Plan a range of engaging activities for the students to take part in.
- Oversee the bedding plan to ensure the girls and boys boarding houses have the right mix of nationality and age and rooms are allocated appropriately.
- Work with the chauffeur company to plan airport transfers for arriving and departing students.
- Manage the team to deliver exceptional quality of service and a continually improving product.

MARKETING:

- Work with the marketing department to create a new brochure each year.
- Plan and execute social media campaigns to target areas for growth.
- Oversee regular and dynamic social media content.
- Oversee the regular updating of the website.
- Source new avenues for promotion and partnerships.

COURSE DIRECTOR:

- To ensure the success and smooth-running of the courses whilst they are running.
- Be a visible presence throughout, by visiting classrooms, activities etc.
- Form professional relationships with all those involved with the courses, so you are seen as approachable and are able to answer questions.
- Meet parents on arrival and departure to make them feel positive and confident about leaving their child at Sevenoaks School.
- Act as DSL and ensure compliance with safeguarding policies.

COURSE DEVELOPMENT:

- Ensure the courses are refreshed and, where possible, improved each year.
- Be open to new opportunities and new courses that the school can offer, both in-person and online by being creative and keeping an open mind. Work with the Chief Commercial Officer to develop and launch alternative platforms.



- Be aware of competitors' courses and trends.

PERSON SPECIFICATION

Due to the varied nature of the role, the school requires someone who can display and demonstrate the following criteria:

ESSENTIAL

The Director of Holiday Programmes must:

- Have excellent communication skills (both written and oral)
- Have strong interpersonal skills to work with a range of others, both inside and outside of the school
- Be reliable, flexible, accurate and methodical, with an organised approach to work
- Be able to use your own initiative
- Have the ability to work without undue direction, to tight deadlines
- Be creative and commercially minded
- Have budget management skills and experience
- Be an excellent manager. (During the year, this means managing a small team of year-round staff, but while the courses are taking place, this means managing a team of upwards of 70 people).
- Have excellent IT skills (Word, Excel, Outlook and database operations).
- Be professional and completely discreet,

tactful and diplomatic.

- Have a strong knowledge of teaching methodologies and best practice
- Have completed Level 3 safeguarding (or be willing to undertake this upon starting)

DESIRABLE

- Have experience in working in summer schools in a high-pressured leadership role
- Have existing relationships within the international student recruitment industry
- Have prior experience of teaching
- Have created and/or grown a similar programme in the past

HOURS

This is a full-time role, the basic hours are 40 hours per week, all year round. However, due to the nature of the role and the need for international travel, the successful applicant will need to have the ability to work flexibly.

International Zoom meetings may also need to be outside of normal working hours, depending on other time zones. In addition, the working hours during the Summer Programmes, will be more intensive and longer than at other times.

SALARY

A salary of £62,000 per year is available for this post, depending on the qualifications, skills and experience of the successful candidate.



BENEFITS

- Holiday entitlement of 27 days per annum (excluding bank holidays)
- School lunch
- Free parking (subject to availability)
- Membership of the school's defined contribution pension scheme is available
- Cycle to work scheme
- Membership of the school's fitness centre
- Employee Assistance Programme
- Free or reduced price tickets to events in The Space, our Performing Arts Centre
- Sevenoaks School Savers discount scheme
- Fee remission policy (terms apply)

CHILD PROTECTION

All staff have a responsibility for promoting and safeguarding the welfare of children with whom they come into contact and are required to adhere to and ensure compliance with the school's Safeguarding Policy Statement at all times. If, in the course of carrying out their duties, a member of staff becomes aware of any actual or potential risks to the safety or welfare of children in the school, they must immediately report their concerns to the Deputy Head (Pastoral).

OFFER CONDITIONS

Sevenoaks School is committed to safeguarding and promoting the welfare of children, therefore, the offer of employment is subject to the satisfactory completion of a number of background checks including but not limited to an enhanced DBS check

with Children's Barred List check, the taking up and verification of references and the verification of career history and fitness to undertake the role. The complete list of required checks will be provided to the successful candidate.

HEALTH AND SAFETY

Under the Health and Safety at Work Act 1974 and subsequent legislation, the school is obliged to provide you with a workplace and working conditions which so far as is reasonably practicable, are safe and without risk to health. You are required by health and safety legislation to take reasonable care for your own health and safety and for the health and safety of others.

APPLICATION

If you wish to be considered for this role, please complete the online support staff application form at <https://www.sevenoaksschool.org/work-at-sevenoaks/>.

The closing date for applications is 29/05/2025 at 11:59.

The form must be completed in full and submitted electronically. CVs can also be submitted but cannot replace any information on the application form, which should be submitted in full.

Applications will be reviewed on a daily basis and interviews may occur at any stage. The school reserves the right to appoint at any stage of the recruitment process. We therefore invite interested candidates to apply as soon as possible rather than working to the closing date.



At Sevenoaks School our mission is to ensure that students secure their full potential. We prepare young people for life in a modern, global society and seek to provide every student with excellent role models. Having a diverse staff enhances our school community and we warmly welcome applicants from all backgrounds.

Please contact the Human Resources Office at humanresources@sevenoaksschool.org or by telephone on 01732 467740 if you have any questions about a completed application.