



MERCHISTON
EDINBURGH

HEAD OF MARKETING, ADMISSIONS & ENGAGEMENT



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JOB DESCRIPTION AND PERSON SPECIFICATION

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| JOB TITLE | Head of Marketing, Admissions & Engagement |
| LOCATION | Merchiston Castle School, Edinburgh |
| REPORTING TO | The Head |

Merchiston Castle School seeks an outstanding individual to join Marketing & Admissions team as Head of Marketing Admissions & Engagement.

The successful candidate will bring energy and warmth to nurture deep, lasting relationships with key stakeholders, as well as the vision and expertise needed to promote Merchiston's distinct ethos and global reputation for excellence in education.

THE OPPORTUNITY

Merchiston Castle School seeks an exceptional individual to join as Head of Marketing, Admissions & Engagement. This is a senior role working closely with the Head and contributing to the strategic direction of the School. The post-holder will lead the strategic and operational delivery of marketing, communications and engagement, alongside a central role in shaping and delivering a high quality, values-led admissions experience. Working in close partnership with the Director of Admissions, the role brings together two essential priorities: driving pupil recruitment in a competitive market and ensuring every prospective family experiences the distinctive ethos of the School from first contact onwards. The successful candidate will combine strategic insight, creativity and commercial acumen with a deep understanding of relationships, storytelling and community. They will play a key role in ensuring that the School continues to attract and retain families who value an education shaped by strong relationships, high expectations and meaningful opportunities to contribute.

THE SCHOOL

Merchiston Castle School is a leading independent school for boys aged 11–18, with a strong tradition of boarding, a rich academic heritage, and a contemporary, forward-thinking outlook. Nestled in the suburbs of the City of Edinburgh, just minutes from central Edinburgh, the School combines traditional values with innovation in learning, leadership, and life skills.

In addition to its renowned all-boys Senior School, Merchiston is home to the co-educational Forest Junior School and Nursery, welcoming both girls and boys from ages 3 to 11. This inclusive and nurturing environment provides the foundation for a lifelong love of learning and offers a seamless transition into the senior years.

Merchiston delivers a highly individualised and all-round education in the senior phase, with a strong sense of community, exceptional pastoral care, and an outstanding record of achievement in academics, sport, and the arts. The School continues to prepare young people not only for success in exams and university, but for leadership and fulfilment in life beyond school.

MAIN PURPOSE OF THE ROLE

The Head of Marketing, Admissions & Engagement will:

- Lead and deliver an integrated strategy for marketing, communications and engagement
- Co-lead the School's admissions strategy in partnership with the Director of Admissions
- Drive pupil recruitment through a combination of data-informed strategy and exceptional family experience
- Take full responsibility for admissions to the Forest School (Nursery and Junior School)
- Ensure a coherent, personalised and values-driven journey for prospective families
- Champion and articulate the School's distinctive identity, ethos and offer
- Strengthen the School's reputation and deepen engagement with its community

KEY RESPONSIBILITIES

Strategic Leadership

- Set and deliver a clear, ambitious strategy for marketing, communications and engagement aligned with whole-school priorities
- Contribute to the strategic direction of the School, working closely with the Head and wider Leadership Team
- Act as a trusted advisor to the Head on market positioning, brand and communications
- Use market insight, data and sector awareness to identify opportunities for growth and differentiation
- Represent the School as a confident and authentic ambassador

Admissions & Pupil Recruitment

- Work in close partnership with the Director of Admissions to deliver a cohesive, data-informed admissions strategy across domestic and international markets
- Lead the domestic admissions experience, ensuring a highly personalised, responsive and values-led journey for families
- Hold full responsibility for Forest School admissions (Nursery and Junior School), including enquiry management, conversion and enrolment
- Work in collaboration with the Director of Admissions to ensure the School maintains robust compliance with UKVI regulations and all relevant admissions requirements
- Act as a key point of oversight for admissions processes, ensuring systems, documentation and communication meet regulatory and audit standards
- Align marketing activity with admissions priorities to generate strong enquiry pipelines and support conversion
- Design and oversee key engagement points including open events, visits and individual family interactions
- Collaborate closely with academic and pastoral colleagues to ensure alignment between admissions messaging and lived experience
- Monitor and report on admissions performance, conversion rates and market trends

Marketing, Communications and Brand

- Own and develop the School's brand narrative, ensuring it clearly reflects its ethos, distinctiveness and ambition
- Lead integrated marketing campaigns across digital, print, social media and PR
- Ensure all communications are authentic, compelling and rooted in the lived experience of pupils and staff
- Oversee the School's website, publications and content strategy
- Lead internal communications to ensure clarity, consistency and engagement across the community
- Act as media spokesperson in collaboration with the Head where appropriate

Engagement & Community

- Develop and deliver a strategy for meaningful engagement with parents, alumni and the wider School community
- Build strong relationships that foster trust, advocacy and long-term connection
- Support and enhance alumni relations and community initiatives
- Promote the School locally, nationally and internationally, strengthening its profile and reputation

Leadership & Management

- Lead and develop a high-performing team across marketing, admissions and communications
- Foster a culture of collaboration, creativity, accountability and continuous improvement
- Manage budgets, resources and external partners effectively
- Ensure strong cross-school alignment and communication
- Ensure all aspects of marketing, admissions and engagement operate in line with UKVI, safeguarding, GDPR and wider regulatory requirements
- Uphold safeguarding, child protection and data protection policies at all times

PERSON SPECIFICATION

ESSENTIAL

- A strong alignment with the values, ethos and ambitions of Merchiston Castle School
- Proven leadership experience in marketing, admissions, communications or a related field
- Ability to operate strategically while delivering operational impact and results
- A strong understanding of both data-driven recruitment and relationship-led engagement
- Excellent communication and storytelling skills, with the ability to connect with a wide range of audiences
- Commercial awareness and the ability to interpret and act on market and performance data
- Experience of designing and delivering high-quality customer or parent journeys
- Strong interpersonal skills with the ability to build trust and influence across a complex organisation
- Digitally fluent, with experience of CRM systems, analytics and campaign delivery

DESIRABLE

- Experience within the independent school sector
- Experience of working across both domestic and international markets
- Experience of brand development or repositioning
- Experience of leading cross-functional teams in a service-led environment

SAFEGUARDING & CHILD PROTECTION

Merchiston Castle School is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. The successful candidate will be required to undergo enhanced safeguarding checks prior to appointment.

TERMS & APPLICATION

An attractive remuneration package is offered, reflecting the seniority and significance of the position. The eventual salary will depend on skills and experience; however, it is anticipated that it will be in the region of £55,000-£65,000 per annum.





ADDITIONAL INFORMATION

This post is subject to a PVG check.

HOURS OF WORK

Standard hours of work will be Monday to Friday 9am to 5pm (with a 30-minute unpaid break for lunch).

The post holder will be required to work such hours as are necessary to properly discharge the duties of the role as outlined in this specification above which will include some evenings and weekends with prior notice. Some national and international travel will be required.

HOLIDAYS

Holiday entitlement is 35 days per year (as well as two weeks at Christmas when the School is closed). All holidays should normally be taken outwith term-time (with some flexibility).

PENSION

Pension auto enrolment is in operation at the School. Subject to satisfying certain eligibility criteria, you will be automatically enrolled into the School Pension Scheme, with an amount equivalent to a further 10% of salary being paid into the scheme on your behalf by the School and a minimum employee contribution of 5%.

OTHER BENEFITS

Free delicious and healthy school lunches (term-time only). Free parking. A generous Employee Benefit Scheme which includes an Assistance Programme providing free confidential support and assistance with both work and personal issues. It also includes a cycle to work scheme and gym membership reduction.



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MERCHISTON.CO.UK

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