

Candidate Brief  
Director of Admissions and Marketing September 2023



TONBRIDGE  
SCHOOL

# FROM SUPPORTING PASSIONS TO BUILDING CAREERS

TONBRIDGE ONLY CONNECT



# ABOUT TONBRIDGE SCHOOL

**Tonbridge School is one of the leading boys' boarding schools in the country and is highly renowned, both in the UK and internationally, for providing a world-class education.**

The School aims to provide a caring and enlightened environment in which the talents of each individual flourish. We encourage boys to be creative, tolerant and to strive for academic, sporting and cultural excellence. Respect for tradition and an openness to innovation are equally valued.

The School has a distinctive mixture of boarders and day boys and enjoys superb indoor and outdoor facilities on a 150-acre site, which lies only 40 minutes by train from central London.

Pastoral care at Tonbridge is based around an outstanding House system. Strong and positive relationships between boys, staff and parents are central to its success, and the School strives to ensure that each pupil, whether a boarder or a day boy, feels fully at home and well supported. A culture of House dining supports the family ethos.

There is also a strong ethos of social responsibility, and boys at Tonbridge develop a keen sense of belonging to their community.

By 2028, when the School celebrates its 475th anniversary, Tonbridge aims to have grown the number of Foundation Awards (means-tested bursaries) it supports to 80-100 places, equivalent to 1 in 8 boys. The Director of Admissions and Marketing will play an important role in guiding the School to achieve its strategic priority of widening access, providing the opportunity of a transformative education to bright and talented boys.

## LOCATION

Tonbridge was ranked "the happiest place to live in the south east" in property expert Rightmove's annual survey in 2020, a study which looked at factors including community, local services, environment and green spaces.

There are plenty of areas of historic interest to explore nearby, including Tonbridge Castle, Penshurst Place, Ightham Mote, Knole Park, Chartwell and a number of National Trust sites. A little further afield are Hadlow Tower, Chiddingstone Castle and numerous places for country walks.

It is a short drive to the neighbouring towns of Sevenoaks, Royal Tunbridge Wells and West Malling. The extensive

River Medway flows through the town of Tonbridge, with regular boat trips on offer around some of the hidden parts of the town.

## TONBRIDGE AND TRANSPORT

Tonbridge School is situated on a campus of 150 acres in the town of Tonbridge in West Kent. The School is placed at the top of the High Street and is surrounded by beautiful Kent countryside. Rail links to mainline stations in London are excellent, with the journey into the capital taking approximately 40 minutes. The M25 and M20 are a short drive from the School. Heathrow, Gatwick and Stansted airports are easily reached, as are the Channel Tunnel and ferry terminals.

## HISTORY AND GOVERNANCE

Tonbridge School was founded in 1553 by Sir Andrew Judde, a distinguished member of the Worshipful Company of Skinners, one of the oldest City Livery Companies. Sir Andrew left property in the City of London and in the parish of St Pancras as an endowment for the School, with the Worshipful Company of Skinners assuming governance of Tonbridge following his death. The Master and Wardens of the Skinners' Company remain the trustees of the School, and an independent Board of Governors is responsible for governance. The



main buildings of the present school date from the second half of the nineteenth century, but there has been much further building in more recent years, including the magnificent restoration, completed in 1995, of the Chapel of St Augustine.

### FACILITIES

Tonbridge has outstanding facilities. There is a dedicated Music School and an Art and DT centre, while the E.M.Forster Theatre is regularly used for theatrical and musical events for the general public as well as for School drama workshops, lessons and productions. The Smythe Library is a modern space, fully refurbished to support the teaching and learning needs of the whole School community. It provides a wide variety of resources for boys and staff, including more than 20,000 books, a wealth of online resources and WiFi access.

In 2019, the School opened the award-winning Barton Science Centre, a £20m, state-of-the-art building which places science and technology at the very heart of the school. The three-storey centre combines new classrooms and latest technology with many original architectural features.

Our cricket, rugby and football pitches are among the finest in the country: in particular, The Fifty (rugby) and The Head (cricket) are renowned far and wide. World-class facilities are also on offer at the Tonbridge School Centre, a major sports hub for the region which features an award-winning pool, a large fitness suite and superb athletics track. It includes a five-court sports hall and facilities for fencing and martial arts.

The centre has been used by the Australian Olympic team and has formed a training base for Saracens and Harlequins rugby clubs, as well as for England Hockey. It has floodlit clay tennis courts, astroturf pitches for hockey, a climbing wall, outdoor basketball court and rackets courts, among many other facilities.

A fundamental aim is to develop in Tonbridgians a lifelong love of sports and of taking part, an achievement which can be measured in the sheer number of students who continue to play sport at university and beyond. Ultimately, the School prepares its boys for entering the adult world equipped with the knowledge and self-belief to fulfil their own potential and to become leaders in their chosen field. In the words of the great novelist and Old Tonbridgian E.M.Forster: 'Only Connect'.



“Tonbridge is that rare creature: a thriving, top-of-its-game, all-boys boarding and day school that somehow manages to fly under the radar. Fiercely academic without the heat of London, Tonbridge suits the driven, hardworking - but crucially, - normal boys. Understated yet excelling across the board, this is one of our favourite schools in the country.”

Talk Education

## TONBRIDGE ALUMNI

Old Tonbridgians (OTs) embark on a variety of vocations once they leave the school, ranging from art, architecture, academia and education to science, business, sport and the performing arts. Tonbridge's career guidance and networking service is regarded as among the best on offer in schools across the country.

Journalists and writers educated at Tonbridge include novelists E.M.Forster, Frederick Forsyth, Christopher Reid and Vikram Seth. Scientists include Norman Heatley OBE, who turned penicillin into usable mass medicine, and Professor Derek Barton, a Nobel Prize Winner for Chemistry.

Well-known names in sport include former England cricket captain Colin Cowdrey and former national cricket selector Ed Smith. Ben Earl (rugby) and Zak Crawley (cricket) have both played for their national sides, having left Tonbridge in 2016.

Among other alumni are actor Dan Stevens; members of the best-selling band Keane; opera singer Freddie de Tommaso; documentary film-maker Vikram Jayanti; artist Anthony Whishaw; former ambassador Sherard Cowper-Coles; prominent scholar Owen Chadwick; cultural entrepreneur Sir Tim Waterstone; financier Sir John Bond, and historian Sir Anthony Seldon.

## ACADEMIC LIFE

Tonbridge is renowned for its high-quality, innovative teaching and learning. Exam results at GCSE and A-level are outstanding. In 2022, 97 per cent of all GCSE/IGCSE results were at Grades 9, 8 and 7, the equivalent to A\* or A. At A-level, 84 per cent of all results were A\*/A, and 98 per cent of grades were A\*, A or B (or their Pre-U equivalent).

Each year boys progress to leading universities in the UK and worldwide, including Oxbridge. The large majority of leavers achieve their first-choice higher education destination. A significant number now choose to study abroad, particularly in the USA, attending a range of prestigious universities.

## THE HOUSE SYSTEM

Tonbridge has seven boarding and five day Houses. Boys identify strongly with their House in their time at Tonbridge, eating their meals together and taking part in an extensive programme of House competitions, including those for sport, music, art and debating.

All the Houses have their own buildings, with study and recreation areas. Each Boarding House has its own resident Housemaster, Matron and several House tutors, all of whom look after the boys.

## CO-CURRICULAR LIFE

A Tonbridge education includes a vibrant programme of co-curricular breadth and depth. We offer more than 20 sports, and boys of all abilities are encouraged to take part and enjoy themselves. Tonbridge manages to do 'sporting excellence' and 'mass participation' equally well. Music plays an important part in school life: nearly half of the boys learn an instrument, and about a third learn more than one. We have regular performances and concerts across all genres, as well as an outstanding choral tradition thanks to our School Chapel.

We offer a wide range of clubs, societies and activities, including Junior Science, CCF, Beekeeping, Rocketry, Debating, Robotics and Conservation. Bridge The Gap was started by boys at the School and is about diversity. Wide participation in co-curricular activities is encouraged at both House and School levels.

## THE NEW BEACON

Tonbridge merged with The New Beacon Preparatory School, a leading independent day and boarding school for boys, in 2021. The New Beacon, in Sevenoaks, just seven miles from Tonbridge, is a leading independent day and boarding prep school for boys.

The Schools are combining experience and expertise to provide an educational pathway for boys from 3 to 18. We have a shared ethos and believe that the merger brings considerable benefits to both Schools; each, however, retains its own teaching and support staff, its own leadership and management teams, and its own uniform and site.

## WORKING AT TONBRIDGE

Tonbridge has an outstanding record of developing staff and promoting good practice. Professional development is regular, supported and actively encouraged.





# THE ADMISSIONS DEPARTMENT AND THIS POST

We seek an outstanding candidate for the role of Director of Admissions and Marketing to play a leading role in generating Tonbridge School's future marketing, communications, PR and pupil recruitment strategy. This is a senior position.

The ideal candidate will possess a strong affinity with Tonbridge School and will be a skilled communicator and relationship builder. He/she will be a creative and innovative leader with high levels of emotional intelligence, capable of managing an experienced and recently expanded admissions, marketing and communications team. Independent school experience will be an advantage, but other relevant experience will be considered. A desire to be immersed in the life of the School will be critical, as will an empathy with its ethos and aims.

The Director of Admissions and Marketing plays a crucial role in the life of an independent school, with Marketing being the 'shop window' and Admissions the 'front door' of the school. In an increasingly competitive marketplace, outstanding strategic leadership and management of Admissions and Marketing is essential for a school's ongoing success.

The responsibilities of the Director of Admissions and Marketing include oversight of every aspect of the marketing and admissions process, from attracting prospective families to come and see the school, to managing the registration, application, assessment and selection of prospective pupils, to 'on-boarding' pupils as their year of entry approaches.

Managing an outstanding and highly experienced team of eight people, the Director of Admissions and Marketing holds key relationships with prep school feeders and overseas partners. A strong relationship with teachers and support staff within the school is also essential for success in this role.

Key duties and responsibilities include:

## **Brand Tonbridge**

- Responsibility for sustaining and creatively refreshing 'Only Connect'. Tonbridge has a strong brand identity, but careful stewardship is required to ensure consistency of tone of voice, clarity of message and ongoing relevance across platforms and media.
- This includes strategic implementation of 'Only Connect' across the wider Tonbridge School portfolio, including close collaboration with the Tonbridge Society, to ensure that the overall Tonbridge brand is greater than the sum of its parts.

## **Marketing and Communications**

- Working closely with the Head of Communications and the Head of Marketing to centralise our marketing and communications operations increasingly.
- Oversight of strategy and continuous improvement in our website and other social and digital media channels. This includes tracking the customer journey from their first contact with the School through to their on-boarding as a pupil.
- Oversight of PR and print media, including the production of materials for prospective parents, prep school feeders and other key stakeholders.

## **Open Mornings and Events**

- Oversight of Open Mornings (of various kinds) which are often prospective parents' first experience of the School. Building strong relationships with the teaching staff, support staff and pupils (as tour guides) are an important aspect of this.
- Oversight of other parent and/or prep-school facing events (London receptions, prep-school head dinners, overseas events or 'virtual' Meet the Headmaster events)
- Liaison with the Lower Master to ensure a successful Novi Visit (where Year 8 boys spend 2 days at Tonbridge before joining us in Year 9)

## **Prep Schools**

- Understand trends in the prep school market and Tonbridge's relationships within this, nurturing existing strengths, monitoring emerging trends and identifying opportunities.
- Safeguard strong and trusting relationships with prep-school Heads and other key stakeholders in feeder schools.
- Attend 'Senior School Fairs' at prep schools with other Tonbridge staff.

## **Registration, Assessment, Selection, Admission**

- Oversight of the Admissions process for all prospective pupils, whether they be applying for entry in Year 9, 10 or 12.
- Ensuring that Admissions continues to offer outstanding customer service to prospective parents, from enquiry and registration through to on-boarding and entry.
- Implementing software and systems to facilitate the Admissions process for the benefit of all stakeholders.
- Oversight of all candidate assessments (ISEB, bespoke exams, interviews), including Assessment Afternoons (Year 6), Provisional Entry (Year 7), Late Entry and Academic and Non-Academic Scholarships (Year 8).
- Decision-making regarding offers to ensure that Tonbridge admits the highest calibre of pupil whilst ensuring a diverse and balanced intake.
- Managing the Foundation Award Manager and other key stakeholders to ensure we achieve our strategic priority of widening access to Tonbridge School.

## **Managing Numbers**

- Ensuring that Tonbridge meets its Admissions targets, not just in overall numbers but in balance of boarding and day, quality and diversity of intake, and House allocation.
- Deciding how many offers to make at each stage of the Admissions process by using historic and current data to model numbers for up to three years ahead. Managing risk in this regard on both the low and high side.
- Monitoring trends in numbers of enquiries, registrations, offers, acceptances and withdrawals and contributing to the Head's termly report to the Governors.
- Liaising with the Bursary, Deputy Head (Academic) and other key Tonbridge stakeholders to model and plan for the impact of different pupil scenarios.

## **Overseas Recruitment**

- Strategic leadership and management of the school's overseas presence, identifying and attending key international events and opportunities, as well as overseeing all aspects of international recruitment.
- Maintaining existing relationships with overseas families (prospective, current and former) in places where Tonbridge already has a strong presence.
- Overseeing trips to key international destinations to ensure that we meet these strategic objectives.

## **Senior Team**

The Director of Admissions and Marketing is a member of the School's Senior Team which is chaired by the Headmaster and includes the Second Master (Senior Deputy Head), Bursar, Deputy Head Academic, Deputy Head Pastoral, Deputy Head Co-Curricular and Director of the Tonbridge Society. The Extended Senior Team (EST) includes the Director of Learning and Academic Enrichment and the Lower Master.

As such, the Director of Admissions and Marketing is involved in the general management of the School and more particularly in strategic and development planning at board level.

In addition to involvement at Senior Team level, the post holder will maintain close links with the School through:

- Regular contact with teachers and support staff, to maintain co-operation.
- Involvement with the life of the School (e.g. lunches in Houses).
- Support school and house events where possible.
- Support the School by attending events and presentations and acting as a strong ambassador for Tonbridge.
- Carry out other duties as may reasonably be requested by the Headmaster.

## **Remuneration and Benefits**

An excellent remuneration package is offered for the post of Director of Admissions and Marketing reflecting the seniority and significance of the position and may include relocation support.

- Highly competitive salary.
- Pension Scheme with Life assurance (further details can be provided).
- Medical Insurance.
- Provision of a laptop.
- Holiday entitlement plus statutory bank holidays.
- Professional Development opportunities.
- School lunch and refreshments provided during term-time.
- Subsidised Sports Centre membership including use of the gym, squash and tennis courts, swimming pool.
- Fee remission (after three years' service).
- Staff concessions on selected EM Forster Theatre and concert tickets.
- Use of School Library.
- On-site car parking.
- Confidential counselling service.

# APPLICATION PROCESS

**Tonbridge School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to any post, including checks with past employers and the Disclosure and Barring Service.**

## SUBMITTING AN APPLICATION

Full details and an application pack may be found at [www.tonbridge-school.co.uk/about/employment-opportunities](http://www.tonbridge-school.co.uk/about/employment-opportunities)

Applications forms should be accompanied by a short letter of application, a current curriculum vitae, and the names, addresses, and telephone numbers of three referees.

Apply via our online application form, or, send your completed application form and accompanying documents to:

Email: [schooladmin@tonbridge-school.org](mailto:schooladmin@tonbridge-school.org)  
Tel: 01732 304246

Closing Date: Noon on **Monday 14 November**

Interviews: Preliminary virtual interviews will take place via video conferencing on 17/18 November  
Shortlist interviews will be held w/c 21 November at Tonbridge School

We reserve the right to interview and appoint prior to the closing date for applications, so early applications are encouraged.

It is the post-holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, and so to adhere to and ensure compliance with the school's Safeguarding Policy Statement at all times. If in the course of carrying out the duties of the post the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, they must report any concerns to the school's Designated Safeguarding Lead or to the Headmaster.

For further information about the Senior Team, please visit:  
[www.tonbridge-school.co.uk/about/school-management/senior-team](http://www.tonbridge-school.co.uk/about/school-management/senior-team)

## CONFIDENTIALITY

The successful candidate must maintain the confidentiality of information regarding the School, its staff and its business as sensitive and confidential materials are regularly handled in the department. Information must not be communicated to other persons either in or outside the School except in the recognised course of their duties.

## MORE INFORMATION

To find out more about Tonbridge School, please visit our website: [www.tonbridge-school.co.uk](http://www.tonbridge-school.co.uk)

Or, find us on social media:

 [TonbridgeUK](#)

 [TonbridgeUK](#)

 [Tonbridgeuk](#)

 [Tonbridge School](#)

“There doesn't seem to be a typical Tonbridgian - some sporty, some less so, some musical, some not - but all seem to enjoy themselves, and the key seems to be to take part in everything.”

Good Schools Guide






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**TONBRIDGE  
ONLY CONNECT**

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