

# Habs

HABERDASHERS'  
ELSTREE SCHOOLS



# Head of Admissions

**CANDIDATE INFORMATION**

# Overview

*Haberdashers' Elstree Schools consists of Haberdashers' Boys' School, founded in 1690 and Haberdashers' Girls' School, Founded in 1875.*

*Habs Boys and Habs Girls are two leading independent day schools for children aged 4–18.*

The schools provide a challenging, positive, stimulating and secure community in which students enjoy working hard to fulfil their potential. The co-location of the Schools provides the best of both worlds: an excellent single-sex education within a co-educational environment.

The Schools trace their roots back to the 17th century when the founder, Robert Aske, established the principles that guide it to this day – to give talented and ambitious young people the opportunities they need to succeed in life.

The Schools' priority is the education of the whole person, amongst other bright, well-motivated students, taught by a highly qualified, committed staff. In partnership with parents, it aims to provide every student with the intellectual, cultural, physical, moral, personal and spiritual resources she or he needs to give her or him confidence to go forward in a changing world.

The Schools have a diverse community which nurtures a global perspective and a deep sense of responsibility for the world in which their pupils will lead and succeed. The excellent

*The Schools' academic results place it amongst the highest-ranked schools in the UK.*

*The Schools occupy purpose-built facilities in a superb setting: 100 acres of playing fields and grounds, all within easy reach of North London.*

pastoral care, broad academic curriculum and far-reaching co-curricular provision prepare students for success, wherever their passion may take them.

The Schools operate an extensive coach network for use by students and staff, ranging from Harpenden in the north, St John's Wood in the south, Hertford in the east and Rickmansworth in the west.



# Co-location

*One of the distinctive features of the Schools is the fact that Habs Boys and Habs Girls are co-located on the same campus.*

Habs Elstree Schools offer a distinctive learning experience - the very best of single-sex education in a truly co-educational and collaborative environment.

Across the whole age range, close links are forged across the schools. In the Sixth Form, the schools run a joint Enrichment programme to supplement the curriculum.

Since September 2022, co-educational teaching has occurred across the subject range at A Level: each child undertakes at least one subject in a co-educational class.

The Schools work closely together on extra-curricular and co-curricular levels, with joint trips, concerts and clubs taking place across the age ranges.

Additionally, the Careers and Higher Education staff work closely to provide all students with unparalleled access to a range of alumni who provide guidance, expertise and practical opportunities.



# The Haberdashers' *Family*

*The Elstree Schools (Habs Girls and Habs Boys) are part of the Haberdashers' Company and, as such, form part of a wider family of schools in both the independent and state sectors across England and Wales.*

Between them, these schools operate across the grammar, academy and independent sectors, educating children at primary, prep and secondary ages, with both boarding and day provision. There is active sharing of best practice at multiple levels between all four main 'hubs', and the Company is a recognised voice on the national educational stage. More directly, the Haberdashers' Company is highly engaged in the work of the Elstree Schools in a number of ways, including deputations, the provision of Governors and charitable funding, and cross-hub events in music, sport and other co-curricular activities.

There is ongoing work to deliver "The Haberdashers' Advantage programme", leveraging the enormous Haberdashers' community across all the Schools to benefit students with mentoring, admissions advice, charitable support, character development opportunities and cross-hub experiences.



# Our *Strategy*

*Habs Girls and Habs Boys now have a shared vision, mission and strategy for the future.*

Following an extensive and far-reaching review, the Governing body of our two schools have developed an exciting and ambitious strategy. The strategy is designed to ensure our students flourish in an increasingly global and technologically driven workplace. One of our key strategic imperatives is maximising the benefits of colocation of the Girls' and Boys' Schools.

We work together, offering the best of single-sex education in a co-educational environment, together with a rich co-curricular programme; with joint trips, concerts and clubs taking place across the age ranges.

Additionally, the Careers and Higher Education staff work closely to provide all students with unparalleled access to a range of alumni who provide guidance, expertise and practical opportunities as they approach the end of their time with us before heading off to university.

Since September 2022, all Sixth Form students have had joint lessons in at least one of their A level subjects. These lessons will be taught at either the Boys' or at the Girls' School. This is a unique and exciting opportunity, which has enabled us to maximise our resources and ensure all Habs students leave fully prepared for the modern world.

Read more about our strategy [here](#).

Watch our Meet The Heads video [here](#) and Profound Impact films [here](#).



# *The current strategic priorities for attainment between 2025 and 2030 are:*



## *Aim 1: Learning*

We will provide the most exciting, challenging and innovative experiences – bringing a sense of magic and wonder to learning. We will prepare students intellectually, emotionally, socially and technologically to carve out the futures they want. They will become lifelong learners, capable of endlessly adapting to an ever-changing world.



## *Aim 4: Partnerships*

We will ‘open our gates’ and expand our horizons, engaging more deeply with a wider range of communities, institutions and individuals – locally, nationally and globally. This will deliver mutual opportunities for discovery, adventure and progress.



## *Aim 2: Caring*

Every student will be valued for who they are as a unique individual. They will know that Habs always offers kindness and encouragement and that we will proactively nurture and support them. We will also ensure that they understand the importance of protecting and developing their own wellbeing, spirituality and independence.



## *Aim 5: Talent*

Our reputation will draw the brightest students to us. We will also become an inspirational, diverse and inclusive ‘destination employer’, attracting world-class teaching and professional services staff. We will retain this talent through excellent personal and professional development opportunities, a strong sense of belonging, and mutual support and respect.



## *Aim 3: Exploring*

The depth and breadth of our co-curricular programme will be unmatched, offering superb opportunities for each student to excel academically while also pursuing their personal interests and talents. Students will be capable of being both team players and leaders, developing their resilience, self-awareness and confidence they need to take risks and cope with the outcomes.



## *Aim 6: Campus*

We will be a responsible ‘custodian’ of our historic campus to create an outstanding learning and working environment for students and staff. We will reimagine education by being a responsible custodian of our campus; supporting and developing existing buildings and facilities; investing in state-of-the-art, environmentally sustainable facilities which can flawlessly support the delivery of our other aims.

Find out more [here](#).

# The *role*

*This newly created, high-profile and important role presents an exciting opportunity for an admissions professional to take a lead in shaping the future vision and success of the Habs Elstree Schools.*

Reporting to Director of Marketing, Communications and Admissions (DoMCA), they will lead the direction of the Admissions team across both schools. As a key point of contact for prospective parents, the post holder is required to be knowledgeable about the School and respond to queries quickly and proficiently. They will regularly attend events with parents and feeder schools and work with all colleagues to deliver an exceptional customer journey.

The Head of Admissions will be a strong communicator, articulate and persuasive in promoting the ambition, vision and success of the Habs Elstree Schools to a wide variety of stakeholders. They will lead the admissions strategy, creating the future student body by developing strong relationships with our recruitment streams, growing existing links with feeder schools and establishing new contacts.

The Head of Admissions will be the go-to person for our prospective families, a recognised public face of the Habs Elstree Schools, attending events and making connections across the region. Driving all prospective recruitment relationships, the Head of Admissions will ensure a strong and robust admissions process is in place, reporting on and monitoring targets, with the ability to adapt when necessary.

*This role is initially for a fixed-term of one-year.*

The Director of Admissions will manage one Registrar (the Registrar manages three Assistant Registrars and two Admissions Assistants (job share). They will work closely with the Marketing Manager and Chief Finance Officer.

This new exciting position will most likely be suited to an experienced professional from within the independent schools' sector with a proven track record within an admissions related context. Alternatively, this role could be suited to an exceptional individual from outside the schools' sector with excellent customer facing, sales related experience with an instinctive feel for the independent market and knowledge of the London educational landscape.



# The *role*

*We are seeking to appoint an interim Head of Admissions to lead on the admissions relationship and engagement process at Haberdashers' Boys' and Haberdashers' Girls' Schools. The key focus of this role is to work with the Director of Marketing, Communications and Admissions (DoMCA) to implement the strategy for attraction and recruitment of pupils.*

*Reporting to the DoMCA, the Head of Admissions is a key role in the Marketing and Admissions team. As the Head of Admissions, you will be responsible for leading the acquisition and conversion, including the outreach with feeder schools, prospective parents and recruitment events from Reception through to Sixth Form.*

## *Key responsibilities*

### *Leadership and Management*

- Provide inspirational and encouraging management of the Admissions Department to ensure the delivery of high-level admissions and bursary strategies, planning and data analysis.
- Regularly evaluate the success of the Schools' plans for pupil recruitment, initiating proactive interventions as appropriate, to meet agreed targets.
- Ensure the Schools meet their recruitment goals in alignment with the annual budget.
- Regularly forecast and report on key admissions data and statistics, revising strategies and tactical plans in conjunction with the DoMCA.
- Effectively manage the Admissions budget and working with the Director of Marketing, Communications and Admissions monitor effectiveness of spend.
- Be well informed about educational and economic trends both in the UK and internationally, as well as policies that influence the recruitment and development objectives of the Habs Elstree Schools.
- Be a visible member of the whole school community, known to staff, pupils and prospective parents.
- Grow and develop relevant professional networks, being a visible ambassador for Habs Elstree Schools.

# The *role*

## *Admissions Strategy*

- Support the Director of Marketing, Communications and Admissions to develop, articulate and implement an overarching Admissions strategy and implement clear action plans for recruitment at key entry points.
- Work alongside the Director of Marketing, Communications and Admissions and Marketing Manager to ensure a strategic and cohesive approach to the Schools' Admissions and Marketing operations.
- Ensure recruitment targets are met, with due regard to the shape of the Schools and the Elstree Schools broader strategy.
- Be a key and recognised public face of the Schools, both internally and externally.
- Inculcate the importance of admissions and marketing into the ethos of the Schools, bringing the staff on board with all activity.
- Ensure accurate forecasting, statistical review, trend analysis and reporting of all pupil enquiry, registration, and conversion data.
- Support the Registrar to manage and maintain a highly efficient and effective admissions process, with a focus on bespoke customer service and tactical recruitment.
- Support the Registrar to analyse, review and revise the admissions processes in support of the Schools' strategic aims.
- Compile statistical reports as required with regard to prospective pupil data.
- Be responsible for ensuring all feeder school information is kept up-to-date.
- Develop an understanding of the offering of other schools in the sector.
- Work with the Heads and the Director of Marketing, Communications and Admissions to devise, implement and own a pupil retention strategy.
- Actively seek and incorporate feedback from current Habs parents, prospective parents, joiners and non-joiners and feeder schools to refine and enhance future admissions strategies and action plans.
- Collaborate closely with key feeder schools and prospective feeder schools, growing and developing links and relationships.
- Lead, motivate, nurture and develop the Admissions team members, setting and monitoring specific objectives and targets as appropriate.
- Be well informed about educational and economic trends both in the UK and internationally, as well as policies that influence the Schools' recruitment and development objectives.
- Work closely with relevant academic staff, analysing and reviewing the assessment process as required.

# Experience, *Skills, Qualities*

## *Qualifications and Experience*

- Educated to degree level or equivalent.
- Strong leadership and influencing skills.
- An understanding of the principles of sales and marketing.
- Outstanding interpersonal skills with an ability to lead and motivate a team of staff and build effective and trusting relationships and professional networks in the wider community.
- Highly competent using a range of IT systems including MIS & data analytics tools.
- Good commercial awareness backed by strong analytical skills.
- Experience of developing and implementing strategic plans.
- Inspirational team leader and motivational manager with experience of leading a team and serving on a senior team.
- Excellent IT skills, including use of databases.
- Highly articulate communicator, able to transform vision into a meaningful admissions strategy.
- Ability to write clearly and articulate a compelling argument.
- Excellent administrative and organisational skills with the ability to use initiative and prioritise workload.

# Remuneration

*The Elstree Schools are one of the leading schools in the country and it recognises and rewards teaching excellence. We offer attractive salaries and pay progression when compared with the wider education sector and specifically, with the independent sector.*

- A salary of up to £55,000, dependant on the successful candidate's experience
- A strong commitment to professional development, with a substantial budget for whole school training and individual courses
- Enrolment into the Schools' pension scheme with up to a 12% employer contribution based on a 5% employee contribution.
- Generous holiday entitlement up to 40 days including bank holidays (pro rata for part time roles)
- Group Life Assurance (4 x salary)
- Free lunches, other meals and refreshments
- Free coach travel on the service provided by the School (subject to availability)
- Tax free bicycles for work through the Cycle to Work Scheme
- Free use of the state-of-the-art sports centres, including fitness suite, swimming pool and squash courts
- Annual flu vaccination
- Employee Assistance Programme



# Application *Process*

*The Elstree Schools are committed to safeguarding and promoting the welfare of children and young people. Successful candidates will be subject to an enhanced DBS record check.*

Before you apply for this post please ensure that you have read our [Guidance](#), which can be found on the [Vacancies](#) section of our website.

Please complete an application through MyNewTerm before the deadline. CVs will not be accepted.

If you would like to visit the School before submitting an application, please do contact the School.

**Closing date: Monday 21st October 2024**

We are reviewing applications as they arrive and we reserve the right to close the vacancy before the deadline, so please apply as soon as possible.

Please note that due to the volume of applications we receive, we are unable to provide individual feedback except to those candidates who are invited to interview.

The Haberdashers' Elstree Schools are an equal opportunities employer and welcome applications from all sections of the community. Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities and experience).

All applicants should read the Schools' safeguarding policy (available [here](#)) and are required to declare any criminal convictions or cautions or disciplinary proceedings related to young people. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

*N.B. Safer recruitment checks will be made at all stages of the recruitment process.*