



**Chigwell School**

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## **Director of Marketing and Admissions Job Description**



### **Introduction**

Chigwell School is seeking a Director of Marketing and Admissions to lead, develop and deliver outstanding marketing, communications and pupil recruitment and retention strategies for the school. This is an exciting role looking forward to the 400<sup>th</sup> anniversary of the founding of the School. As a member of the Senior Management Team you will contribute to the strategic direction of the whole School working with senior colleagues on the promotion of key aspects of the School's outstanding educational provision. This position will be suited to an experienced marketing professional able to deliver a full range of activities relating to advertising, branding, media relations, PR and social media. This is a fulltime position available for an immediate start.

### **Background**

Founded in 1629 by Samuel Harsnett, the son of a Colchester baker who went on to become Archbishop of York, Chigwell School stands on its original site with the original school building still in use. However, whilst Chigwell of today is conscious of its long-standing history, it is a forward-looking, ambitious, coeducational independent school of 1040 pupils aged four to eighteen. It enjoys excellent facilities, a dedicated staff, bright and hardworking pupils, and a site of 100 acres.

Chigwell School is located in the picturesque village of Chigwell just over ten miles from central London and on the Central Line. The extensive, beautiful grounds are close to the edge of Epping Forest and it is rare for a school to have so much space and yet be so close to the centre of the Capital. Most pupils are day pupils but in the Sixth Form, there is a small community of international boarders, roughly thirty from sixteen countries, and these live in four small boarding houses.

As well as being an academic school, Chigwell has the reputation for providing a rich and full education, with plenty of opportunities for all pupils who are enthusiastic, co-operative and able. Chigwell is a caring and friendly school, with a close sense of community, not least between colleagues. As the Good Schools Guide reports: *Academically, pupils are put through their paces but it all seems to be done in such a civilised and pleasant manner that you are more likely to hear pupils talk about opportunities and prospects than pressure and stress. "Anyone who wants to do well here, will do well" said one student, "and I can't think of a nicer place to succeed."*



### **The School Development Programme**

Over recent years, the School's facilities have been extensively developed in order to enhance the educational experience that pupils receive. The development programme has included the following additions:

- 2008 Wilson Building teaching block
- 2008 Floodlit AstroTurf pitch
- 2009 Junior School library extension
- 2010 Complete redevelopment of catering facilities
- 2010 Harsnett's and Church House converted into boys' boarding houses
- 2012 The Old Chigwellian Club and land was incorporated into the school estate
- 2013 Pre Prep School completed and opened
- 2013 Two new science labs created
- 2014 Drama Centre balcony extended to provide additional music and drama rehearsal space
- 2016 The Risham Sarao Sixth Form Centre completed and opened
- 2017 Extension of Dining Hall
- 2018 Renovation of the Chapel
- 2019 Extension of Junior School
- 2020 3G football pitch constructed

The Governors have recently agreed a development masterplan and the next priorities are to:

- Develop a new Sports Centre with an indoor swimming pool
- Further expand our provision of bursaries
- Expand the facilities for music







## The School

Some pupils join Chigwell School in Reception and there are two classes in each of the three Pre Prep year groups. A small number of children join the Junior School at 7+ (Year 3) and there are three classes in each of the KS2 year groups. At 11+ (Year 7), there is a further entry with four or five classes making up Years 7 to 11. Again, there is a small entry into the Sixth Form. Entry at each stage is selective and although there are three main sections to the School (Pre Prep, Junior School and Senior School) these sections work closely together and there is a common ethos running throughout.

There are over a hundred teachers and together with the support staff, there is a friendly, mutually-supportive atmosphere. We place considerable emphasis on life outside the classroom and believe that the opportunities that we provide help to fulfil our Vision: To inspire our pupils to fulfil their potential and forge their path to success. The School Values are:

- **Happiness First**  
We create a nurturing space where happiness underpins our achievements and drives us forward.
- **Courageous and Resilient**  
We seize opportunities all around us and have the confidence to embrace them wholeheartedly.
- **Innovative Approach**  
We adapt and evolve, influencing our changing world.
- **Community of Kindness**  
We support and collaborate with each other, making a positive contribution to the community.
- **Lifelong Learning**  
We cultivate curiosity, keeping the passion for learning alive beyond the school gates.





## **The Role**

The Director of Marketing and Admissions will lead, develop and deliver outstanding marketing communications and pupil recruitment and retention strategies.

An exciting position looking forward to the 400th anniversary of the founding of the School, this is a pivotal role in developing and implementing a communications strategy that raises the School's reputation, presence and profile, locally, nationally and overseas, and enhances parental satisfaction, liaising with other departments as required.

The successful candidate will review and reinforce the School's corporate brand and image, and develop and implement an integrated marketing strategy and action plan in order to recruit and retain the brightest pupils from Reception to Year 13. This role will work closely with the Philanthropy Office to assist in fundraising.

The role will report directly to the Headmaster and will be a key public face of the School. As a member of the Senior Management Team, you will contribute to the strategic direction of the whole school and will play a vital role to its ongoing success.

## **The Person**

The School is seeking an energetic, confident team-player with strong interpersonal skills who is able to develop and maintain productive working relationships across the entire school with all key stakeholders both internal and external.

The successful candidate will have professional experience of brand development and a track record of creating integrated multi-channel initiatives. It is also expected that they will have a recognised qualification in marketing and be educated to degree level.

This is an exciting role for an individual passionate and able to deliver in areas such as advertising, branding PR, media relations, and social media.

## **Key Responsibilities**

### **Strategy**

- Work with the Heads of the sections of the School to develop and implement a rolling integrated marketing strategy in order to increase the quality of applications to the School and ensure that admissions targets are met
- Devise a series of ancillary schemes to support the integrated marketing strategy, including a communications strategy that raises the profile of the School locally, nationally and overseas, liaising with other departments as required
- Formulate and develop parental surveys to monitor the School's admissions process, inform future marketing and admissions policies and strategies, as well as wider School plans
- Track the performance and actions of competitors
- Define and monitor a series of key performance indicators in respect of the efficiency and effectiveness of the School's marketing strategy and report on these directly to the School's Senior Management Team.
- Feed all strategy information into the School's Development Plan

## **Admissions**

- Manage the work of the admissions department from enquiry to pupils taking up their place, with a view to maintaining capacity enrolment of pupils, in liaison with the Headmaster
- Liaise with the Headmaster, Head of Junior School and Head of the Pre Prep to set and monitor admissions targets, to make recommendations to reach these targets and to report to the School's Senior Management Team in respect of them
- Visit and otherwise foster relationships with feeder schools at all key entry points in order to promote the School to prospective parents
- Identify new markets, nationally and overseas, and propose plans to develop such markets where appropriate
- Ensure that the admissions data on the School's data management system is up to date and accurate and is being used effectively
- Undertake tours and liaise with prospective pupils and their parents
- Work with the admissions department to coordinate the School open days and evenings and other marketing events as appropriate

## **Marketing and Public Relations**

- Direct and oversee all marketing and communications activities
- Be the first point of contact for all media, dealing with all enquiries professionally and producing quality and timely press material, including adverts
- Establish, reinforce and communicate the corporate image and brand, advising on continuity of the corporate image in all publications
- Manage the creation, development and co-ordination of all communications, design, advertising and social media with the marketing team
- Measure the success of external communications and advertising and report back to the School's Senior Management Team
- Lead the production of newsletters and social media posts to foster productive relations with pupils, parents and the local community
- Ensure good internal communications through regular meetings and briefings with the Headmaster, Head of the Junior School, Head of the Pre Prep and with other relevant staff
- Develop the appearance of the School's website to ensure it is appealing, up to date, accurate and relevant
- Be responsible for the creation of appropriate marketing materials, including promotional material, professional-quality business documents and presentations
- Attend relevant School events and arrange any marketing or public relations aspects for such occasions

## **Development**

- Work closely with the Philanthropy Office and to assist in fundraising and legacy programmes

## **Staff Management**

- Manage the Admissions Registrar, the Assistant Registrar and the associated team, including supervising their work and carrying out annual reviews

## **Finance**

- Prepare the annual budget and work within an agreed annual budget

## **Other**

- Ensure the School's admissions and marketing work is compliant with data protection legislation, including GDPR
- Ensure the School's admissions data is ISI compliant







### Hours

This is a full-time role (8.30am to 5.00pm) with 28 days paid holiday per year. However, flexibility will be important and attendance at events outside the core working hours will be necessary from time to time. The salary will depend on the candidate's previous experience and professional qualifications.

### Next Steps

Those who would like to apply should contact the HR Manager ([hr@chigwell-school.org](mailto:hr@chigwell-school.org)), Chigwell School, Chigwell, Essex, IG7 6QF Tel: 020 8501 5700

### Benefits

Chigwell School is a very happy place to work and the School provides a supportive working environment. There is a well-developed programme of professional development. Pupils are enthusiastic, well-behaved and eager to learn, and colleagues are supportive, dedicated and get on well together. There is a strong sense of community.

Other benefits of working at Chigwell School include:

- A competitive salary
- Strong commitment to professional development
- Membership of the Pension Scheme
- Fee remission for eligible children
- Personal Accident Cover
- Employee Assistance Support Programme
- Complimentary lunch and break time refreshments during term time
- Free use of school sports facilities outside of the school day
- Medical Centre on site
- Use of School Library
- A beautiful working environment – 100 acre site, beautifully landscaped with a number of listed buildings
- Good transport links by tube (Central Line), road and local bus route
- A supportive community of highly motivated students and staff

**Chigwell is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening including checks with past employers, prohibition orders and enhanced DBS.**

