

Brief for the position of

# Head of Admissions, Marketing & Communications



SHERFIELD  
SCHOOL

*Nursery • Junior Prep • Senior Prep • Senior • Sixth Form*





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# Background

**Sherfield School is an outstanding, all-round academic, active and creative school where students thrive and flourish as they experience the excitement and enjoyment of learning.**

As an independent, co-educational day and boarding school set in North Hampshire, Sherfield provides a wonderful learning environment for students from 3 months to 18 years within exquisite park and woodland surrounding a listed heritage building. It has an excellent academic record, superb facilities and a wonderful ethos.

Through a rich variety of experiences, students at Sherfield become passionate and creative problem solvers, ready to contribute to a global society. As ambitious, enterprising, inventive and innovative young minds, they develop the confidence, resilience and resourcefulness to be successful in tackling the challenges life presents to them. Through academic rigour and a supportive environment, they grow strong, self-assured and motivated by each Sherfield experience.

As a school community, Sherfield challenge, inspire and support each other as they create and imagine the students' best futures.

The school community knows and cares for each other and foster an environment where students and staff feel supported whilst building strong and ambitious futures. Together they build a powerful culture of creativity that is without boundaries. Sherfield pupils are critical thinkers who challenge ideas, pave new paths and encourage inventiveness whenever possible.

The school prides itself in their close relationship with parents and place great value on individual contact. Friendliness and willingness to listen are the starting points for effective collaboration which you will find embedded in the school's culture.





## Mission & Aims

### Vision

*Our students create a positive impact, inspiring change and a better future.*

### Mission

***Ad Vitam Paramus – Preparing for Life.*** We create a learning environment that nurtures, inspires and challenges, preparing everyone for life in a global society.'

## Core Values

***Respect:*** Valuing every voice in our community.

***Kindness:*** Acting with empathy towards others.

***Courage:*** Having the strength to do the right thing.







## Teaching and Learning

Sherfield follows the national curriculum up to year 8, the students then study a range of GCSE subjects for three years, and in their final two years of education, are offered a wide variation of A-level and BTEC subjects.

Subjects range from traditional academic subjects, such as Economics, Geography, and the Sciences, to more practical subjects, such as Drama and Theatre Studies, Music, and Product Design. There is also an option for A-level students to undertake the Extended Project Qualifications (EPQ).

Teaching and Learning at Sherfield is excellent and based upon core values of confidence, creativity and connection, developing exceptional experiences for students through a framework of challenge, ownership, dialogue and engagement.

Sherfield believes that teachers have the greatest influence upon the learning and progress of students and therefore as a team they strive for the best.

Teachers provide a positive and inclusive learning environment and experience for all pupils. At Sherfield, the teachers strongly believe in the principles of preparing students for life.

### Aims

Sherfield aims to teach each student using the most effective methods possible, by providing expertise and resources to teachers, parents and pupils and through regular and rigorous monitoring and evaluation of teaching and learning against student progress and achievement.

The School aims to teach every student how to learn so that they become fast, independent, confident, and self-motivated lifelong students by:

- Teaching students how to self-evaluate and set/work towards targets.
- Providing or guiding independent access to learning resources.

Sherfield aims to treat each person as a successful student by:

- Recognising effort and achievements.
- Providing appropriate feedback that always shows the next steps.

## Enrichment

The ethos of enrichment at Sherfield centres around the school's motto – *Ad Vitam Paramus* – *Preparing for Life*.

The AVP Diploma broadens and deepens the curriculum. Pupils volunteer and support in the community, gain further qualifications, fundraise, and develop their environmental awareness and much more.

**The initials AVP form the backbone of the activities:**

- A Accreditation** – a programme of study to receive a recognised award.
- V Volunteering** – give something back to the community.
- P Practical** – learn a new and useful skill.

Pupils can choose from a wide range of activities in consultation with their parents at the Enrichment Fair at the start of the year with staff on hand to offer guidance and support. There is something for everyone and most importantly, an opportunity for them to track their progress and maintain a permanent record of achievement.

Each year, pupils will progress through the programme and work towards the Bronze, Silver, and ultimately the Gold and Platinum Diploma.

Pupils track their progress using an online record which can then be saved as a document to show how they have extended their skills, and their reflections, of this when applying for the next stage of their education/career to set them apart from other applicants.

## Pastoral and boarding

Sherfield offers full boarding, weekly and flexi boarding options for nine to 18 year olds.

The school operates a shuttle service for weekly boarders to and from Basingstoke railway station, which offers direct trains to London Waterloo every 15 minutes and a journey time of only 47 minutes. Allowing students to enjoy the beautiful countryside location during the week and the city at weekends.

Sherfield places great emphasis on empathy, motivation and social and cultural awareness and pupil wellbeing is at the heart of Sherfield from its youngest to most senior students.

Learning is tailored to every child's talents and needs and children are given individualised support, made possible by smaller class sizes. Sherfield staff aim to ensure each child achieves their full academic and personal potential in a nurturing environment as they progress through school.

Teachers and tutors see the importance in parent cooperation and maintain close relationships with parents throughout each child's entire time at school.





## Sports and Activities

Sherfield has a long list of inclusive clubs, planned after school programmes and competitive teams that pupils can take part in, whatever their interests.

Every term there are updated programmes of music, languages, sports and hobbies available to all pupils throughout the school so they can pursue a passion or extend their learning. Children can choose from an enormous list of wonderful extracurricular activities, ranging from horse riding and fencing to origami.







## The Arts

**Drama:** The Drama Department at Sherfield is an exciting and fun place to experiment and explore ideas, theatrical styles and the possibilities of performance and production. Much of what the school does is pupil-led which results in fresh, creative, and original theatre.

**Music:** Music plays an important role throughout Sherfield School, whether pupils are learning as part of their day-to-day curriculum or whether they take up instruments or join in with the many choirs, bands, orchestras and groups. All pupils in the Junior-Prep and Senior-Prep take part in choir which encourages the children to have confidence in themselves from day one.

**Creative:** Pupils are exposed to a wide variety of media, processes and techniques starting in the Nursery and, at later stages, are given the opportunity to work on a large scale in the open plan art studio complex.

For more information about Sherfield School, please visit: <https://www.sherfieldschool.co.uk/>



## Education in Motion

Sherfield is proud to have joined Education in Motion (EiM) in September 2023.

EiM is a global education company that aspires to be a leader in pioneering education for a sustainable future. With a diverse family of premier education brands around the world, the group is known for its holistic programmes that balance wellbeing, character development and academic success.

EiM aspires to be the global leader in pioneering education for a sustainable future. Its family of mission-aligned schools is committed to create meaningful change for our world by empowering communities through innovative education. Students 'Graduate Worldwide', with the skills and experience to make a positive difference in the world.

As part of a larger network, the Sherfield community is provided an invaluable source of support. Not only does this growing network provide parents with choice as their careers take them to new places, but it also enables students and staff across the network to share best practice and provides opportunities for exchange for both students and teachers.

The EiM story began in 2003, when parents Fraser White and Karen Yung began looking for a school in Shanghai that would provide for their three young children. They wanted a challenging and ambitious education that would prepare their children for the future, moulding them into confident and well-rounded young people who could make a difference in the world. However, their search came up short. A serendipitous meeting with Graham Able, the then Master of Dulwich College in London, resulted in the idea of opening an international Dulwich College in Shanghai, the first Education in Motion school. Today, Education in Motion is a growing family of premier education brands, nurturing more than 11,000 students to 'Live Worldwide'.

For more information about EiM, please visit: <https://www.eimglobal.com/>





# The Role

This is a pivotal leadership role, responsible for developing, implementing and managing a school-wide strategy for marketing, pupil recruitment and communications, with particular emphasis on growing the boarding market, both nationally and internationally. The role will suit a high-calibre commercial marketing professional who can demonstrate established and effective leadership skills combined with an extensive marketing, communications or marketing-led sales background.

The successful candidate will have a demonstrable track record of success in marketing and communications gained from within or outside the education sector.



They will have the ability to apply sound marketing principles to the Sherfield School environment, taking into account the perspective of target audiences and the dynamics of the marketplace. Prior experience of working in a school is not essential, but the successful candidate will have a good understanding of the independent educational landscape combined with a keen understanding of the factors which drive parents to consider and invest in an independent education for their children.

The Head of Admissions, Marketing & Communications will unify the Marketing and Admissions Teams within one department for the first time and lead, develop and inspire a committed team. The successful candidate will have a strong work ethic and be grounded, creative, energetic and proactive, offering solutions and implementing strategies, pragmatic and well organised. They will be able to work effectively with a wide range of stakeholders, get the best out of teams and operate with purpose, integrity, enthusiasm, good humour and tact. The ability to work independently and deliver on agreed targets will be key to this role.

## Key Responsibilities

The responsibilities outlined below are not exhaustive but are indicative of the requirements of this role.

### Leadership & Management

- Lead, develop and inspire the Marketing, Communications and Admissions departments – setting high professional standards and a programme of ongoing development to ensure that practices and procedures are effective and efficient in achieving the School's strategic aims and comply with all relevant standards
- Develop and drive an ambitious, integrated communications, marketing and admissions strategy to help deliver the objectives of the School's development plan
- Articulate and promote the School's reputation, ethos and the benefits of its boarding and day educational offer in an informed, authoritative and authentic manner to a wide range of audiences
- Support and advise the Head and Executive Leadership Team on areas of reputational risk, change management, and associated internal and external communications
- Provide expertise and guidance on strategic communications for Sherfield School
- Oversee the departmental budget and procure and manage all external suppliers





**Leadership & Management contd.**

- Ensure that the Admissions and Marketing functions are working collaboratively, consistently and in a coordinated and efficient manner.
- Promote a culture of high performance with a focus on successful outcomes.
- Play a full part in the life of the Sherfield School community, engaging with pupils, parents, staff, prospective families, alumni, partners, the local community and broader audiences.
- Take responsibility for the updating of policies where appropriate, including the Admissions Policy, the Taking, Storing and Using Images of Children Policy, the Data Protection Policy, the Privacy Notice, the Complaints Policy, the Crisis Management Plan and others as required by the Head.

**Marketing**

- Develop and implement a whole-school marketing strategy in line with the whole-school development plan.
- Develop, implement and own the Sherfield School brand across the whole-school community.
- Create and deliver an operational action plan to provide seamless coordination of marketing, communications and admissions activities.
- Develop, market and promote subsidiary enterprises, including summer activities.
- Imbed admissions, marketing and communications into the whole-school culture.

- Undertake strategic market research into the international, local and national markets to develop a persuasive, compelling and segmented marketing proposition.
  - Oversee the marketing strategies and promotional programmes which drive engagement and admissions.
  - Identify new revenue opportunities and provide actionable plans to the Head.
  - Oversee the management of the annual Marketing budget, ensuring efficiency in spend.
  - Manage Sherfield School's integrity, profile and positioning in the marketplace and communicate its vision.
  - Promote the school within the local community and develop strong community links.
  - Analyse key marketing performance metrics and use tracking tools to provide market research, forecasts, competitor analysis and consumer trends to formulate actionable marketing and admissions goals.
  - Lead strategic and operational relationships with key agencies and suppliers (PR, creative, web development, photographers, film, media, print and production).
  - Oversee the production of all content for multi-media use.
  - Plan and implement digital and offline campaigns, with objectives to include brand awareness, search engine optimisation, remarketing and targeted conversions, including the use of analytic data.
  - Develop new partnerships and opportunities to maximise commercial opportunities and revenue
- Direct and oversee the ongoing and continuous development of the school website.
  - Take responsibility for ensuring the school complies with current marketing and copyright regulations along with professional standards, policies, procedures and legislation.

**Communications & Media Relations**

- Lead the strategic and operational relationships with key media contacts, ensuring brand-consistent communications.
- Seek out and develop relationships with relevant media outlets and contacts.
- Assist the Head and other senior staff in the creation of speeches, articles and opinion pieces in line with the school's strategy, ethos and values, brand and key messaging.
- Lead on crisis communications planning and management.
- Support and advise the Head, Executive Leadership Team on areas of reputational risk, change management and associated internal and external communications.
- Support the development of relationships with local, regional and national governments and communication with leading influential voices in the sector.
- Provide relevant media training, mentoring and coaching for senior members of staff (and pupils) where appropriate.
- Implement, and own the school's Social Media Strategy

**Internal Communications**

- Develop, implement and own Sherfield School's brand identity, sharing with all staff to ensure consistent messaging.
- Ensure all staff are aware of their role in promoting the school for recruitment purposes, adhering to brand guidelines.
- Ensure that the opinions of external stakeholders (especially parents and former parents) are well known and fully understood.
- Advise on and monitor all communications between the school and parents.
- Work with the IT Department, Reception, Marketing, Admissions and Development and other relevant members of staff to maximise the parent journey/experience on all digital communications platforms, including portals, website and SOCs.





## Admissions

- Develop and deliver a highly effective admissions service, responsive to the needs of identified target audiences at all entry points.
- Lead the Admissions department in defining and developing the School's Admissions Strategy.
- Oversee all aspects of admissions, building strong processes and procedures, ensuring swift responses and excellent data reporting and establishing future strategy.
- Plan and deliver the School's pupil recruitment targets in liaison with the Head.
- Ensure that all touchpoints with prospective parents, visitors and Sherfield School stakeholders (with particular importance to first impressions) are of a consistently high and impressive quality.
- Build a global marketing and pupil recruitment strategy, developing and maintaining strong links with agents.
- Research and identify new recruitment streams, nationally and internationally.
- Widen the reach of Sherfield School, increasing recruitment locally, from across the UK and internationally.
- Oversee and review KPIs for the Admissions team.
- Support the implementation of admissions processes that will maximise conversion rates and target high-quality candidates in line with the school's recruitment objectives.
- Lead the planning of visits to schools and agents in target countries and represent and promote the School at international recruitment fairs, agent tours and visits overseas.
- Ensure the collection, management and reporting of admissions data and provide forecasts for pupil numbers to support financial planning and budgeting.
- Establish the print and production requirements of the Admissions Department and oversee the production of support materials such as display materials, agents' resources, promotional items, subject information, fulfilment packs and open day, event and taster day programme promotions.
- Develop and maintain a full understanding of target audiences, competitors, and the dynamics of the marketplace and produce appropriately segmented messaging.
- Agree on a programme of visits to feeder schools/school fairs/overseas events and attend as required.
- Keep abreast of all matters relating to the entry of pupils to Sherfield School, as well as trends in the sector, both nationally and internationally
- Drive a culture of excellent customer service for prospective families and agents, ensuring a first-class end-to-end customer journey throughout and successfully converting interest into admissions
- In conjunction with the Head, set the School's international student targets, to develop and enhance the international recruitment strategy
- Develop and deliver an annual programme of recruitment and admissions events, taking overall responsibility for Open Days, Taster Days, School Fairs and feeder school engagement to support agreed recruitment targets
- Develop the School's feeder school strategy, aimed at expanded geographic reach and delivery of a targeted and effective outreach programme
- Monitor and respond to key market trends via effective strategies and tactical plans
- Evaluate and report on attendance at key events and ensure feedback is sought following each one to inform future planning
- Ensure all admissions comply with relevant standards, for example, on data and visa regulations

## Additional benefits and information

This is a full-time, 52-week post, and some flexibility in working hours will be required considering the seniority of the role and the responsibilities it entails.

The main benefits are likely to include:

- Competitive Salary
- Up to 50% discount on school fees for 2 children attending Sherfield School
- Annual holiday entitlement of 25 days plus statutory bank holidays
- Contributory pension scheme, as well as a death in service benefit
- Free parking on site
- Complimentary school meals in term time and when the school's kitchen is open during school holiday periods
- Use of on-site gym
- In-house training





# The Person

The successful candidate will bring the following qualifications, experience, skills and knowledge, leadership style and personal attributes.

## Qualifications, Experience & Skills

- Educated to degree level or have proven equivalent experience.
- In-depth experience and appreciation of the principles and practices of marketing, including PR, media relations, advertising, and branding.
- In-depth experience of communications, including digital and social media.
- In-depth knowledge of lead generation and leading strategic marketing programmes.
- Able to write messages that are clear, consistent, inspiring, compelling and appropriate.
- Strong team leader with a flexible, hands-on attitude to work and meticulous attention to detail as well as the ability to nurture individual team members
- Good commercial awareness backed by well-informed market intelligence and strong analytical skills.
- Proven project management skills.
- Problem-solving skills, creativity and adaptability.
- Able to demonstrate strong business and commercial acumen and use of evidence-based planning.
- Able to demonstrate a strong understanding of effective communication techniques needed to build and maintain relationships with all stakeholders.

- Experience of building and managing effective relationships with key stakeholders.
- Numerate with the ability to track, analyse and interpret data.
- Highly articulate communicator with outstanding interpersonal skills.
- Desire to be involved in the school community.

## Leadership Style & Personal Attributes

- Strategic thinker, able to drive change and bring others along.
- Confident and motivational leader with a collegiate and collaborative approach.
- Excellent communication skills and accomplished public speaker, able to engage audiences internally and externally, at all levels.
- High level of tact and diplomacy.
- Highly motivated, forward thinking and eager to achieve.
- Resilient and adaptable.
- A people person and comfortable networker, able to interact with people at all levels.
- A passion for education and empathy with the independent sector.
- A strong commitment to diversity as a school community, valuing and promoting inclusion.
- In addition, they will have a thorough understanding of the School's responsibilities in relation to safeguarding and child protection issues and a clear commitment to delivering best practice in safeguarding. The school's Child Protection and Safeguarding Policy can be found on our [website](#).





# How to Apply

The closing date for applications is **Monday 13<sup>th</sup> January 2025**.

Interviews will commence **w/c Monday 20<sup>th</sup> January** with final interviews due to be **w/c Monday 27<sup>th</sup> January**.

Early applications are encouraged and we reserve the right to interview outstanding candidates before the closing date.

In order to apply, please complete the Sherfield School Application Form (available to download from [www.sherfieldschool.co.uk](http://www.sherfieldschool.co.uk)) along with a covering letter which sets out your interest in the role and of your experience relevant to the required criteria.

Please include the names and contact details of three referees. Referees will not be approached until the final stages and not without prior permission from candidates.

Please send your application form and cover letter via e-mail to Anna Gray, Head of HR at [hr@sherfieldschool.co.uk](mailto:hr@sherfieldschool.co.uk)

## Personal data

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your application documentation.

Following this notice, any inclusion of your Sensitive Personal Data in your CV/application documentation will be understood by us as your expressed consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g. referees) who have not previously agreed to their inclusion.

## Diversity, Equity, and Inclusion

Education in Motion is committed to diversity within our team, organisational practices, policies and culture. We recognise that people with different backgrounds, skills, attitudes and experiences bring fresh ideas and perceptions,

and it encourages and leverages these differences to make our work more relevant and approachable. Education in Motion will not discriminate or tolerate discriminatory behaviour on any grounds such as, but not limited to, race, gender, disability, nationality, national or ethnic origin, religion or belief, marital/partnership or family status, sexual orientation, age or socioeconomic background.

Education in Motion strives to be an inclusive workplace where everyone feels a sense of belonging, has a voice, can raise concerns, and feels comfortable and confident. We expect everyone who works within to share this commitment and to act accordingly, as we aspire to best serve the Education in Motion mission and the community.

## Safer Recruitment Practice

Education in Motion is committed to safeguarding and promoting the welfare of children and expects all applicants to share the same. We follow safer recruitment practices which are aligned to the recommendations of the International Task Force on Child Protection.

We hold ourselves to a high standard of effective recruiting practices with specific attention to child protection, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

## Qualifications, Identification, Health and Background Checks

Please note that you may be required to submit documentation providing proof of your identity and qualifications as part of Education in Motion's safeguarding procedures. You may also be required, if an offer is to be made, to undergo a pre-placement medical assessment and relevant background checks as part of the school's recruitment and safeguarding procedures.





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