



Director of Admissions and Marketing

LORD WANDSWORTH COLLEGE



A GREAT FOUNDATION

April | 2019

Welcome from Adam Williams Head



Dear Applicant,

I am delighted that you are considering this important role with us at Lord Wandsworth College (LWC). You are looking to join us at such an exciting time in our development and will play a pivotal role in the future growth and sustainability of our beautiful, rural paradise.

Set in 1200 acres of rolling countryside on the North Hampshire and Surrey border, we provide a safe, secure, wonderfully inspiring and caring learning environment. We encourage and support our broad and growing pupil base to be as good as they possibly can be; we achieve excellent examination results and create confident, capable, extremely level-headed and happy young people.

This is a superb opportunity for a dynamic and inspirational professional. If you are a current member of a successful team looking to realise your ambitions and experience, or are presently running a high-performing department and feel like a new challenge, this could be just the role for you.

The position is available on the retirement of Mrs Mary Hicks, who has been a truly outstanding colleague for over 20 years at the College. Numbers at LWC have never been higher, nor demand greater, and the school is growing at its fastest rate in decades.

This important leadership role is an opportunity to make a real difference. The Director of Admissions and Marketing is a key and collegial member of the Senior Leadership Team who also works closely with our Governors and the wider LWC Community.

I hope the following pages give you an insight into the role and indeed into our school which I am incredibly proud of. Thank you for your interest in LWC - I look forward to reading your application.

Adam Williams

Head

The successful candidate will...

- have a real passion for improvement and the drive, grip, judgement and vision to deliver it
- be self-starting, forward-thinking and highly positive, with a 'can do, will do' mindset
- lead by example, and have the ability to motivate pupils and staff, bringing out the very best in them
- have the warmth, emotional intelligence, ready smile, sense of humour and appreciativeness, plus the interpersonal/listening and communication skills, to build trust and respect amongst pupils, parents and staff
- have the calmness, diplomacy, sensitivity and flexibility to defuse potentially difficult situations
- have the co-operative and engaging nature to build a strong team that ensures improvement
- have high expectations of self and others, and be reliable and resourceful
- work very hard and very efficiently and effectively to the highest standards
- be fun to work with, inspiring confidence
- deliver for our pupils
- be highly qualified
- have a track record of achievement and experience of running a high-performing admissions and/or marketing team
- have an eye for data-driven conversations and experience of successful tracking and monitoring systems
- have excellent attention to detail
- be an inspirational colleague.

Ideally we would like the successful applicant to be able to start in June / early July to create time for an effective handover. This will, however, not preclude the right candidate.

Background

Lord Wandsworth College is an ambitious and forward-thinking independent, HMC co-educational boarding and day school of around 630 pupils, aged 11-18. It enjoys a fine reputation for its very high standards, pastoral care and superb all-round education. This is embodied in our exceptionally wide and high-quality co-curricular programme alongside a passion and drive to be sector leading in Pupil Voice and Character Education. LWC is a popular school, growing significantly - despite the sector challenges – in the past decade. We aim to develop a 'can do, will do' mindset and to nurture and inspire our learners. We believe in them and go the extra mile for them.

LWC is situated in an estate of 1200 acres in a rural area of Hampshire and within the village of Long Sutton, yet only 15 minutes from Hook / Winchfield stations which are less than an hour from central London. The College was founded in the early twenties to provide an education for children who had lost one or both parents and their time was spent not only in school but also working on the farm which was, and remains, an integral part of the LWC landscape. The Lord Wandsworth Foundation still continues to support about fifty children. These Foundationers add a stimulating dimension to the school's make-up and the Foundation is central to the ethos of LWC.





The future

LWC is in the middle of an exciting development program, involving the investment of over £20 million in outstanding facilities through a transformational campus masterplan focused clearly on teaching, learning and the individual. This development is the catalyst to enable LWC's ambitious growth plans both in pupil numbers and learning ambitions.

We have just opened our new state-of-the-art dining facilities, Julyans, with a stunning new staff common room, Sydneys, opening in April 2019. A new medical centre enables us to enhance and maintain the health and wellbeing of our day and boarding pupils alongside the whole school community through an holistic approach.

Our next major development will be a new Science and Technology Centre, illustrated above, and due to be opened in 2021. It is a space which will then enable us to create outstanding Art and Design workshops in the current Science laboratories.

Although buildings are of value, people are our focus. To achieve our ambitious development plans we need exceptional people and as a result, our team's professional development is hugely significant. We hope everyone finds us warm, welcoming, and aspirational and really focused on working hard to do the very best we can for all the pupils in our care.

Daily life

LWC is a co-educational boarding and day school, with six full days teaching and activities a week. The College is divided into eight houses: one co-educational junior house (years 7&8) and seven senior, single-sex houses (years 9-13) of which four are boys' houses and three are girls. Many of the academic staff are housed on the campus as are a number of support staff. We offer day, flexi, weekly and full boarding opportunities for the changing demographic of pupils and their family's needs.

Our five core values:

These are integral to LWC's ethos and aspirations for the years ahead and are at the heart of what we do:

- +1 (what one more thing can you do to make a difference to others)
- +2 (we aim to treat every pupil two years ahead of where they should be, academically)
- +3 (we are passionate about welfare, wellbeing and good mental health for all)
- Pupil Voice (we aim to be the leading school in the UK within 5 years)
- Character Education (we aim to be a leading voice in the UK within 5 years)

The College had an ISI Inspection in 2017 the report may be read at www.isi.net



Job summary

Role and Purpose:

The position presents an exciting opportunity for someone to bring their vision to further develop of our thriving school community. As a member of the School's Senior Leadership Team, the successful candidate will be able to undertake a role which offers rich possibilities for exercising leadership at whole-school level, as well as providing an important whole-school perspective on the role.

At LWC, we seek to ensure that our 630 students are provided with an environment which enables them to flourish in all respects. We take pride in working hard to ensure that the environment in which they prepare for this next phase of their lives is suitably stimulating, diverse, stretching and supportive. We combine this ethos with emphasis on ensuring our students have a strong understanding of their role within a wider community, locally, globally and nationally. Academically, the progression in results over the past few years has been excellent, nearing 70% A*-B presently at A level and 80% 9-5 at GCSE.

Our students enjoy an extremely varied and rich co-curricular programme. They are role models for younger students and as such, they play a key part in leading clubs and societies. We provide a wide range of leadership opportunities for the pupils, with a strong focus on encouraging our students to develop into confident, compassionate and resilient young people who can take their place in the world with energy and optimism. Working with them in order that they can become outstanding individuals beyond the school gates is hugely important to us. Results do not define you, rather your positive impact on the world around you...

In particular, the post holder will combine professionalism, calmness under pressure and good humour, playing an essential part of our aspirational and highly motivated team. They will also be self-starting, forward thinking and endlessly positive, with a 'can do, will do' mindset.

Reportees: The Marketing and Admissions team currently consists of: Marketing Manager, Admissions and Marketing Officer, Admissions Secretary, two School Secretaries and Foundation Award Manager.

Direct line of report: The Headmaster

Job description

Core Skills and Competencies

- To be confident as a front-line ambassador in relating to parents, pupils, feeder schools and all possible stakeholders
- Ability to present authentically to small and large groups of parents and children
- Have a genuine interest and empathy with independent education
- Meticulous administration and ability to meet deadlines under pressure
- In-depth understanding and appreciation of the principles and practices of marketing including social and digital media
- Capacity to produce and implement a successful marketing/PR plan
- Good management and leadership skills
- Adept at setting and managing a budget
- Ability to communicate succinctly and effectively both orally and in writing
- Analytical mind, capable of undertaking independent research.
- Appreciation of the school as a business and understanding of the independent education sector
- Excellent organisational, planning and time management skills
- Understanding of branding, image and style
- Understanding of effective customer care and management
- Confident and competent user of a wide range of ICT, with specific knowledge of databases, websites, social and digital media
- Prepared to work long and occasional unsociable hours and be prepared to travel in the UK and overseas.

Attributes

- Stamina, resilience, commitment and a sense of humour
- Flexible approach to duties undertaken and working hours
- The ability to work as part of a team and on own initiative
- Demonstrate a confident management-style through clear and direct communication and appropriate decision making
- To be an excellent role model who can lead and inspire others
- The ability to work collaboratively, having credibility with colleagues, SMT and Governors
- Appreciation of the necessity to maintain complete confidentiality at all times
- Strategic thinker and open-minded
- Reliable, honest, trustworthy, tactful and diplomatic
- Ability to drive.

Key responsibilities (To include but not be limited to)

- Define, with the SLT, the ethos and identity of the College and communicate it effectively internally and externally to a diverse stakeholder group
- Set and manage the marketing budget efficiently and to best effect across the differing aspects of the role
- Divide and direct the admissions strategy and procedures from enquiry to entry, including:
 - Plan, execute and attend Open Events for prospective parents and pupils
 - Liaising with houseparents on pupil numbers, visits, guides
 - Organising and implementing all testing procedures for prospective pupils. Collating and publishing results
 - Manage the whole Scholarship process and the scholarship budget
 - Manage the means-tested bursary applications
 - Allocate pupils to boarding houses, ensuring a balance of boarders/day pupils
 - Prepare all joining documentation for new pupils
 - Maintain strong and successful relationships with feeder schools and specifically liaise with Heads/senior staff regarding admissions for their pupils.
 - Manage the College's UKVI Tier 4 license and overseas pupil visa applications.
- Develop and implement the College's strategic marketing plan including:
 - Manage the College's corporate image and all marketing communications, on and off-line, including literature related to admissions
 - Research and develop new opportunities for marketing the school both locally and internationally
 - Represent the College at school exhibitions and educational fairs at home and overseas
- Regularly report to the Headmaster, Bursar and Governors on projected numbers and marketing activity
- Regularly analyse and report on admissions and marketing statistics and trends
- Manage internal and external market research projects as required

MEMBERSHIP OF COMMITTEES

The Director of Admissions and Marketing attends elements of governors' main board meetings as directed by the Chairman, and governors' committees as requested by the Headmaster including: Education Committee, Finance Committee, Marketing and Fundraising

Furthermore, Foundation selection Committee and Friends of Lord Wandsworth College (FLWC).

The Senior Leadership Team

The team of seven currently consists of the Headmaster, the Senior Deputy, the Deputy Head (Teaching and Learning), the Deputy Head (Compliance, Inspection and Academic Systems), the Head of Sixth Form, the Director of Admissions and Marketing, the Development Director and the Bursar.

The Director of Admissions and Marketing responsibilities may be changed or adjusted from time to time according to the needs of College life, and to suit the College's development. The Director of Admissions and Marketing must be prepared to implement such other appropriate duties and responsibilities as the Headmaster from time to time may assign.

Current marketing and admissions team structure



The package

There is a competitive salary and package, commensurate with this position of responsibility and reflective of experience. A broad range of further staff benefits which include:

- outstanding CPD opportunities and career development
- fee remission for children
- catered meals at our state-of the-art, newly refurbished dining room (JJulyans)
- use of wide-ranging school facilities (swimming pool, tennis, squash, walks, trails etc.)
- excellent social and sporting events for staff within the school.



How to apply

- The closing date is **Wednesday 10th April**
- Interviews: **w/c Monday 15th April**
- Shortlist interviews (if required): **Monday 22nd April**

As part of your online application, you must state clearly:

- what you can offer the school
- your track record in terms of Admissions and Marketing
- evidence of your involvement in school improvement
- A full CV and names, addresses and telephone numbers of two referees who can comment professionally

Should you have any questions about the application process, please contact Rebecca Treadgold, HR, treadgoldr@lordwandsworth.org or call 01256 860 316.

Should you wish to find out anything further about the role, you are welcome to contact the retiring Director of Admissions and Marketing (Mary Hicks) hicksm@lordwandsworth.org or the Headmaster, Adam Williams headsec@lordwandsworth.org and arrange a time to speak.

