

Director of Marketing, Admissions and Communications

Ackworth has always been a co-educational, boarding and day school. For over 230 years, we have maintained a passion for teaching and learning. We are proud of our traditions and family values, but equally proud of our innovative approach to co-education.

Ackworth is a dynamic and forward-thinking school. We strive to develop resilient individuals who not only think creatively, but also act ethically and with responsibility. We encourage our students to express themselves with confidence, to embody the Quaker value of speaking respectfully to others, but also in a way that is true to themselves and their beliefs.

Located in a beautiful rural setting in Yorkshire, we offer broad educational opportunities from nursery age to sixth form, for day pupils and boarders. We are an attractive school to international students where they can easily settle into life in the UK. Our supportive approach to pupils, where English is not their first language, is equalled by the welcoming nature of our UK based pupils.

We truly are an international school and this must be supported and developed by a strategic and forward thinking marketing team that are dynamic in their approach to attracting pupils to our school.

The Director of Marketing, Admissions and Communications is responsible for leading the development and implementation of the marketing strategy. The strategy is crucial to supporting the school's image and reputation within the local and overseas market and will drive pupil recruitment at all levels (Nursery, Prep, Senior and Sixth Form).

The post holder is responsible for leading and developing the Marketing, Admissions and Communications team and for engaging the wider School staff in the parent experience. The ideal candidate will have previous experience in education or may have worked in an environment that has involved the marketing of a high value service or product such as private health care and where there is an ongoing long term relationship with the customer. Candidates must be able to demonstrate their successes in this. Knowledge of international marketing will be advantageous, particularly the Asian markets.

Central to the role is the ability to understand the needs of current and prospective parents, and to identify strategies and initiatives which enable Ackworth School to meet these needs in the short and long term. Success in CRM is essential.

Through the implementation of creative and customer focused multi-channel marketing campaigns, the role supports both parent recruitment and retention, and works closely with the Schools Senior Leadership Team, to deliver a highly effective customer experience, which meets or exceeds parent expectations.

Benefits

- Salary - competitive based on experience
- Contributory pension - 3%

- Remission of fees from Junior School upwards of 66%.
- All meals and refreshments provided during working hours.
- Access to fitness suite and pool
- Employee support programme

Application Process

A full job description can be downloaded from the School's website.

The closing date for applications is Monday 29th April at 5.00pm. Applicants should submit either an application form, that can be downloaded from the school's website, or a CV. In both cases, please include a cover letter of no more than one side of A4.

Interviews will be held within two weeks of the closing date. References will be requested prior to the interview date.

Ackworth School is committed to safeguarding and promoting the welfare of children and young people and we expect all staff to share this commitment. Applicants should also be in sympathy with the Quaker Ethos. The successful applicant will be expected to undergo child protection screening appropriate to the post, including the completion of an enhanced DBS disclosure.