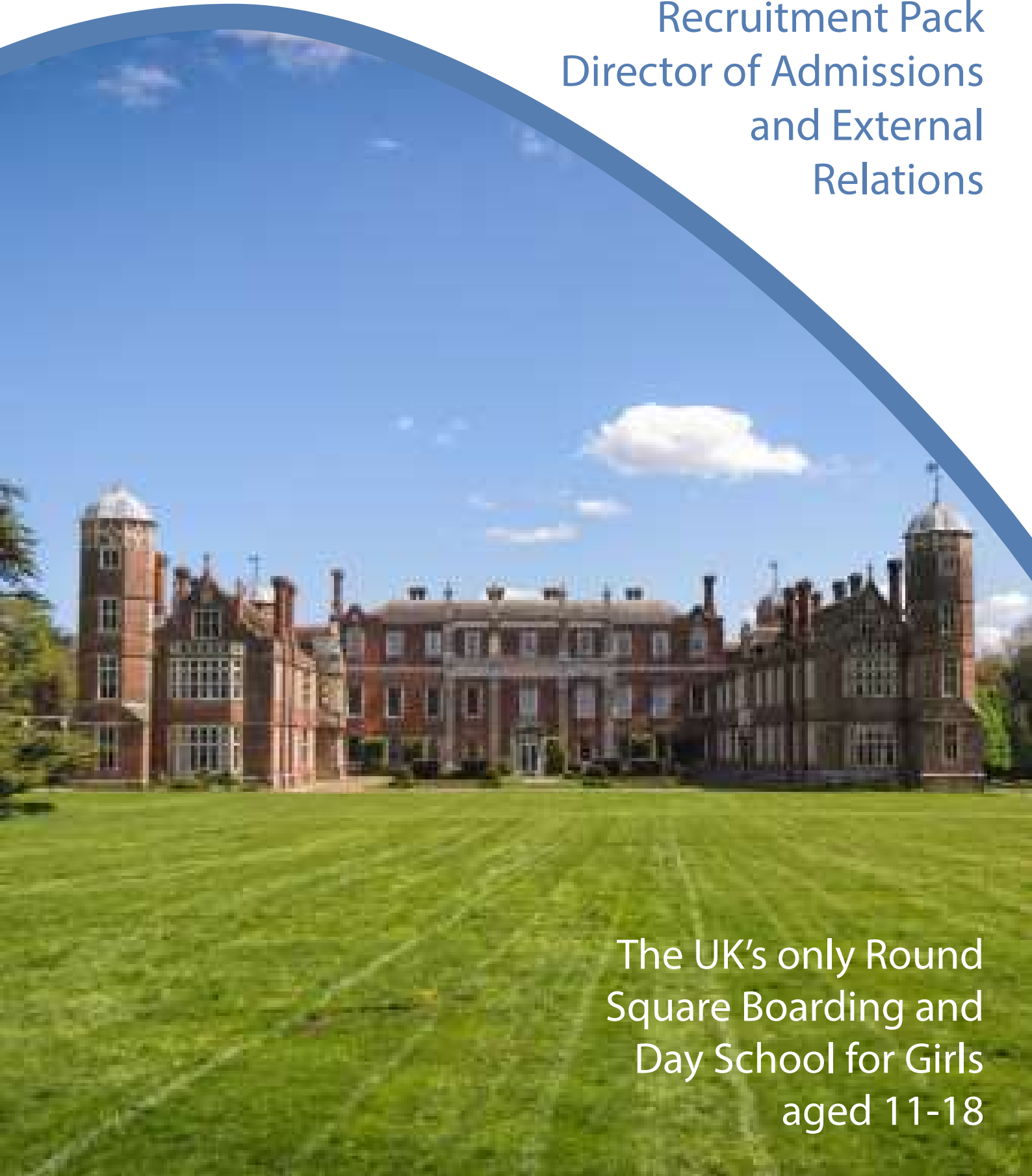




Cobham Hall

Recruitment Pack
Director of Admissions
and External
Relations



The UK's only Round
Square Boarding and
Day School for Girls
aged 11-18





Information about Cobham Hall

Cobham Hall is housed in a beautiful Grade 1 listed Tudor mansion built in 1584 and was at one stage home to the Ashes of cricketing folklore. The School is otherwise set in 150 acres of tranquil 18th Century park landscape in the pretty village of Cobham in Kent.

The School is within half an hour of central London via the High Speed train service from Ebbsfleet International to London St Pancras and within an hour of the Channel ports of Dover and Folkestone by car.

Cobham Hall was founded in 1962 and is currently a single sex Boarding and Day school for girls aged 11 to 18. It is a member of the Round Square network of schools and indeed when it became a member back in 1971 was, at the time, the first all-girls' school to join the network.

The Round Square IDEALS are central to the School's ethos, helping each student to realise that "there is more in you than you think": the School's motto. There is a high commitment to the personal wellbeing of each student and Cobham Hall is recognised as a leading innovator in this area.

The School's aim is to ensure that students leaving Cobham Hall are young individuals who can step into the world with confidence in their abilities, who are eager to embrace opportunities, and who have an understanding and practical experience of working alongside people from different backgrounds and cultures.

Our small class sizes ensure that each student is able to be supported on their educational journey and enables lessons to be dynamic and engaging.

Full details of Cobham Hall's most recent inspections are available on its website at www.cobhamhall.com. In summary, a full integrated ISI inspection in 2015 found the majority of areas looked at to be excellent, with the remainder all found to be good, whilst in 2019 the School received a very positive report from CReSTeD.

For further details about Cobham Hall please refer to the School's website, details of which are set out above. The School is an equal opportunities employer. We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. Successful applicants are subject to a DBS check.

"The rapport between teachers and their pupils is extremely positive, enabling the teaching to be purposeful, effective and enjoyable."

- ISI Report -



About the Role

Reporting to the Headmistress, the postholder will lead the development and delivery of an External Relations Strategy focussed on securing a steady growth in student numbers and generation of income from commercial activities and donations. This is a pivotal ambassadorial role that will require excellent communication skills, extensive marketing experience and business acumen.

Following a recent merger with the Mill Hill School Foundation, the postholder will work closely with central Marketing, Admissions and Enterprise teams, as well as Cobham Hall staff, students, Elders (Cobham Hall alumni) and current and prospective parents.

This dynamic and exciting role will most likely be suited to an experienced professional from within the Independent Schools' sector or a professional sales and marketing environment.

We hope that this information pack will provide you with the information you need on Cobham Hall and the role. However, should you want to discuss the position further please do not hesitate to contact Mrs Wendy Barrett, Headmistress, via her PA, Mrs Linda Odendaal on 01474 823371.

Main Responsibilities

Admissions

- To develop and implement effective student recruitment strategies and plans in close collaboration with the Headmistress including the identification of potential new markets and relationships
- To ensure that Cobham Hall achieves growth and improves retention numbers
- To provide analysis and forecasting of student numbers including the monitoring of student recruitment
- To ensure that Cobham Hall's admissions process for parents, from initial enquiry to signing and beyond, is efficient and effective
- To exploit current markets fully and open up new markets as opportunities arise both within the UK and internationally with a view to optimising recruitment and marketing activity
- To develop and have oversight of the admissions-related events strategy including open days, scholarship day, taster events and visits etc. – attending these whenever necessary
- To undertake visits to educational exhibitions and other UK and overseas recruitment events, including the organisation of familiarisation trips and visits to agents in their own countries
- To manage the Marketing and Admissions budget to ensure that Department activities are meaningful and effective
- To ensure that every member of staff in School is aware of their role in attracting, converting and retaining students and is actively and appropriately engaged in all three activities



Marketing

- To develop and implement a communications and PR strategy to raise awareness across internal and external markets – local, regional, national and international
- To be responsible for the development, execution and regular monitoring of marketing activities, retention and admissions strategies
- As part of The Mill Hill School Foundation marketing team, develop an effective digital and social media strategy, including oversight of the Cobham Hall website and the development of policies and procedures relating to the School's digital footprint
- Advise the Cobham Hall Leadership Team about trends in the sector, both UK and international, contributing to the formulation of the School's strategic plans
- To line manage the Cobham Hall marketing and admissions staff and to work closely with relevant Mill Hill School Foundation teams
- To ensure that the School communicates, engages and presents key brand messages in a consistent and professional manner through its various media
- To ensure that up-to-date evidence, based on the needs and concerns of internal and external stakeholders in relation to the growth and retention of students, is regularly communicated
- To undertake regular market and competitor research and analysis to inform future plans
- To develop the links with Elders and devise a programme of philanthropic support

External Relations

- To network and build relationships with all key stakeholders: feeder schools, agents, staff at all levels, the media, Elders, current and prospective parents
- To contribute to the School's outreach programme helping to widen the School's network and positive relationships and reputation with the local community

Commercial

- To develop clear action plans related to communication and development alongside the implementation of effective systems for monitoring and evaluating success
- To work closely with Cobham Hall staff to maximise opportunities for commercial operations, including residential lettings during holiday periods
- Create opportunities to promote the School through lettings and community events and to maximise the use of facilities
- Develop and pursue new commercial opportunities



Person Specification

Education	<ul style="list-style-type: none"> • Educated to degree level or equivalent
Experience and Knowledge	<ul style="list-style-type: none"> • Experience in a similar role in an Independent School or a sales/marketing role elsewhere with demonstrated success • Experience of having worked within a service delivery sector (education sector experience would be a bonus) • Strong analytical skills and proven record of using data and research to support initiatives undertaken • Experience in monitoring competitor market activity • Experience in using digital and social media trends and tools to influence the student life cycle • Experience of networking to build creative and mutually beneficial relationships that positively impact on strategic and business development
Personal Qualities	<ul style="list-style-type: none"> • Outstanding interpersonal and communication skills • Highly articulate speaker and writer • Commercially aware and results driven with good business acumen • Self-motivated, flexible and adaptable to different tasks at hand • Proactive and able to prompt others to ensure deadlines and targets are achieved • Calm working under pressure • Uses evidence to support arguments or positions taken • High level of integrity • Excellent time management and organisational skills



Salary

Up to £55,000 plus a bonus of up to 10% of gross salary based on mutually agreed targets around student recruitment and commercial income.

Hours of Work

Indicative hours are 8.30am to 5.00pm, Monday to Friday, including a 1 hour lunch break, in both term time and school holidays. However, this is a significant role and the successful candidate will be expected to work the necessary hours to fulfil it. There will be occasional requirements for weekend or for out of hours attendance, to be agreed in advance with the Headmistress. Attendance at all open events is expected. Flexibility in the working pattern may be considered for the right candidate. Foreign travel is a necessary part of the job.

Interview

Closing date for applications: **9:00am, Thursday 29th July 2021.**

Details of the interview process will be sent to shortlisted candidates. Interviews will take place week commencing Monday 2nd August.

Safeguarding and the Welfare of Children

Cobham Hall and all its staff are fully committed to safeguarding the welfare of children. It is the responsibility of every employee of Cobham Hall to promote and safeguard the welfare of children, to comply with the Safeguarding Policy and promote the welfare of children who are students at the School, and to report to the Designated Safeguarding Lead any concerns relating to the safeguarding and welfare of children. Cobham Hall has in place a safer recruitment policy which includes procedures designed to ensure that the health, safety and welfare of children are paramount considerations in the appointment of all members of staff. Successful applicants are subject to an enhanced DBS check.

The thing we love, as a family, is the feeling of camaraderie amongst the girls. They were walking along the corridors laughing loudly and linking arms.

- Parent of Current Student -



There is more in you than you think



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