



Head of Marketing and Admissions

Clayesmore School Applicant Pack

Leading
Independent
Schools



CLAYESMORE





Head of Marketing and Admissions

Clayesmore School is pleased to invite applications for Head of Marketing and Admissions with immediate effect. Clayesmore is a family school for pupils from Nursery to Year 13. We are ambitious for every young person who comes here, and we believe that Inclusive Excellence captures what we are trying to achieve: creating an environment in which every pupil is known as an individual, supported to understand their strengths and encouraged to achieve more than they might have thought possible.

For us, excellence is not about everyone following the same path or measuring success in the same way. We combine high academic expectations with a strong emphasis on character, relationships, creativity, activity and personal growth.

For over 130 years, Clayesmore has helped young people to discover what they can achieve and what matters to them. Today, we are building on that tradition with the same fundamental belief that every pupil can excel. Our job is to help them to find their path and achieve more than they ever thought was possible.

About Inspired Learning Group



ILG currently owns and operates 35 schools and nurseries in the UK. Overall, the group looks after over 4,000 pupils, making it one of the largest independent school groups in the UK.

Clayesmore is one of 7 through schools in ILG alongside Saint Felix School, Southwold; Yateley Manor School, Yateley; Rookwood School, Andover; Derby Grammar School; Shebbear College, Devon and St. Francis' College, Letchworth.

ILG is like one extended family, allowing schools to share best practice and innovation in order to raise standards of teaching and learning for all students. The group recognises and respects that each school has its own history and identity. Individuality is encouraged so that new ideas can grow naturally with the best initiatives then being implemented across the group. This collaborative spirit is an effective way of ensuring that education practices do not fall behind the times and encourages out-of-the-box methods and future thinking.

ILG schools may look reassuringly traditional in some ways, but the move away from standardisation toward customisation is not just modern but quietly revolutionary. Children are understood as individuals and teaching tailored at a personal level. This means that all children, no matter their needs, are catered for. All group schools commit to parents that one child will never be left behind.

ILG empowers its schools to achieve their mission and vision through challenging yet supportive governance. Schools, stakeholders and professional associations are connected to create opportunities and build capacity. The group works with school leadership to set clear school improvement goals through engagement with pupils, parents, staff and the wider community.

The group aims to recruit, invest in and retain outstanding practitioners and ensure the provision and monitoring of a broad and balanced personalised curriculum for children with individual learning needs.

About Clayesmore School



CLAYESMORE

Clayesmore School was founded in 1896 by Alexander 'Lex' Devine, an educational pioneer whose approach to education was well ahead of its time. Devine sought to build a forward-thinking school that placed emphasis on individual growth within a strong community.

We provide a flexible curriculum, tailored to each pupil's strengths and ambitions, complemented by a wide range of activities beyond the classroom. We develop not simply the skills for academic success but, more importantly perhaps, the tenacity and can-do spirit which gets things done in the workplace and makes for independent, resilient adults.

Clayesmore's central belief is that success doesn't look the same for every child. We work hard to find the right pathway for each one.

From the Prep School, where children have early access to specialist teaching, through to the Sixth Form, Clayesmore offers an education that leads to a remarkable variety of destinations.

We believe in extending every pupil in whatever field they have an instinct to follow. While our creative arts programme is exceptional, pupils' successes span across every discipline from academic subjects to sport, outdoor learning, community service, the LEX Programme and the Duke of Edinburgh's Award.



One School: Four Chapters

Nursery

Our new Nursery gives children a great start. The space is full of happy, purposeful activity, and children have access to the adventure playground, outdoor classroom and the whole estate.

They quickly discover a joy in learning, alongside the social and practical skills they will need as they grow.



Pre-Prep and Prep

From Reception to Year 6, we consciously develop the fundamental literacy and numeracy skills children will need throughout their lives. But this is done in the context of an exuberant enjoyment of daily life. There is early access to specialist teaching in creative and performing arts, languages and sport. In Years 7 and 8, children go beyond the KS3 curriculum, have access to Senior School teachers and become increasingly reflective about their own learning. They also have many opportunities to lead.

Strong pastoral care, where everyone is known and noticed, underpins school life. Boarders thrive, and all pupils are encouraged to take responsibility for themselves and others, preparing them for Senior School and beyond.



One School: Four Chapters

Senior

Prep pupils move into Year 9, joined by others from a wide range of schools. Through the academic curriculum, LEX, sport, drama and music, there are abundant opportunities for each individual to shine. Younger pupils can take a leading role in much of what goes on.

Small tutor groups, linked with Houses, allow us to provide pastoral care in which every child is supported. Pupils benefit from small classes, plenty of subject choices and teachers who have a genuine interest in how children learn.



Sixth Form

School culminates in the Sixth Form. Traditional A Levels sit alongside successful BTECs and the EPQ. These two years offer a gradual preparation for life after school, and there are as many routes beyond Clayesmore as there are pupils. Alongside their academic work, students attend our Year 12 residential camp, many undertake the Gold Duke of Edinburgh's Award, and all take part in community service. They are also given opportunities to lead and to participate in our developing work-experience programme.

Clayesmore's Sixth Formers leave as articulate, resourceful young adults, ready to make a contribution wherever they go next.



A STRONG ACADEMIC CORE

ACADEMICS

As well as the usual GCSEs and A Levels, we offer a range of Level 3 BTECs. Students go on to a wide range of destinations, including Oxbridge (recently: Maths, English and MFL), UK or international universities and to apprenticeships or the world of work - which reflects our whole philosophy of enabling each person to find the path that suits them best.

At GCSE, apart from Maths, English and Science, students have a free choice of options. In KS3 students study the full range of subjects.

Up to Year 6 students are taught mostly by their class teacher, establishing good work habits and with a strong emphasis on literacy and numeracy.

In all our academic work we track progress and are driven by a strong desire to understand how children learn.

We are academically ambitious but not only ambitious about academics.



MORE THAN OPPORTUNITIES

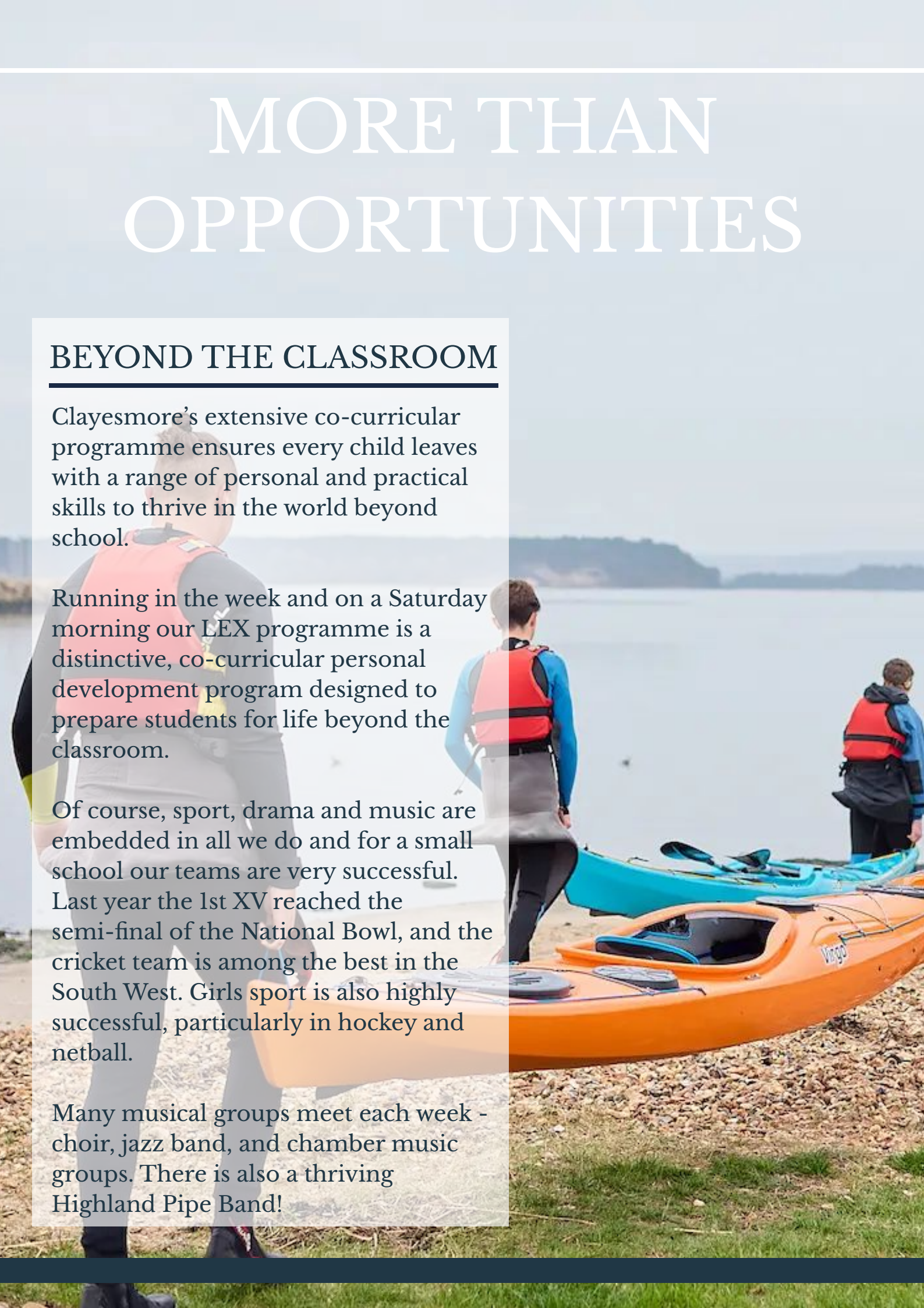
BEYOND THE CLASSROOM

Clayesmore's extensive co-curricular programme ensures every child leaves with a range of personal and practical skills to thrive in the world beyond school.

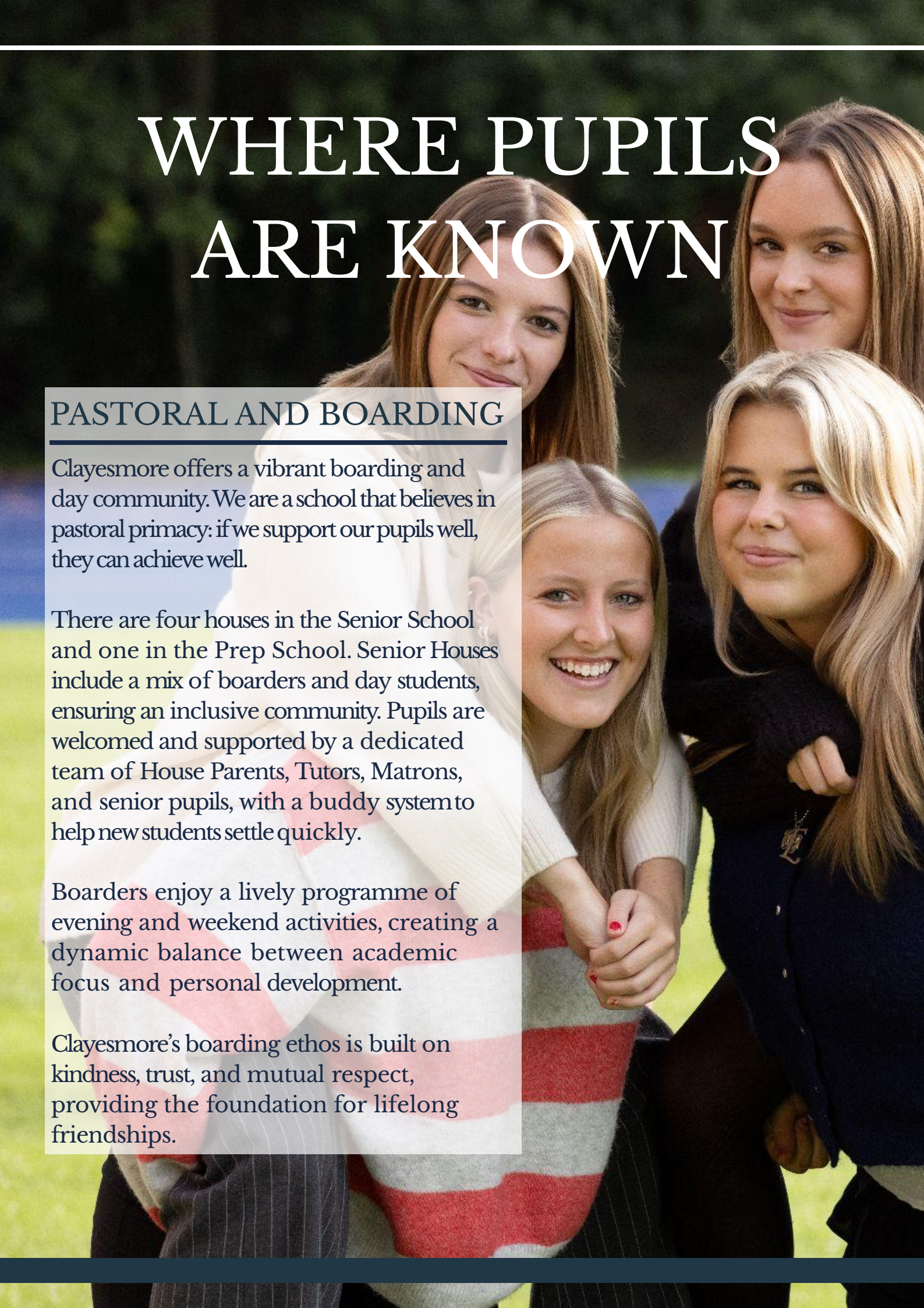
Running in the week and on a Saturday morning our LEX programme is a distinctive, co-curricular personal development program designed to prepare students for life beyond the classroom.

Of course, sport, drama and music are embedded in all we do and for a small school our teams are very successful. Last year the 1st XV reached the semi-final of the National Bowl, and the cricket team is among the best in the South West. Girls sport is also highly successful, particularly in hockey and netball.

Many musical groups meet each week - choir, jazz band, and chamber music groups. There is also a thriving Highland Pipe Band!



WHERE PUPILS ARE KNOWN

A photograph of four young women with long hair, smiling and posing outdoors. One is wearing a red and white striped sweater, another a dark blue jacket with a crest, and another a yellow and black striped top. They are all looking towards the camera.

PASTORAL AND BOARDING

Clayesmore offers a vibrant boarding and day community. We are a school that believes in pastoral primacy: if we support our pupils well, they can achieve well.

There are four houses in the Senior School and one in the Prep School. Senior Houses include a mix of boarders and day students, ensuring an inclusive community. Pupils are welcomed and supported by a dedicated team of House Parents, Tutors, Matrons, and senior pupils, with a buddy system to help new students settle quickly.

Boarders enjoy a lively programme of evening and weekend activities, creating a dynamic balance between academic focus and personal development.

Clayesmore's boarding ethos is built on kindness, trust, and mutual respect, providing the foundation for lifelong friendships.

The Role

The role

The Head of Marketing and Admissions is the senior leader responsible for driving sustainable pupil recruitment and strengthening Clayesmore's position in its chosen markets. Reporting directly to the Head and sitting on the Senior Leadership Team, they will provide strategic and operational leadership across Marketing and Admissions, bringing the functions together into one high-performing team. The role will also act as the principal interface between Clayesmore and ILG in relation to both Marketing and Admissions working collaboratively with Group members.

Key responsibilities of the role

Strategy and leadership

- Develop and implement a whole-school Marketing and Admissions strategy aligned with Clayesmore's strategic priorities
- Translate pupil-number objectives into clear recruitment strategies, targets and action plans
- Advise the Head and SLT on market conditions, competitor activity, parent behaviour and emerging recruitment risks
- Provide strategic leadership to Marketing, UK Admissions and International Admissions
- Build a single high-performing M&A team with clear roles, accountability and shared objectives
- Contribute fully as a member of SLT to wider school strategy and decision-making
- Carry out any other reasonable duties as directed by your line manager

Pupil recruitment and admissions

- Take overall responsibility for the performance of the admissions funnel
- Ensure prospective families receive an exceptional, personal and responsive experience
- Alongside Group members, establish clear processes and service standards throughout the admissions journey
- Develop effective approaches for key entry points and identified growth markets
- Oversee domestic and international recruitment activity
- Ensure appropriate follow-up of enquiries, visits, offers and acceptances
- Monitor reasons for lost enquiries and declined offers and ensure insight drives improvement
- Work closely with academic, pastoral, SEND/TLC and finance colleagues to ensure timely admissions decisions



The Role Continued

Marketing and brand

- Alongside the Marketing and Alumni Manager, lead Clayesmore's marketing strategy and annual marketing plan
- Work with the team and group to ensure marketing investment is focused on the markets and activities most likely to support recruitment
- Oversee and contribute to digital marketing, website, content, campaigns, publications, events and brand presentation
- Ensure Marketing and Admissions share common data and priorities
- Develop clear articulation of Clayesmore's proposition and competitive position
- Monitor marketing effectiveness and return on investment



Data, CRM and performance

- Establish a reliable and consistent admissions funnel
- Ensure effective use of agreed CRM/admissions systems
- Define mandatory data standards and team disciplines
- Produce regular recruitment dashboards for the Head, SLT and ILG
- Monitor conversion by source, market and key entry point
- Produce accurate pupil forecasts
- Ensure agreed Group reporting can be delivered efficiently and, wherever possible, automatically
- Use evidence rather than anecdote to drive recruitment decisions



International recruitment

- Provide strategic oversight of International Admissions while recognising the specialist expertise of the International Admissions lead
- Agree target markets and recruitment priorities
- Ensure strong management of agents and other partners
- Work constructively with ILG's international functions to maximise Group expertise and networks
- Ensure clear governance around commissions, discounts, due diligence and UKVI requirements
- Ensure international recruitment supports the desired balance and long-term interests of Clayesmore



External communications and PR

- Working closely with the Head and Marketing and Alumni Manager, the Head may:
 - advise on external communications strategy
 - oversee appropriate media and PR activity
 - develop proactive stories which strengthen Clayesmore's external reputation
 - support the Head with significant external communications
 - coordinate with ILG on reputational comms



Person Specification

We are looking for an experienced, commercially minded and strategically focused leader who can bring Marketing and Admissions together around a clear objective: sustainable pupil recruitment and a compelling Clayesmore proposition.

Essential

- Strategic leadership experience with a track record of developing and delivering strategies that achieve measurable organisational or commercial objectives
- Strong commercial and customer focus, with an understanding of markets, customer behaviour, conversion, value and return on investment
- Experience of Marketing and Admissions within an independent school or other education setting
- Strong analytical and data skills, including experience of using CRM systems, performance data and market intelligence to inform decisions
- Leadership and management experience, including setting objectives, developing people, managing performance and building effective teams
- Excellent communication skills, both written and verbal, with the ability to communicate confidently with senior colleagues and a range of internal and external stakeholders
- Strong influencing and relationship-building skills, with the ability to work collaboratively while also challenging constructively where necessary
- Sound judgement and integrity, including the confidence to make decisions, manage competing priorities and take responsibility for outcomes
- Ability to operate effectively at senior leadership level, contributing beyond their own functional area and understanding the wider organisational context

Desirable

- Experience of working within a group or multi-site organisation and managing relationships across central and local functions
- Experience of international pupil recruitment, including agents, market development and relevant regulatory considerations
- Knowledge of the independent schools market, including competitor positioning, market trends and parent decision-making
- Experience of developing or implementing CRM, admissions systems and recruitment dashboards
- Relevant professional qualification or degree-level qualification in Marketing, Business, Communications, Education or a related discipline



Closing Date for applications: Thursday 29th October, 12 noon
First Round Interview Date: Wednesday 4th November
Provisional Round 2 Interview Date: Friday 14th November

For further information or an informal discussion about the post and the school, please contact the Head's PA Carolyn Evans via email headspa@clayesmore.com

The school reserves the right to offer the post at any stage in the appointment process or not to offer the post.

Clayesmore School is committed to safeguarding the welfare of children and young people and expects the same from its employees. All new staff will be subject to enhanced DBS clearance, identity checks, qualification checks and employment checks to include an exploration of any gaps within employment, two satisfactory references and registration with the Disclosure and Barring Service (DBS).

