



Job Title	Head of Marketing and Admissions
Responsible to	Head
Working closely with	ILG Group Marketing and Admissions functions

Role Overview

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.

Responsibilities and Duties

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, pricing, 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

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

People leadership

- Line manage and develop the Marketing and Admissions team
- Set clear objectives and performance expectations
- Create a culture of collaboration, professionalism, pace and mutual respect
- Ensure effective cross-cover and resilience
- Identify training and development needs
- Review team structure and capacity as the strategy develops

External communications and PR

Working closely with the Head and Marketing and Alumni Manager, the Director 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 Group-level or reputational communications

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

The successful candidate will demonstrate:

- 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

Personal qualities

- The successful candidate will be:
- Ambitious for the organisation and its pupils
- Commercially minded without losing sight of the individual family experience
- Curious, analytical and evidence-led
- Confident and appropriately challenging
- Collaborative and collegiate
- Energetic and delivery-focused
- Comfortable with change and ambiguity
- Discreet, trustworthy and professionally resilient
- Warm, personable and credible with pupils, parents and colleagues

Date prepared: October 2026

Prepared by: Head

Clayesmore School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants for this post must be willing to undergo safeguarding screening, including reference checks with previous employers and a criminal record check with the Disclosure and Barring Service.