



BROOMWOOD

Job Description

Job Title: Head of Marketing and Admissions

Location: Clapham

Reports to: Principal

Contract Type: Full-Time, Permanent

Salary: Competitive, dependent on experience

About Broomwood

Broomwood is a leading independent educational establishment in London, renowned for its academic excellence, nurturing environment, and strong community spirit. Comprised of our Pre-Prep, Boys Prep and Girls Prep Schools, we prepare pupils aged 3 to 13 for the next stages of their educational journey, instilling confidence, curiosity, and character along the way.

Role Overview

We are seeking an experienced and dynamic **Head of Marketing and Admissions** to work with our Principal and Heads to lead the strategic direction and daily operations of our pupil recruitment and school marketing efforts. This is a pivotal role that blends creativity, relationship management, and strategic thinking to ensure the school maintains its strong reputation and continues to attract high-calibre families.

Key Responsibilities

Admissions

- Understand the local area including its demographics, economic and social profile, and school provision to inform the Admissions strategy and tactics.
- Be responsible for all policies which pertain to Admissions.
- Lead the end-to-end admissions process, from enquiry to enrolment.
- Manage and direct the Admissions Manager, liaising with prospective families, and ensuring that they receive a warm, informative, and professional experience.
- Organise, manage and delegate where appropriate, open days, school tours, taster sessions, and assessments.
- Create and develop admissions and marketing materials and resources including welcome packs and merchandise.
- Maintain and analyse admissions data to support strategic decision-making.



- Representing Broomwood at admissions events and with feeder nurseries and schools, develop strong relationships to support the maintenance and growth of the pupil roll.
- Ensure that the Admissions and Marketing Office is fully integrated and engaged with all aspects of the school's life.
- Oversee and develop admissions initiatives, including continuing participation with UKVI and Immersion Weeks, ensuring adherence to compliance requirements.
- Collate and publicise destinations and scholarship information.

Marketing & Communications

- Develop and implement a comprehensive marketing strategy that aligns with the school's values and strategic goals.
- Understand the customer experience in the school for prospective parents and implement strategies for improvement.
- Understand the dynamics of the independent school market and resultant impact on schools within the catchment area e.g., fee increases, business growth within the local area etc.
- Understand the pupil roll history of each Prep and the Pre-Prep, and their competitors, making recommendations of where to focus to grow the pupil roll.
- Manage and direct the Marketing and Communications Manager, overseeing and delegating where appropriate, all digital and print marketing activities, including the school website, social media, newsletters, prospectuses, banners and advertising. This will include documenting and liaising with others to record daily school life, events through newsletters and Year books.
- Working with the Marketing and Communications Manager overseeing fortnightly newsletter and Broomwood posts. In conjunction with Heads, school secretaries and staff.
- Ensure brand consistency and excellence in all communications, producing copy to the highest standard, tailored to the publication and audience.
- Monitor market trends and competitor activity to identify opportunities and maintain the school's competitive edge.
- Collaborate with staff to highlight pupil achievements and school initiatives through engaging storytelling and media content.

Leadership, Strategy and Management

- Report to the senior leadership team on admissions trends, marketing performance, and strategic recommendations.
- Manage the marketing and admissions budget effectively.
- Line-manage marketing and/or admissions support staff.



Person Specification

Essential:

- Proven experience in a marketing, admissions, or communications role, ideally in an independent school or similar environment.
- Excellent interpersonal and communication skills, both written and verbal.
- Strategic thinker with a hands-on approach and a strong eye for detail.
- Strong project management and organisational abilities.
- A customer-focused mindset and a warm, engaging manner.
- Proficiency in digital marketing platforms, CRM systems, and analytics tools.

Desirable:

- Experience with admissions software (e.g. iSAMS, Salesforce).
- Knowledge of the independent school sector and its market dynamics.
- Design and content creation skills using tools like Canva, Adobe Creative Suite, or similar.

Why Join Us?

- A vibrant and supportive school community.
- Opportunities to shape the strategic direction of a leading prep school.
- Competitive salary and benefits package.
- Central London location with excellent transport links.

Safeguarding

This role will involve significant contact with children and the post holder will be deemed to be engaging in regulated activity relevant to children, in accordance with Keeping Children Safe In Education. Consequently, it is exempt from the Rehabilitation of Offenders Act (ROA) 1974. The amendments to the ROA 1974 (Exceptions Order 1975, (amended 2013 and 2020))

Please read Broomwood's Child Protection and Safeguarding Policy which can be found on our website on the following page:

www.broomwood.com/aboutbroomwood/policies

To Apply:

Please submit your CV and a covering letter detailing your suitability for the role to people@Broomwood.com. Please note, shortlisted applicants will also be required to complete an application form in accordance with KCSIE 2025.

Closing Date: 13th June 2025
