



Head of Admissions & Marketing

May 2025

About Mount House School

Coeducational excellence, where everyone is known, cherished and challenged



Mount House School is an Independent Day School for students aged 11-18. At Mount House, every individual is valued, and each child's unique talents will be identified and nurtured. Students leave as able, articulate, balanced, caring, and well-rounded individuals with a genuine love of learning, ready to take on life's challenges and opportunities, aware of the needs of others and confident in their ability to make a difference.

Throughout its life, the school has remained passionate about providing an educational experience which ensures our students secure the best qualifications, have an understanding of their place in the world and know how to make a positive contribution in whatever field they choose to work.

Mount House values each student as an individual aiming to meet his or her academic, pastoral and social needs and co-curricular interests. Our overarching aim is that Mount House is a happy and successful School, with excellent outcomes for GCSE and A Level students and an outstanding record of students achieving places at top universities.

The School is equally concerned to foster the wide range of skills that help young students grow into capable adults with a sense of self-worth. Mount House supports students to strive for academic excellence within a clear framework of personalised pastoral care and well-being that brings success without stress.



Mount House Vision and Values

Our vision is underpinned by values which enable each student to ASPIRE to be:

Adaptable:	prepared for life and future eventualities.
Supportive:	a community with a strong sense of belonging in a safe, caring, inclusive and happy environment in which everyone feels valued.
Principled:	promoting the importance of being a responsible citizen; developing an awareness of, and contributing to, both the local and broader community.
Inquisitive:	developing a high degree of intellectual curiosity, beyond the expected levels of subject knowledge and high academic achievement, fostering a life-long love of learning.
Resilient:	developing a growth mindset, being capable of taking knocks with a can-do attitude.
Excellent:	aiming for excellence and to make the best even better

Mount House Characteristics

1. A SMALL CO-EDUCATIONAL day school
Class sizes – Mount House is committed to maintaining small class sizes.
2. Strong ACADEMIC PERFORMANCE
All the teachers at Mount House are experienced, highly qualified professionals with a strong track record of success.
3. A school to MAXIMISE POTENTIAL
At Mount House every child is motivated, enthused and supported to maximise their highest academic potential.
4. A school that is serious about ART, DRAMA, MUSIC & SPORT
Art, drama and music promote individuality, personality, self-confidence, self-discipline and team work.
5. A school that fosters INDIVIDUALITY AND SELF-CONFIDENCE
At Mount House we recognise that each student is unique and our aim is to encourage and develop this individuality, whilst nurturing any talents and building upon them.
6. A school that prepares students for the WORLD OF WORK
A Mount House education extends beyond the confines of the classroom.
7. A school with OUTSTANDING PASTORAL CARE
Mount House caters for those of all faiths and none. Its environment fosters mutual respect and tolerance. Mount House instils a sense of right and wrong and promotes excellent behaviour in all areas of school life.



The Role

Job Title: Head of Admissions & Marketing

Reports to: The Head and Bursar

Starting Salary: A competitive remuneration package is available for the right candidate

Hours: Normal term-time hours are 8.15am-5:15pm Monday to Friday with some flexibility for the right candidate.
In the school holidays, hours are 9am-4pm.
The candidate will need to work at the Open Days on up to 3 Saturday mornings in each academic year and there will be occasional admissions or marketing related evening events.

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| Person Specification | <ul style="list-style-type: none">• The successful candidate will have warmth and confidence and be genuinely able to connect with people. We are looking for a natural relationship builder who can build trust and rapport on a daily basis. The ability to make our parents feel valued and understood is vital, alongside sector knowledge which enables the candidate to empathise with the parental experience. Being able to fully integrate into school life is a vital aspect of the role, from taking prospective parents into a lesson to highlighting admissions priorities in a staff meeting. A strategic thinker who looks at tactical ways to increase enquiries, convert families whilst being prepared to roll their sleeves up and get involved would be ideal. |
| Admissions | <ul style="list-style-type: none">• Development, management and oversight of the school's admissions strategy in line with the School Development Plan.• Be responsible for the pro-active, effective and efficient day-to-day management and organisation of the Admissions process in line with the school's ethos and vision.• Develop, maintain and review Admissions and workflow systems to ensure maximum efficiency.• Develop systems for monitoring and tracking of enquiry and conversion rates.• Handle all incoming calls and emails within 24 hours.• Organise and conduct school tours for prospective families at various entry points throughout the year.• Organise and prepare for weekly meetings with the Head and Bursar for an admissions report and marketing update.• Provide information and data to the Bursar as required with regard to student numbers, forecasting, pipeline analysis and trends, etc.• Maintain accurate records for all prospective students at each stage of the admissions process, including registration, deposit information, and any confidential information and previous school reports and the archiving of data.• Process overseas applications and maintain annual licence compliance for Tier 4 visa applications.• Ensure legal compliance at all times for all students• Attend events at a range of feeder schools and recruitment events to further develop and promote the school's profile. |



- Plan and lead the Assessment Days for registered prospective pupils, including any access arrangements.
- Plan and lead all Open Days and Working Open Mornings.
- Update as necessary prospective pupil literature, registration forms and the school's admissions policies and procedures.
- Update the assessment process and testing materials annually at the entry points.
- Manage communication to parents regarding outcomes of applications including any feedback.
- Support the teaching team in planning Induction Days and on-boarding for new students and parents.
- Undertake training and development as required.
- Undertake general administrative duties, including filing, photocopying, etc., which fall within the scope of this role.
- Undertake other responsibilities and tasks as reasonably required by the Head and Bursar.

Marketing

- Development, management and oversight of the school's marketing plan in line with the admissions strategy and overarching School Development Plan.
- Effectively and efficiently manage the school's marketing budget.
- Consistent implementation of the school brand guidelines, providing overall editorial and design control across channels;
- Oversight of the school's digital and offline marketing, in close liaison with the Head.
- Implementation of an effective digital and social media strategy, including the development of policies and procedures relating to the school's digital footprint.
- Management of the school's website, with responsibility for its continual evolution, update and ongoing accuracy.
- Oversight of marketing activity across the school, providing guidance where needed.
- Community outreach events as agreed with the head to develop suitable links and partnerships in the local area.
- Lead on, or advise upon, policies and procedures relating to internal marketing communications with current parents.
- Provision and oversight of marketing of newsworthy school events.
- Responsible for the production of internal communications collateral, including oversight of newsletters.
- Management of external marketing agencies and suppliers.

Attributes	Essential Criteria	Desirable Criteria
Knowledge	<ul style="list-style-type: none"> Principles and practice of effective customer relationship management 	<ul style="list-style-type: none"> Appreciation of customer relationship management, ideally gained through a school or university admissions function
Experience, Skills and Abilities	<ul style="list-style-type: none"> Strong organisational and administrative skills Ability to multi task with ease Outstanding relationship-building skills “can do” approach Excellent written and verbal communication skills Tact and diplomacy Strong team player Confident and adept in use of Microsoft applications e.g. Word, Excel Self-motivation and ability to work on own initiative to meet deadlines The ability to work as part of a team and to assist others where required; able to interact well with people at all levels A positive, flexible approach to work and duties Expertise in use of social media to influence the choices people make Budget management and effectiveness 	<ul style="list-style-type: none"> An understanding of how websites, apps, social media platforms and online resources are used as part of effective marketing and communications strategies An understanding of, and an ability to use and interpret, databases and their use in customer relationship management
Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent, or have relevant experience 	<ul style="list-style-type: none"> Relevant admissions or marketing qualification
School Life	<ul style="list-style-type: none"> Willing to attend a wide range of school events Willing to play an active part in the life of the school community. Willing to work out of hours as and when school functions occur 	<ul style="list-style-type: none"> Current driving licence
Equality	<ul style="list-style-type: none"> Candidates must demonstrate understanding of, and acceptance and commitment to, the principles underlying equal opportunities 	



Benefits

Pension:	Subject to meeting the qualifying conditions all Operational Staff are automatically enrolled in our workplace pension scheme, currently provided by Scottish Widows. Mount House matches the employee contribution up to a maximum of 7.5% of your salary.
Holidays:	The post holder will be entitled to twenty-five working days plus Bank Holidays
School fee remission:	Staff fee remission is granted in accordance with the provision at the time of commencing employment at Mount House School
Meals:	During term time Staff are provided with lunch in the School Dining Room.
Parking:	Free parking is available on the School site.

Pre-Employment Vetting Checks: It is a condition of employment at Mount House School that every applicant who accepts the offer of a job will be subject to legally required safer recruitment checks which will include criminal background checks, documentary evidence to confirm their identity and right to work in the UK and checks to ensure they are not prohibited from working in such a position within a school environment. The checks will be carried out at the School's expense. References will be taken up, including those from previous employers.

Safeguarding Children: The post-holder's responsibility for promoting and safe-guarding the welfare of children and young persons for whom they are responsible or with whom they come into contact will adhere to and ensure compliance with the Safeguarding Policy Statement at all times. If, in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school they must report any concerns to the Head and / or DSL.