



ST MARY'S CALNE
ST MARGARET'S CALNE

Director of Marketing, Communications and Admissions

CANDIDATE INFORMATION

WELCOME

Dear Candidate,

Thank you for your interest in this senior position. I hope this information pack provides a helpful insight into our very special schools in the heart of Wiltshire and inspires you to apply to join our community.

The Director of Marketing, Communications and Admissions will be a key member of the Schools' Leadership Team, reporting directly to the Head, with the opportunity to shape and develop our marketing, communications and admissions strategy across both of our schools.

St Mary's (senior boarding and day school for around 340 girls) and St Margaret's (co-educational prep and nursery aged 2-11 for 160 children) share a beautiful 27-acre campus, where exceptional facilities support a broad and diverse educational offering. Both schools are outstanding in the care we provide to every pupil, as well as the wide range of opportunities available. We are extremely proud of our pupils and their achievements.

At the heart of our schools is our strong sense of community. Our core values of curiosity, compassion, and courage are demonstrated every day by pupils and staff alike. You would be joining a warm and welcoming team committed to providing the best possible educational experience to all our pupils.

We are seeking a Director of Marketing, Communications and Admissions who is ambitious, bold, collaborative and enthusiastic about working in a fast-paced environment and is adaptable to the differing needs of our schools. This role presents the opportunity for an exceptional senior marketer to work closely with me and a dynamic and forward-thinking Schools' Leadership Team who are committed to raising the profile of our two schools and recruiting future cohorts of bright pupils who will flourish from their experience at St Margaret's and St Mary's.

Being an active member of our community is both important and immensely rewarding, and we hope that the successful candidate will be fully involved in school life, including attending evening and weekend events.

If this is a role that excites you and you believe you have the requisite skills and experience, I would be delighted to hear from you.

With best wishes,

Anne Wakefield

HEAD



OUR SCHOOLS



St Mary's Calne

St Mary's Calne is a leading UK independent boarding and day school for girls aged 11 to 18, shaped by the values of a full boarding ethos and where more than 80% of pupils board. Located in the historic market town of Calne in Wiltshire, the school sits on a stunning campus near the edge of the North Wessex Downs, an Area of Outstanding Natural Beauty, offering a peaceful and inspiring rural setting. Calne is close to the city of Bath and within easy reach of Bristol and Oxford, with good transport links to London. This blend of countryside charm and accessibility makes St Mary's Calne an ideal location for both academic and community life. Its national and international reputation means that it attracts pupils from London and across the south of England, as well as overseas. At present, there are boarders from more than 35 countries.

St Mary's cultivates a vibrant and supportive community where every pupil is known, valued, and inspired to flourish. The aim is to develop in each pupil confidence, independence, and the sense of purpose they need to succeed, supported always by a kind and caring community. The school supports the evolving aspirations of every pupil and equips each of them with the knowledge, skills, and self-belief to shape their own future and thrive in a rapidly changing world.

St Mary's is deeply committed to academic excellence, achieving outstanding results through exceptional teaching and a culture of curiosity, ambition, and intellectual growth. A level results are very strong – consistently either above or close to 90% A*-B grades – and nearly all leavers gain entry to their first-choice university, including those applying for the most highly selective courses. Destinations span a wide range of top-tier institutions, including Oxford, Cambridge, leading Russell Group and US universities.

Exceptional facilities provide a vibrant foundation where each pupil is inspired to learn inside and outside the classroom. In September 2020, a new state-of-the-art, award-winning library was opened, providing a technology-rich and interactive learning and study environment. All academic departments are very well equipped. The music school and art studios are both purpose-built. The commercial Sports Club includes a 25m swimming pool, a sports hall, a climbing wall, a dance studio, and a state-of-the-art gym. In addition to the Sports Club, the excellent sports facilities include more than 20 tennis courts, netball courts and a full-sized astro pitch.





St Margaret's Calne

St Margaret's Prep and Bluebird Nursery, located on the same site with St Mary's Calne, provide a rich and dynamic educational experience for boys and girls aged 2 to 11.

Exceptional pastoral care lies at the heart of everything at St Margaret's. Dedicated to fostering an inclusive and dynamic community, every child is empowered to flourish and grow. Staff take time to know each pupil as an individual, nurturing their confidence, curiosity, and character with warmth and dedication.

Beginning at the age of two in the year-round Bluebird Nursery, children start their learning journey through play, exploration, and rich early experiences that build confidence, curiosity, and independence. From the age of three, they enjoy specialist teaching in sport, swimming, computing, French, and music, nurturing their talents and broadening their horizons.

In the Prep School, outstanding teachers inspire academic excellence, which is celebrated alongside a vibrant and extensive programme of extracurricular activities designed to develop every child's unique interests and skills. The school has its own dedicated specialist classrooms, outside play areas and a purpose-built hall which is used for assemblies, drama productions and music events. Pupils also use the Sports Club, dining hall, theatre and sports pitches at St Mary's, and the older children also use St Mary's science laboratories.

Calne Culture

The schools' expectations guide every pupil to grow with integrity and confidence:

- **Be bold** - Step forward with confidence. Embrace challenges, pursue goals with purpose and have the courage to do what's right, even when it is not the easy path.
- **Be kind** - Lead with empathy, respect and compassion. Help create a community where everyone feels seen, supported and valued for who they are.
- **Be you** - Celebrate what makes you unique. Stay true to yourself while contributing to the shared values that bring our community to life.

School Values

- **Curiosity** - We inspire a true love of learning, encouraging every pupil to ask questions, explore boldly and find joy in discovering new perspectives.
- **Compassion** - We lead with kindness and empathy, creating a community where everyone feels seen, supported and respected for who they are.
- **Courage** - We empower pupils to face challenges with confidence, embrace new experiences and stand firmly by their values with integrity.



THE ROLE

Reporting directly to the Head and a member of the Schools' Leadership Team (SLT), the Director of Marketing, Communications and Admissions is a pivotal and highly valued role within the schools. We are seeking to recruit a high-calibre, target-driven and experienced marketer who will provide inspiring and strategic leadership to a team of seven marketing and admissions professionals on all matters related to marketing, communications and pupil recruitment.

The team includes three direct reports: the Head of Admissions for St Mary's Calne, the Marketing and Communications Manager for St Mary's Calne and a dedicated Marketing and Admissions Manager for St Margaret's Prep. The team also includes the Admissions Manager for St Mary's Calne, the Marketing and Admissions Events Coordinator, the Marketing and Graphic Design Officer and the Digital Content Creator.

The Director of Marketing, Communications and Admissions will be a key public face of St Margaret's Prep and St Mary's Calne, promoting the benefits of belonging to this vibrant, friendly and modern community. This role is crucial to delivering the schools' strategic ambitions, strengthening

the schools' brand profiles and growing the pupil numbers within the differing markets of a single-sex senior full boarding girls' school and a co-educational nursery and prep school.

This is an exciting leadership position suited to a marketing professional who can demonstrate established and effective leadership skills and a commercial mindset combined with an extensive marketing, communications or marketing-led sales background. As part of the Schools' Leadership Team, the Director of Marketing, Communications and Admissions will contribute to ensuring that the schools' strategic objectives are met through professional expertise and a commitment to continuous improvement while ensuring the integrity of the St Mary's and St Margaret's ethos and values at all touchpoints.

The post will most likely attract either an experienced professional from the education sector or an exceptional individual with commercial experience gained outside the sector, but who has an instinctive feel for the different customers and their needs, bringing the relevant skills to undertake this complex and exciting post.

This is a collaborative, community-facing role requiring excellent interpersonal skills and the ability to foster trusted relationships across a warm and engaged school community.



KEY RESPONSIBILITIES

Leadership and Management

- Lead, manage, inspire and develop the Marketing and Admissions Team of seven across both schools, fostering a collaborative, high-performing culture.
- Develop and deliver a fully integrated marketing, communications and admissions strategy aligned to the schools' strategic plans with KPIs set.
- Work closely with the Head and Schools' Leadership Team to align marketing and admissions objectives with the schools' strategic vision.
- Contribute to whole-school strategic planning and decision making as a member of the Schools' Leadership Team.
- Report regularly to the Head and Governors.
- Provide reports, analysis and plans, as well as attend termly Governor Marketing Committee meetings.
- Ensure compliance with all relevant regulations, policies and procedures, including UKVI.
- Ensure all activity aligns with safeguarding, data protection (GDPR) and safer recruitment expectations.

Strategy and Planning

- Create and execute marketing and communications strategies to increase awareness of the two schools nationally and internationally and to boost enquiries and prospective family visits at each entry point.
- Commission or undertake market research as appropriate and needed among stakeholders to inform the schools' strategic objectives or their communications, admissions and marketing activities.
- Set and monitor all high-level metrics, including key performance indicators, targets and market intelligence, providing reports for the Head and Governing Body.
- Set, monitor and report on expenditure and budgets across both schools.
- Remain informed about the context in which the two schools are operating and developments within the independent education sector to inform communications, marketing and admissions activities.
- Maintain a strong understanding of sector developments and best practice in the fields of communication and marketing, participating in continuing professional development where appropriate.
- Support and promote the schools' ethos, culture, and values.

Marketing and Brand

- Develop and implement a highly targeted and cost-effective marketing plan in line with the schools' strategic plan.
- Manage all elements of St Mary's and St Margaret's brands, acting as 'brand guardian' to ensure the brands remain consistent with the values, character and objectives of the schools and ensure this is adopted and maintained through all marketing materials and communication. This may include commissioning and working alongside external agencies.
- Maintain oversight of all marketing materials and communications, including digital, print, advertising, imagery, video and publications, ensuring that these are of the highest standard and represent the brand values of the schools.
- Develop and oversee the implementation of a digital and social media strategy as a fundamental element of an effective word-of-mouth marketing strategy.
- Develop and implement an SEO programme, ensuring that the schools consistently appear on the first page for key search items.
- Provide strategic oversight of school websites, with responsibility for evolution, update and accuracy, and analyse key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity and ensure the websites deliver a first-rate user experience for both current and prospective families.
- Support the marketing of St Mary's Calne Sports Club.



Communication

- Develop and lead a communication strategy (digital and non-digital) which furthers the strategic objectives of the schools and which fosters warm and positive relationships between the schools and their wider communities.
- Nurture positive communication and relationships with internal and external stakeholders and develop advocacy for the schools amongst the community and the wider education network.
- Ensure parents receive timely and relevant communications which drive satisfaction and word-of-mouth recommendations.
- Act as communication adviser to the Schools' Leadership Team and provide best-practice communications guidance and support to the whole-school staff.
- Proactively develop, maintain and lead positive press and PR relationships, establishing (and, when needed, generating) a regular and effective flow of positive news from the schools, as well as, when appropriate, supporting staff members to offer insightful educational thought-leadership commentary.
- Play a central role in leading and managing communications in any crisis situation and act as a spokesperson when required.

Pupil Recruitment and Retention

- Work with the Head of Admissions at St Mary's and the Marketing and Admissions Manager at St Margaret's to develop an effective recruitment strategy to achieve pupil recruitment targets across both schools.
- Work with the Admissions Teams at both schools to report on a full recruitment pipeline (enquiry to enrolment), including forecasting pupil numbers and scenario planning.
- Develop and oversee the retention strategy and work closely with the Admissions Teams and senior staff to ensure that current parents receive a high level of customer care.
- Provide advice and support on communication and processes to optimise the customer experience and conversion rates from enquiry to enrolled pupils.
- Oversee and regularly review all recruitment-led marketing activity, including open days, taster days, experience days, feeder events and the production of marketing materials and advertising.
- With the Head of Admissions at St Mary's and Head of Admissions and Marketing at St Margaret's, develop and implement effective feeder school and outreach strategies, building strong partnerships, enhancing interest and developing our intake.

- With the Head of Admissions at St Mary's and Marketing and Admissions Manager at St Margaret's, lead and develop the schools' international recruitment strategy and communication with agents, identifying and prioritising key international markets.
- Support the team in ensuring we build and maintain strong relationships with educational consultants, agents and key stakeholders.
- Represent the schools at marketing, admissions and recruitment events locally, nationally and internationally.

In addition to the responsibilities listed above, the successful candidate will be expected to undertake any other duties that are commensurate with the post.

Safeguarding and Child Protection

All members of staff are expected to have proper regard for the schools' safeguarding policy and procedures, which includes undertaking necessary training and can be found **here**. St Mary's is dedicated to safeguarding and promoting the welfare of our pupils, regardless of sex, race, disability, religion or belief, gender reassignment, pregnancy and maternity, or sexual orientation.



PERSON SPECIFICATION

The successful candidate will be a senior marketer with significant experience in navigating internal stakeholder relationships. They will need to demonstrate an appropriate balance of the following key skills, abilities and experience:

Experience/Skills

- Demonstrable experience of working at a senior level in a marketing leadership role with a diverse range of responsibilities.
- Proven experience of brand management and having successfully developed and implemented a marketing and communications strategy.
- Experience of influencing senior management and navigating complex stakeholder relationships.
- Excellent written and verbal communication skills with the ability to write and edit compelling copy.
- An eye for detail and a flair for creating strong creative content.

- Excellent understanding of qualitative and quantitative data and the ability to use data to inform marketing strategy.
- Able to communicate effectively and confidently with all stakeholders.

Personal Attributes

- Willingness to take an interest in and become involved in all aspects of school life.
- Committed team player with a collegiate and collaborative approach.
- Proactive approach, unafraid to challenge the status quo where necessary and constantly strives for excellence.
- High professional and personal standards.
- A high degree of personal motivation, initiative and drive.
- Willing to adopt a flexible attitude to working hours, including being prepared to work some evenings and weekends.
- A clear commitment to delivering best practice in safeguarding.
- Values and promotes diversity, equality and inclusion.



APPOINTMENT TERMS

A highly attractive remuneration package is offered, reflecting the seniority and significance of the post. This is a full-time role based across both St Mary's Calne and St Margaret's Prep (which are on the same site).

A competitive salary is offered, depending on skills and experience.

The main benefits are likely to include:

- Annual holiday entitlement of 30 days plus statutory bank holidays.
- Contributory pension scheme with life assurance at four times the annual salary.
- A generous fee remission for children who meet the entrance criteria.

- Medical insurance for the post holder.
- Complimentary meals during term time.
- Discounted membership of the Sports Club, including swimming pool, fitness classes and gym.
- An employee assistance programme.

St Mary's Calne is an equal opportunities employer and committed to safeguarding and promoting the welfare of children. This role will bring you into contact with children; you are expected to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974. Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS) and a review of their social media presence.

All appointments are subject to satisfactory reference, DBS and other statutory checks, proof of identity and eligibility to work in the UK, completion of a medical questionnaire and proof of qualifications.



APPLICATION PROCESS

Interested candidates are invited to contact RSAcademics to arrange a confidential and informal discussion with Susannah Thompson: susannahthompson@rsacademics.com

Closing date: 10.00 am on Monday 1 June 2026.

Applications should be made electronically to RSAcademics. To submit your application, please upload your documents according to the instructions on the **RS Academics website**.

You should submit the following (both in PDF format):

- A completed application form (available to download from [rsacademics.com](https://www.rsacademics.com)).
- A covering letter addressed to the Head, Mrs Anne Wakefield. The letter should be a maximum of two pages and should explain your reasons for applying and outline your suitability for the role.

If you have any questions about how to apply, please contact:

- Laura Cave, Project Coordinator (Leadership Appointments): applications@rsacademics.com / + 44 (0)204 6269 791

The process is as follows:

- All applications will be acknowledged by email. If you have not received any acknowledgement that your application has been received within two working days of sending it, please contact RSAcademics' Head Office by telephone.
- Preliminary interviews with RSAcademics will take place via Microsoft Teams on Thursday 4 and Friday 5 June 2026.
- Longlist interviews will take place at St Mary's Calne on Monday 15 June 2026.
- Shortlist interviews will take place on Monday 22 June 2026.



RS Academics is a global executive search and consultancy firm working exclusively with schools. For more than 20 years, we've supported governors and leaders at pivotal moments – whether they are appointing senior staff or making complex strategic decisions. What makes us distinctive is the depth of first-hand experience in schools across our team – as heads, governors, bursars and senior professionals – combined with specialist expertise in areas such as strategy, research, marketing and finance. This blend is continually enriched by our ongoing consultancy and appointments work with schools worldwide, so our advice is always current, practical and evidence led. Please visit www.rsacademics.com for more information.

RS Academics is committed to promoting diversity and inclusion in schools and to safeguarding and promoting the welfare of children and young people.