



BILTON  
GRANGE

PREPARATORY  
SCHOOL



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# Head of Admissions & Marketing

*Candidate Information*



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# A Welcome from the Head of Bilton Grange Prep School

*Dear Candidate,*

Thank you for considering the role of Head of Admissions & Marketing at Bilton Grange Prep School.

Bilton Grange (BG) is a very special place. Based in Dunchurch, Rugby, we pride ourselves on fostering an inclusive environment in which all of our pupils and staff can flourish. At BG, children can stay younger longer, and everyone is known, valued, encouraged, and inspired.

Families often tell us that the warmth of our welcome is what sets us apart, and it is this family-focused ethos and all-round approach to education that makes BG such a happy school.

We are also ambitious, successful and blessed with wonderful resources including a beautiful 90 acre campus. The benefits of our merger with Rugby School in 2020 are clear to see with strong pupil numbers and new and improved facilities. We have c. 380 pupils in the school and there are 100 pre-school children in Little Grange Nursery which we opened in October 2022. In September 2025 we opened Earle House, a brand new purpose-built boarding house, which has set the standard for prep school boarding in the UK. We have 60 full and weekly boarders from the UK and overseas and quite a few others who flexi-board regularly. The interest in boarding is very positive and there is an opportunity here to make a statement in the market.

Through this and other initiatives, and with the support of one of the UK's most renowned senior schools, we are now looking to strengthen our reach and reputation, ensuring Bilton Grange continues to flourish for generations to come. Central to that vision is the appointment of a new Head of Admissions & Marketing.

With a talented team around the right candidate, this is no ordinary Admissions & Marketing role – our membership of the Rugby School Group creates the opportunity to be part of an ambitious and forward-thinking prep school which aims to deliver a bold Admissions & Marketing strategy. It is an opportunity to build on our traditions, and create new ones, while ensuring we thrive in an ever competitive landscape.

If you are someone who combines warmth with creativity, and strategy with drive, then I warmly invite you to consider joining us. BG is a wonderful place to work, Warwickshire is a beautiful part of the world in which to live, and this role will give the right person the scope to make a genuine and lasting impact.

With best wishes,

*Gareth Jones*

**Head, Bilton Grange Prep School**

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# About Bilton Grange Prep and Rugby School Group

Founded in 1873, Bilton Grange has long been recognised as one of the Midlands' leading preparatory schools. We are a co-educational day and boarding school for children aged 3–13, set in 90 acres of rural countryside with superb transport links.

Our Grade II\* listed mansion was designed by Augustus Pugin – best known for his work on the Houses of Parliament – and sets the tone for quality that is prevalent throughout the site. We have the state-of-the-art Earle House, enviable sporting facilities, extensive playing fields, and woodland, all of which combine to celebrate both our heritage and our forward-thinking ambitions.

BG makes learning the adventure it should be and its unique approach enables children to find many things they are good at both in and outside the classroom. We believe that education is about more than academic results: it is about character, confidence, and curiosity. Children leave us ready to thrive at some of the UK's most prestigious senior schools, with Rugby School of course being the chosen destination for most, taking with them not just a strong foundation of knowledge, but also the friendships and values that last a lifetime.

In January 2020, BG merged with Rugby School, formalising a relationship that had been happy and cooperative for many years before. Rugby School is one of the great names in British education, with a reputation for innovation, breadth, and the “Whole Person, Whole Point” ethos. Around 60% of our leavers move to Rugby School each year with 40% of this group taking up boarding places. A recently launched boarding pathway offer has piqued the interest and means the process of starting in Year 7 at BG before moving onto Rugby as a boarder is now smoother and more financially attractive than ever.

The Rugby School Group now includes three preps schools in the UK and four partner schools overseas, united by shared values and a commitment to excellence. Being part of the Rugby School Group, not only gives BG financial security, it also provides our pupils and staff fantastic opportunities to access resources and expertise that they otherwise simply couldn't.



**RUGBY SCHOOL**  
GROUP





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## The Opportunity

The Head of Admissions & Marketing at BG will play a pivotal role in supporting the school's future. This is an excellent chance to take on a role in a school that is truly thriving and where there is real scope for personal and professional fulfilment.

The mission is clear: to ensure that BG's distinctive ethos, high standards, and exceptional opportunities are recognised by more families regionally, nationally and internationally.

This role offers the chance to join and lead an effective team in developing and delivering a comprehensive recruitment and marketing strategy, with a healthy budget and real autonomy to make an impact – yet with the support of Rugby School Group behind you.

You will lead campaigns that tell the BG story with creativity and conviction, strengthen our admissions journey from first enquiry to enrolment, deliver excellence in customer service, and ensure that we stand out in a crowded and competitive marketplace.

You will be joining a vibrant school with momentum. Success here will be tangible, visible, and immensely rewarding.



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# The Role

The Head of Admissions & Marketing will lead and be accountable for all areas relating to pupil recruitment, marketing and communications at BG.

Reporting directly to the Head of BG, and working closely with colleagues across the school and wider Rugby School Group, you will:

- Develop and maintain a clear, ambitious recruitment, marketing and communications strategy.
- Provide inspirational leadership of the Admissions & Marketing team, delivering outstanding processes and customer service, ensuring every family experiences the warmth and professionalism that define BG.
- Ensure consistent branding across all marketing outputs, to reflect the calibre of the school and its status within the Rugby School Group.

- Strengthen the school's profile across the Midlands, London and target areas, ensuring we are the first choice for families seeking a prep school education.
- Manage and grow the school's presence across digital and traditional media, building a compelling narrative that reflects BG's unique strengths.
- Use data to shape decisions, measure impact, and drive continuous improvement.

This is a role for someone who can combine being hands-on with being strategic. For someone who wants to tell the BG story face-to-face to prospective parents and who can also communicate that more widely.





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## The Team

The Head of Admissions & Marketing will report directly to and work in very close collaboration with the Head. In addition, there are a number of teams and relationships which are integral to this post. The Head of Admissions & Marketing will:

- Lead and have overall accountability for the Admissions & Marketing Team at BG, including the line management and motivation of the Head of Day Admissions and the Marketing Manager.
- Lead and chair the Customer Experience and Values (CXV) team; this is a senior team whose role it is to optimise customers' experiences of the school whether they be current, prospective or past customers. This team meets at least half termly and includes the Head, Deputy Head, Assistant Head Pre-Prep and Head of Boarding in addition to the Admissions & Marketing Team members.
- Work closely with the BG Senior Leadership Team, attending meetings when the agenda is relevant.
- Work in collaboration with the Deputy Head (Admissions & Marketing) at Rugby School, other members of Rugby School's Admissions & Marketing Teams, and the Marketing and Admissions teams in the Groups' two other linked prep schools.

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## Job Purpose

- To provide inspiring leadership of the school's Admissions & Marketing Department, ensuring that all aspects of pupil recruitment, from enquiry through to enrolment, are delivered to the highest standard and aligned with the school's growth objectives.
- To lead and deliver a bold, proactive admissions, marketing and communications strategy that delivers the school's growth objectives around student numbers; raises awareness of BG across the Midlands, London and beyond, and enhances the school's reputation with prospective parents and the wider community both internal and external.
- To take the operational lead on the recruitment of boarding families – domestic and overseas and working alongside the Head of Day Admissions (BG), when required, to be a first point of contact for all prospective families.





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# Key Responsibilities

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## Leadership, Management & Strategy

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- Lead, motivate, empower and develop the Admissions & Marketing team members, setting high expectations, a culture of collaboration and monitoring performance against objectives.
- Develop and deliver a clear admissions strategy that sets out annual and long-term pupil recruitment objectives, identifies key feeder schools and target markets, and ensures that admissions activity is aligned with the school and wider group's marketing strategy and overall growth ambitions.
- Work closely with the Head to set annual pupil recruitment targets for domestic and international, boarding and day, pupil numbers, and deliver against them.
- Establish clear metrics to measure the impact of marketing and admissions activity and adjust strategies accordingly.
- Identify new markets, audiences, relationships and opportunities for growth and engagement.
- Be responsible for management of the BG admissions and marketing budget.
- Contribute proactively to the overall strategic direction of the school, leading the Customer Experience & Value (CXV) Team.
- Work in mutually beneficial collaboration with Rugby School Group and, where appropriate, share resources and best practice.
- Other tasks as required by the Head commensurate with the responsibilities of the role.

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## Admissions & Pupil Recruitment

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- Lead and oversee the Admissions function from initial enquiry through to joining, ensuring a professional, warm, personalised and responsive experience for all prospective families.
- Manage and lead boarding recruitment from point of first enquiry to enrolment to ensure boarding numbers, particularly domestic boarders, are optimised and to ensure the pathways for boarding families are clear whether into BG or onward to Rugby School or another senior school.
- Work closely with the Head of Day Admissions (BG) to ensure numbers in the school are at the optimum level.
- Ensure systems and processes are in place to develop and maintain excellent relationships with prospective parents, feeder schools, nurseries and educational agents, both in the UK and internationally
- Ensure compliance with all relevant admissions policies, regulations and procedures where applicable.
- Take responsibility as the 'key contact' for UKVI applications and remain up to date with all relevant visa and home office legislation.
- Manage admissions data effectively, producing regular analysis and reports for the Head and Governors, and ensuring that systems are in place to monitor and track conversion and to optimise funnel retention.

## Marketing & Communications

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- Oversee and work closely with the Marketing Manager to provide oversight of all aspects of BG's MarComs operations to deliver continuous improvement, excellence in customer service and brand consistency.

This will encompass activity across the full spectrum of BG's MarComs activities, including:

### Campaigns & Content Creation

- Plan, create and execute dynamic multi-channel marketing campaigns (digital, print, events) to support and drive enquiries, visits, recruitment, retention and advocacy.
- Development of the BG website, digital presence and content marketing strategies so they fully reflect the school's ethos and excellence.
- Ensure the school's website remains fresh, dynamic, parent-friendly and representative of the school's story.
- Grow and maintain BG's presence across relevant social media platforms and oversee the monitoring of engagement and analytics.
- Work with the team to create high-quality, engaging content for newsletters, brochures, website, and social media.
- Ensure the production of photography, video, and storytelling content brings BG to life.
- Oversee the production of printed collateral, ensuring compliance with brand guidelines (to include liaison with external designers and printers, always being mindful of the need to deliver value for money).
- Manage the search engine optimisation (SEO), AI-optimisation, paid advertising (e.g. Google Ads), and email marketing campaigns.

## Internal & External Communications

- Ensure consistency of tone and message across all school communications.
- Work with the Marketing Manager (BG) to ensure press releases and media relations are managed to generate positive coverage.
- Support the Head, SLT and Marketing Manager (BG) with speeches, briefings, and stakeholder messaging when required.
- Collaborate with staff to gather stories and content that reflect school life.
- Work closely with colleagues throughout the school to engage staff in the importance of marketing and admissions.

## Events/Alumni & Community Engagement

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- Attend as appropriate, staff meetings and relevant school events as published in the termly calendar.
- Support the planning, promotion and running of open mornings, school events, and outreach opportunities.
- Build and maintain relationships with feeder schools, nurseries, and local influencers to generate word-of-mouth referrals.
- Support alumni engagement through regular communication and events.

## Brand & Reputation Management

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- Manage the BG brand to ensure it remains strong and is consistently represented in all marketing and communication channels.
- Ensure the messaging is compelling and reflects the school's values and points of difference.
- Position BG as a leading prep school in the region through thought leadership, PR, partnerships, and events.
- Support the Head, SLT and Marketing Manager (BG) with sensitive or crisis PR.

## Safeguarding

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- All staff have a responsibility and duty of care to safeguard and promote the welfare of pupils. Staff must be aware of the systems within the school which support safeguarding and must act in accordance with the School's Safeguarding & Child Protection policy and Code of Conduct. Staff will receive appropriate child protection training which is regularly updated.



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# The Person

The successful candidate will be able to demonstrate leadership skills in either admissions or marketing along with experience in navigating internal stakeholder relationships. They will need to demonstrate an appropriate balance of the following key skills, abilities and experience.

## Experience/Skills

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- Demonstrable experience of working at a senior level in an admissions or admissions related (e.g. sales or business development) or marketing leadership role with a diverse range of responsibilities.
- Experience of having developed and led high-performance teams.
- 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 strategy.
- Ability to communicate effectively and confidently with all stakeholders.
- Understanding of the education sector and the current challenge for independent schools, particularly prep school boarding.
- Prior professional experience in education, whilst helpful, is not essential.

## Personal Attributes

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- 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, and to travel (in the UK and overseas)
- A clear commitment to delivering best practice in safeguarding.
- Values and promotes diversity, equality and inclusion.

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# Terms of Appointment

An attractive remuneration package is offered, reflecting the significance of the position. This will include a competitive salary, to reflect the successful candidate's experience.

This is a year-round, full-time role and some flexibility in working hours will be required in light of the role and responsibilities the post entails. Some international travel may be involved.

The main benefits are likely to include:

- 25 days' annual holiday plus Bank Holidays.
- Stakeholder pension scheme.
- Fee discount for children at BG and Rugby School.
- Cycle-to-work & Electric Vehicle scheme.
- Free lunches during term time (on site).
- Employee assistance programme.
- Opportunity for funding of external professional development and reimbursement of relevant professional membership fees.
- Car parking (where available).

Rugby School Group is an equal opportunities employer and welcomes applications from people of all backgrounds and nationalities, of all ethnicities and religions, of different genders and sexualities, and from all cultures.

Rugby School Group is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Any offer of employment will be subject to a number of pre-employment checks, including proof of identity and eligibility to work in the UK, satisfactory references and a successful enhanced DBS check.



# Application Process

Interested candidates are invited to contact RSAcademics to arrange a confidential and informal discussion with our search consultant Susannah Thompson: [susannahthompson@rsacademics.com](mailto:susannahthompson@rsacademics.com)

**Closing date for applications: 10.00am on Thursday 26 March 2026.**

Applications should be made electronically to RSAcademics. To submit your application please click on **Apply Now** on the RSAcademics website and follow the instructions provided.

As part of your online application you will be asked to upload a PDF version of your covering letter addressed to the Head, Mr Gareth Jones. 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 uploading your application documents, please contact Laura Cave, Project Coordinator (Appointments) at [applications@rsacademics.com](mailto:applications@rsacademics.com) Laura can also be reached by calling our Head Office on +44 (0) 204 6269 791.

The process is as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact RSAcademics by telephone.
- Preliminary interviews will take place with RSAcademics via Teams on Wednesday 8th and Thursday 9th April 2026.
- Longlist interviews will take place at Bilton Grange on Thursday 16th April 2026.
- Shortlist interviews will take place at Bilton Grange on Wednesday 22nd April 2026.

N.B. Safer recruitment checks will be made at all stages in the recruitment process.



RSAcademics 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](http://www.rsacademics.com) for more information.

