



Mayfield



Candidate Brief

Director of Marketing and Admissions

Dear Candidate,

I am delighted that you are considering applying for the Director of Marketing and Admissions role at our happy, vibrant, caring and ambitious School. This is a new role for the School and one which demonstrates our unwavering commitment to building on the legacy of our founder's vision for girls' education and developing this to meet the modern age.



I have now been at Mayfield School for three years and I have found it to be a community like no other. The spirit of joy is palpable, and it is a privilege to lead such a happy and supportive team of staff. Our students are wonderful, kind, enthusiastic, outward-thinking and inspiring to be around. We enjoy great parental and alumnae support which I know will be instrumental in helping us achieve our bold plans for the future. With a new Director of Development in place, it feels like the ideal moment to build on our existing success and to focus on the future.

This is an exciting moment for Marketing and Admissions at Mayfield as we have taken the decision to restructure and to combine the School's Marketing and Admissions operations to create a single department. Under the strategic leadership of the new Director of Marketing and Admissions, this Marketing will continue to support all Mayfield's external relations activity and philanthropic aims, while ensuring that focus upon maximising pupil recruitment within the current challenging market context is maintained.

The Director of Marketing and Admissions will lead an experienced and committed team of six staff who manage the day-to-day operations of the two streams within the department.

We have seen rapid progress in the last few months with the School being named as the top performing school in the East Sussex Department of Education table and being rated as one of the top girls boarding schools in the country by Education Advisers. We have also received a glowing report from the Good School's Guide which recognised our ability to educate girls to the highest academic standards whilst nurturing compassion and empathy.

Mayfield is a wonderful blend of historic, architectural treasures alongside modern purpose-built buildings and we intend to further enhance our beautiful surroundings to allow our students to achieve their full potential whether that be academically, in sporting endeavours or the creative arts. In addition to enhancing our site we are in the process of developing a sustainable bursary and scholarship programme which will allow us to offer a Mayfield Education that might otherwise have been out of reach.

An exceptional career at Mayfield awaits the right person who will immerse themselves in the life of the School. In addition to your focused role within Marketing and Admissions you will also join the School's Senior Leadership Team, creating an opportunity for you to contribute to the direction and overall success of the School. You can be assured of my full support and the high value I will place on the role.

This is a special place to work. Staff of all faiths and none comment on the joyful and inclusive nature of our Catholic Community, and our values of respect, compassion, courage and integrity shine through in all we do. A place where your wellbeing will be genuinely considered, your professional journey and ambitions supported and invested in, and where you will encounter a staff body who all work with determination to provide the very best experience possible for every young person who joins our school.

It is an exciting time to join Mayfield as we continue our journey with strength and determination in the country and I hope that you will consider being part of that future.

Deborah Bligh

Deborah Bligh
Headmistress
Mayfield School



About Mayfield

Mayfield is a vibrant, happy and successful independent day and boarding school for girls aged 11 to 18. Founded in 1872 by the Venerable Cornelia Connelly and the Society of the Holy Child Jesus (SHCJ), the School is set within 75 acres of beautiful Sussex countryside, conveniently located just outside Royal Tunbridge Wells, within an hour of central London by train and with easy access to Gatwick and Heathrow airports. There is also easy access to the picturesque South Downs and Sussex coastline.

Inspired by its founding principles, which remain at its core today, one of the School's greatest strengths is its proven ability to unlock and develop the unique potential and talent of each girl in an inspiring learning environment. A Mayfield education combines academic excellence, breadth of opportunity and exceptional pastoral care. There are currently ca. 360 pupils in the School of whom 47% are boarders.

Boarding has always been an integral part of Mayfield life and over recent years has become an increasingly important part of the life of the School. We have four boarding houses: Leeds for our Junior girls in Years 7 and 8; St Gabriel's and St Michael's for our Middle School girls in Years 9 to 11 and St Dunstan's the Sixth Form house.

Mayfield is a warm and welcoming school community. We have an international community with 30% of our girls from overseas, representing almost 20 different nationalities and girls on a variety of bursaries and scholarships. We welcome staff from an equally diverse range of backgrounds. Small class sizes with girls who are keen to learn enables a level of trust and partnership between students and staff to emerge. Currently we have 200 teaching and support staff, of whom approximately 40 live on site with their families.

The School enjoys excellent facilities, including an award-winning Sixth Form Centre; a specialist Science Centre; internationally renowned creative arts teaching and learning facilities; an indoor swimming pool; a Technology Suite and a first-class Equestrian Centre on campus. We also have a brand new state of the art Wellbeing Centre pictured below.



Mayfield Ethos

The vision of Mayfield's founder, Cornelia Connelly, to educate young women to respond to the needs of the age remains central to the School's education philosophy today. Our Catholic ethos remains fundamental to the life of the School and provides a moral and joyful spiritual framework for daily life; encouraging integrity, generosity, compassion and courage within an inclusive community, which welcomes all. The School's motto 'Actions Not Words' is embodied in our voluntary service programme, which promotes a spirit of personal and social responsibility.



We want to encourage students to put their faith into action and our 'Actions not Words' programme encourages them to reach out into the wider community, at home and abroad, to share their talents and make a positive difference. Girls regularly go on pilgrimages to Lourdes and in recent years senior girls have been to Thailand and Cambodia in the Actions Not Words overseas programme. Charity fundraising is obviously a key element of school life and our annual Live Crib, run over 4 days by the Prefect team, not only regularly raises significant amounts, but more importantly provides a high point for the village and a timely reflection of the true meaning of Christmas.



Mayfield's Aims and Objectives

We believe education is an adventure for the mind, heart and soul. As such we create an environment where girls discover their authentic selves and develop the courage to embrace life's possibilities.

Mayfield girls:

- Are part of a strong community, committed to girls' education, rooted in the Catholic Faith, where everyone is welcomed and nurtured.
- Learn from a creative, innovation and academically enriching curriculum which enables them to grow emotionally, intellectually and spiritually.
- Discover their passions and develop their talents in an environment free from stereotypes and judgement.
- Enjoy a breadth and depth of opportunity both within and beyond the classroom.
- Will be confident, kind, resilient and articulate women who are equipped to make a positive different to society.

At Mayfield, every girl is accepted for who she is and we instil in her the confidence to find her strengths and build on them. Whilst Maths and Science are amongst our most popular and successful subjects at A Level, we have a first-class reputation for creativity and excel in the creative and performing arts. Girls are encouraged to continue to combine Arts, Science and Humanities up to and including in their A Level studies.



Academic study is complemented with a rich and diverse variety of activities beyond the classroom. With everything from dance or debating, to philosophy, drama and music with a full programme of sporting opportunities including cricket, fencing and top-class equestrian facilities on campus, girls are challenged and supported to realise their full potential, thereby endowing them with a lifelong love of learning and the opportunity to grow as individuals.

Mayfield girls progress to prestigious universities including Oxford and Cambridge, and increasingly to the US and Europe, to study a wide range of subjects. Just as important as academic success, girls leave Mayfield with enduring friendships, open minds, strength of character and the lifelong support of a global community. The values, skills, aspiration and resilience we nurture in the girls prepares



them to respond to the opportunities and challenges of the 21st century and to make a positive difference in the world.

Our Cornelian Values are:

Joy – we find joy in all we do

Compassion – We cultivate empathy

Integrity – We develop strong moral values

Generosity – We nurture a spirit of charitable giving and kindness for all

Gratitude – We are thankful

Respect – Through our actions we show that we value all

Courage – We have the confidence and resilience to make the right choices



The Role

Reporting directly to the Headmistress and a member of the School's Senior Leadership Team (SLT), the newly created post of Director of Marketing and Admissions is a pivotal role, which presents an exciting opportunity to be part of the future vision for Mayfield School. The School is seeking to recruit a high calibre, target driven and experienced marketing professional who will provide inspiring and strategic leadership of all matters related to marketing, communications and pupil recruitment at Mayfield.

The Director of Marketing and Admissions will be a key public face of Mayfield School, promoting the benefits of belonging to this vibrant, friendly, modern community. Against the backdrop of a challenging market for all independent schools, this role is crucial to delivering Mayfield's strategic ambitions, to increase its national and international reach, strengthen its recruitment pipeline, deliver a customer-focused application journey and to strengthen the School's brand profile.

This is a high profile and exciting leadership position suited to a high calibre commercial marketing professional who can demonstrate established and effective leadership skills and a commercial mind-set, combined with an extensive marketing, communications or a marketing-led sales background. As part of the Senior Leadership Team the Director of Marketing and Admissions will contribute to ensuring that the School's strategic objectives are met; through professional expertise, a commitment to continuous improvement and constant demonstration of what good looks like, while ensuring the integrity of Mayfield'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 School's customers and their needs, bringing with them the relevant skills to undertake this complex and exciting post.

Primary purpose

To lead and deliver a bold and proactive marketing, recruitment and communications strategy in line with the School's overarching Development Plan which delivers the School's overall enrolment objectives, raising awareness of Mayfield within its target markets and enhancing the School's reputation with prospective parents and the wider community both internal and external.

The post holder will provide strategic leadership to a team of 6 marketing, communications and admissions professionals, ensuring that the Mayfield story is communicated in a compelling and consistent way throughout the customer journey from initial enquiry to enrolment and delivering the highest standard of customer service to prospective and current families.



Key Responsibilities – Leadership, Management and Relationships

- Lead, motivate, and develop the Admissions and Marketing team members, setting high expectations and monitoring performance against objectives.
- Develop, articulate and implement an overarching Pupil Recruitment and Marketing strategy, underpinned by detailed operational action plans.
- Ensure the School's key messages are clear, coherent and compelling, well-understood by the whole school community, and applied consistently in all forms of communication.
- Maintain oversight of the day to day running of the Marketing and Admissions Department; develop, refine and monitor all marketing and admissions related processes and procedures.
- Promote a culture of high performance with a focus on successful outcomes.
- Continuously improve team practices to ensure processes are optimised and compliant with both school policies and all necessary external regulations, including UKVI requirements.
- Contribute proactively to the SLT and the overall strategic direction of the School.
- Regularly evaluate the success of the School's plans for pupil recruitment and marketing, initiating proactive interventions as appropriate, to meet agreed targets.
- Be responsible for the preparation and management of the annual departmental budget and the associated Marketing and Admissions strategic plans, monitoring the effectiveness of activity and expenditure.
- Report regularly and directly to the Headmistress and Governors, developing and refining management reporting on an ongoing basis, monitoring marketing and admissions performance against appropriate and agreed KPIs.
- Play a leading role in maximising retention of pupils as they move through the school, including strategic oversight of communications with current parents.
- Close liaison with the Finance Team in all matters relating to fees, projections, bursary and admissions related financial matters.
- Work closely with the Director of Development to ensure a strategic and cohesive whole-school External Relations approach.
- Network and build relationships with all key stakeholders including feeder prep schools and educational agents in the UK and abroad.
- Identify new target markets, relevant educational agents and build and maintain effective relationships with them.
- Plan and implement a strategic approach to attending recruitment fairs and events, both in the UK and overseas, and evaluate and report on the success of these.
- Elicit feedback from current parents, prospective parents, joiners, non-joiners and feeder schools to guide future admissions strategies and action plans.
- Undertake strategic market research into the international, local and national markets to develop a persuasive, compelling and segmented marketing proposition.

Key Responsibilities – Admissions

- Develop and implement admissions processes and communication which reflect Mayfield's values, aims and strategic priorities, and which are in line with sector best practice and which maximise conversion rates.
- Oversee and refine all pupil admissions and scholarship procedures to provide an exemplary admissions customer journey from the point of first enquiry to entry, following up, communicating and managing all touchpoints through the process.
- Develop and maintain a full understanding of target audiences, competitors, and the dynamics of the marketplace and produce appropriately segmented messaging.
- Lead the communications for the boarding community, ensuring new parents and agents receive timely, reassuring updates on how their daughter is settling into the School.
- Manage and implement the School's Admissions Policy taking responsibility for its annual review and associated regulatory compliance, including UKVI.
- Meet prospective parents and pupils where appropriate, acting as a key front face of the School.
- Oversight of Admissions entry decisions, including the ongoing review and implementation of the admissions assessment strategy in close liaison with the Deputy Head Academic and the Headmistress.
- Manage and optimise entry lists at all key entry points, setting clear direction to enable the effective and optimal fill of the School and the accurate upkeep of records.
- Ensure the Admissions database is accurate and used effectively, always ensuring compliance with GDPR.
- Ensure regulatory compliance in respect of all international Child Student visa related issues providing expertise on the law as it applies to the admissions of international pupils; ensure the timely application for Child Student visas for international pupils starting at the School.
- Forecast, statistically review, analyse and report on all relevant pupil admission data.
- Oversee the development of the Scholarship programme to ensure that the highest quality candidates are proactively identified, nurtured and recruited to the School.
- Lead the planning and execution of the annual admissions events calendar, in collaboration with relevant key stakeholders, evaluate their success, and continuously enhance what they offer, seeking feedback from attendees and staff.
- Establish the print and production requirements of the Admissions Department and oversee the production of support materials such as display materials, agents' resources, promotional items, subject information, fulfilment packs and open day, event and taster day programme promotions.
- Evaluate and identify the most compelling recruitment markets for UK and international boarding pupils. Create and implement an appropriate plan for each market including identifying agents and building effective relationships with them with carefully targeted messaging relevant for each country.
- Travel overseas and nationally as required; review and manage attendance at recruitment fairs in the UK and overseas as appropriate.

Key Responsibilities – Marketing

- Direct and oversee Marketing across the whole School with a view to strengthening the School's overall standing and reputation with all key stakeholders.
- Manage Mayfield's brand, acting as 'Brand Guardian', ensuring that the School communicates, engages and presents key messages and communicates its vision in a consistent and professional manner.
- Refine and implement an exciting and ambitious Mayfield whole-school marketing strategy in line with the whole-school development plan, to raise the School's profile, drive pupil recruitment, support its philanthropic aims and ensures Mayfield's attractions are known and understood locally, nationally and internationally.
- Strategic management of the School's website; arrange regular website review meetings, ensuring content remains engaging and fresh.
- Ensure a consistently high quality across all marketing output, to reflect the calibre, ethos and values of the School.
- Oversee the marketing strategies and promotional programmes which drive engagement and enrolment; create and deliver an operational action plan to provide seamless coordination of Marketing and Admissions and coordinate communications with the Development office as appropriate.
- Analyse key marketing performance metrics and use tracking tools to provide market research, forecasts, competitor analysis and consumer trends to formulate actionable marketing and admissions goals.
- Promote the School within the local community and develop strong community links.
- Analyse the international, UK boarding, and day pupil markets to refine the marketing strategies and plans for each group and keep abreast of competitors and changes in ownership of prep and feeder schools, education groups and other relevant organisations.
- Implement, commissioning where necessary, and interpret essential data and research projects, including surveys of parents, staff and pupils, non-joiner research, exit interview evaluations, socio-demographic research, affordability studies, and others as needed.
- Determine the appropriate use of and lead strategic and operational partnerships with agencies and suppliers such as PR, creative services, web development, photography, film production, media and print, specifically for Mayfield School.
- Oversee the management of the annual marketing budget, ensuring efficiency in spend.
- Plan and implement digital and offline campaigns, with objectives to include brand awareness, search engine optimisation, remarketing and targeted conversions, including the use of analytic data.
- Strategic oversight of the production of all printed, digital and multi-media materials intended for external audiences, including the prospectus, magazine, admissions and fundraising assets, reports and campaign brochures, any future commercial materials, curriculum guides etc, and as required.

Key Responsibilities – Communications

- Oversee and implement school messaging and key communications, always ensuring the highest level of professionalism and ensuring that communications with all stakeholders have the correct branding and tone of voice.
- Implement and own the development and implementation of effective and dynamic communications and content management strategies across print, social media and internal communications with all stakeholders.
- Develop a PR strategy that promotes the School's strengths through the identification of opportunities for school leaders to contribute to the discussion of educational issues in local, national and international media.
- Lead the strategic and operational relationships with key media contacts, ensuring brand-consistent communications, developing new relationships as appropriate.
- Assist the Headmistress and other senior staff in the creation of speeches, articles and opinion pieces in line with the school's strategy, ethos and values, brand and key messaging.
- Lead and advise the SLT and Governors on crisis communications planning and management.
- Support and advise the Headmistress, SLT and Board of Governors on areas of reputational risk, change management and associated internal and external communications.
- Support the development of relationships with potential feeder schools locally and nationally where appropriate, and communication with leading influential voices in the sector.
- Work in tandem with the Director of Development to ensure alignment of alumni and fundraising communications, and to drive a co-ordinated overall External Relations strategy amongst the key stakeholders be they parents, OCs, and others.
- Promote the Headmistress and other key staff as a thought leaders in the education sector nationally and internationally.
- Provide relevant media training, mentoring and coaching for senior members of staff (and pupils) where appropriate.

Key Responsibilities – General

- Report directly to the Headmistress regarding all admissions, marketing and pupil recruitment issues.
- Develop and maintain a full understanding of target audiences and the dynamics of the marketplace.
- Keep abreast of, and brief SLT and Governors on all matters relating to the entry of pupils to Mayfield, as well as trends in the sector, both nationally and internationally.
- Maintain close liaison and co-operation with senior colleagues across all teaching and non-teaching functions on all admissions and marketing related matters.
- Provide professional advice to all Mayfield staff on all marketing issues.
- Ensure all staff are aware of their role in promoting the School for recruitment purposes, adhering to brand guidelines.

- Be well-informed about Mayfield's academic and extra-curricular offer and the working of the School.
- Be a visible member of the school community, known to staff, pupils and parents.
- Grow and develop professional networks, being a visible ambassador for Mayfield.
- Perform any other duties that might reasonably fall to the Director of Marketing and Admissions, commensurate with the seniority of the role.

Key Responsibilities – Safeguarding and Welfare of Children

All staff are responsible for the safeguarding of children in line with Mayfield School's Safeguarding and Child Protection Policy, which can be found [here](#).



Person Specification

This is a high-profile, varied and exciting leadership position suited to a strategic marketing professional with strong commercial acumen, stakeholder management and influencing skills gained inside or outside the education sector. The Director of Marketing and Admissions will be a passionate advocate for the values of Mayfield School and will be able to communicate the School's ethos with enthusiasm and conviction.

Skills and Experience

- Educated to degree level or equivalent.
- Demonstrable experience of working at a senior level in a marketing leadership role with a diverse range of responsibilities.
- Commercially astute with demonstrable experience of having developed and led high-performance and target driven teams. Proven experience of brand management and having successfully developed and implemented 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 and redirect marketing strategy and/or sales pipelines.
- Ability to communicate effectively and confidently with all stakeholders.
- Able to demonstrate strong business and commercial acumen and use of evidence-based planning.

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, accuracy and attention to detail.
- 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.
- Willingness to travel within the UK and occasionally overseas.
- A clear commitment to delivering best practice in safeguarding.
- Values and promotes diversity, equality and inclusion.

Terms of Appointment

The successful candidate will receive a highly competitive salary reflecting the seniority and significance of the role. The salary offered will depend on skills and experience; however, it is anticipated to be within the range £70–£75,000 per annum. This is a full-time position, working 52 weeks of the year, and some flexibility around working hours will be required in light of the role and responsibilities it entails.

Annual Leave Entitlement – 30 days plus statutory bank holidays.

Pension – The post-holder will receive 6% employer contributions into the School's Pension Scheme.

Fee Remission – There is a generous fee remission for staff children, subject to spaces and entry examinations.

Mayfield School offers a wide range of additional benefits to employees, including:

- Life Assurance Cover
- Salary Exchange Scheme
- Free lunch and refreshments during term-time
- Access to the School's Smart Health Scheme which provides staff access to a GP service 24 hours a day, 365 days a year
- Access to the School's swimming pool and fitness room
- A wide range of wellbeing activities including reflexology, relaxation sessions, annual staff retreat day, yoga
- Contributions to eye tests and glasses/contact lenses
- Free on-site parking
- A beautiful working environment set within 75 acres of Sussex countryside.

Mayfield School is an equal opportunities employer and is committed to equality of opportunity for all staff. Applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religions or belief and marriage / civil partnerships.

Mayfield School is committed to safeguarding and promotion the welfare of children and young people and expects all members of staff to share this commitment. Applicants must be willing to undergo safer recruitment screening appropriate to their role. This appointment will be subject to satisfactory pre-employment checks in accordance with the relevant statutory guidance, including an enhanced Disclosure and Barring Check, satisfactory references, proof of identity and eligibility to work in the UK, a review of their social presence, a satisfactory medical report and proof of qualifications (where appropriate).

Application Process

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

The closing date for applications is 10:00 on Monday 20 April 2026.

Applications should be made electronically to RSAcademics. To submit your application, please upload your documents according to the instructions on the [RSAcademics website](#).

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

- A completed application form (available to download from [RSAcademics.com](#))
- A covering letter addressed to the Head, Mrs Deborah Bligh. 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. 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 on Thursday 23 and Friday 24 April 2026.
- Longlist interviews will take place at Mayfield on Friday 8 May 2026.
- Shortlist interviews will take place on Friday 15 May 2026.

N.B. Safer recruitment checks will be made at all stages of 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 for more information.



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