



Loughborough Schools Foundation

Nursery • Fairfield • Grammar • High



Director of Marketing and Admissions

Candidate Information Pack

Welcome

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Welcome, and thank you for your interest in the role of Director of Marketing and Admissions at the Loughborough Schools Foundation.

Having recently joined the Foundation myself, I have been struck by both the quality of our schools and the scale of opportunity ahead of us. We are a Foundation with a proud heritage, a strong academic and co-curricular offer, outstanding facilities, and a happy, welcoming campus shared across our schools. It is an environment that inspires and energises on a daily basis.

We are also a Foundation with clear ambition – for our schools, our pupils, our staff and our wider community. Education is evolving rapidly, shaped by changing parental expectations, demographic shifts and an increasingly competitive landscape. In response, we are focused on ensuring that our pupils continue to gain the skills, knowledge and experiences they need to thrive in an ever-changing world. It is an exciting time of opportunity and momentum, and one I am personally delighted to be part of.

This role sits at the heart of enabling us to seize those opportunities and deliver on our ambitions. As Director of Marketing and Admissions, you will be a member of the

Foundation's Executive Team, reporting directly to me and working closely alongside the Heads of our schools.

As an Executive Team, we recognise the critical role that outstanding marketing, communications and customer experience play in today's independent schools market. Therefore, it is a role of genuine influence, where you will have the licence to lead and innovate. Your Marketing and Admissions department will be confident, forward-looking and continually raising the bar for what outstanding practice looks like.

Roles of this scope and influence do not come along often. If you are excited by the prospect of shaping strategy, leading talented teams and delivering impactful outcomes, I encourage you to read on.

I hope this pack gives you a sense of the opportunity that lies ahead. I look forward to receiving your application and learning more about your vision for the role.

Yours sincerely,

Chris Staley

CEO, Loughborough
Schools Foundation



About The Foundation

Loughborough Schools Foundation is a thriving community of three outstanding independent schools and a nursery, providing an exceptional education for children aged from 6 weeks to 18 years. Tracing its history back to 1495, the Foundation blends over 500 years of academic excellence with a forward-looking, globally minded approach that prepares young people to flourish in an ever-changing world.

Today, the Foundation comprises a Nursery, a Prep School and two Senior Schools, educating over 1,700 pupils across a beautiful campus in Loughborough. The Foundation is a cornerstone of the local community as one of the largest employers in the thriving University town.

Regionally rooted and globally connected, the Foundation is a community of schools that balances heritage with innovation. The schools successfully combine academic achievement with personal and social development, ensuring their pupils leave not just with knowledge but with the broader skills and values they need to succeed in their chosen paths.

Being part of the Foundation brings a wealth of opportunities and experiences for every

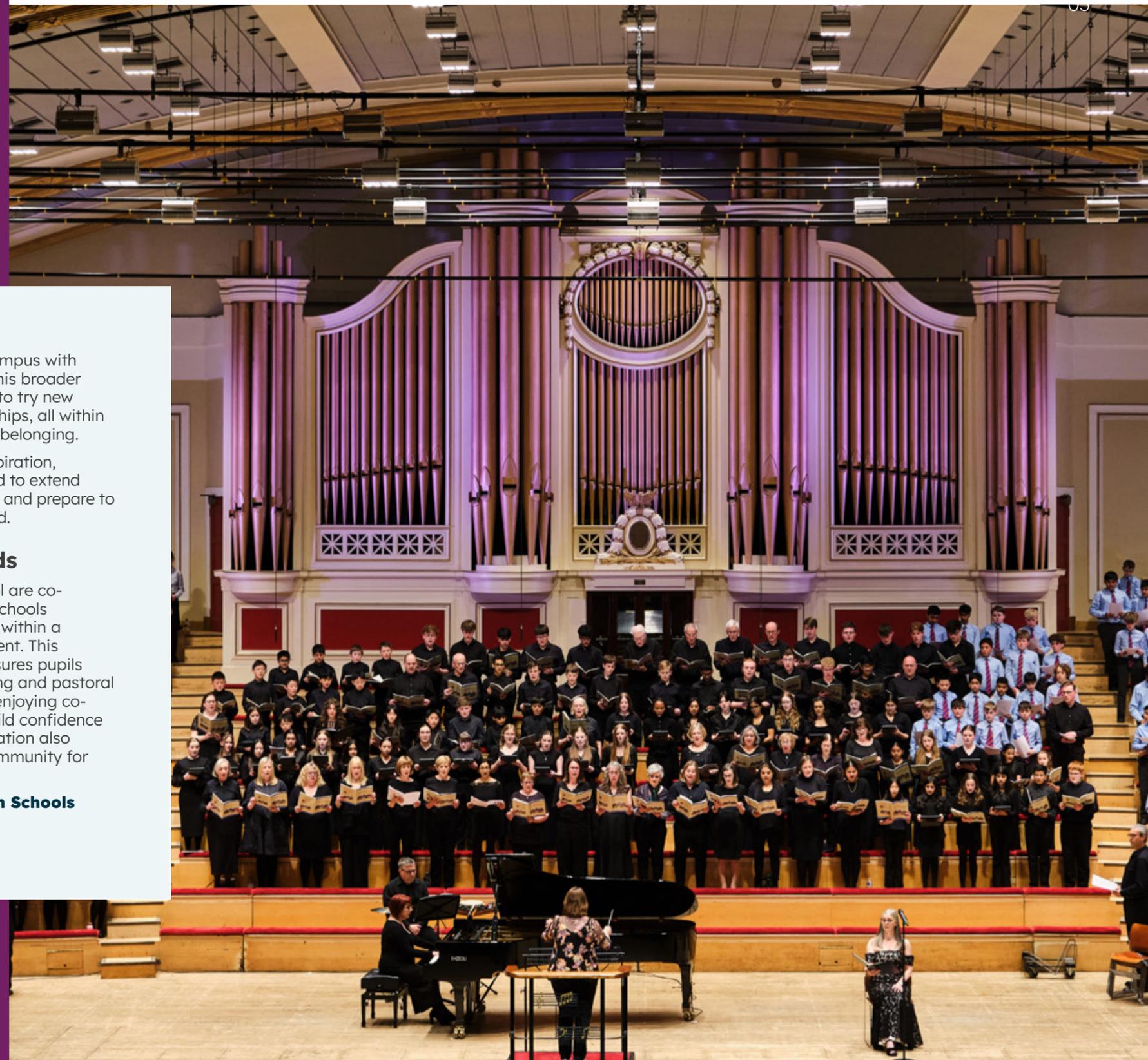
pupil, benefiting from a shared campus with outstanding facilities. As part of this broader community, they are encouraged to try new things and develop lasting friendships, all within a culture of respect, courtesy and belonging.

This is a place of ambition and inspiration, where young people are challenged to extend themselves, broaden their horizons and prepare to make a positive impact in the world.

The Best of Both Worlds

While the Nursery and Prep School are co-educational, pupils in the Senior Schools benefit from single-sex education within a co-educational campus environment. This best-of-both-worlds approach ensures pupils receive the highest-quality teaching and pastoral care tailored to their needs while enjoying co-educational opportunities that build confidence and social skills. Being one Foundation also provides a wider, more diverse community for pupils to grow within.

Learn more about **Loughborough Schools Foundation**



The Schools

The family of three schools provide a seamless education for children of all ages, from Nursery and Prep through to Senior and Sixth Form. All schools share the same campus, which means all pupils benefit from the outstanding facilities, including a purpose-built Music School, cutting-edge STEM resources, Forest School adventures and a vibrant co-curricular programme.



Loughborough Nursery

Boys and Girls, 6 Weeks – 4 Years

Loughborough Nursery provides a nurturing and inspiring start to early years education, where every child is supported to grow in confidence, independence and curiosity. Carefully designed rooms reflect each stage of a child's development, complemented by exceptional facilities, including spacious outdoor areas, a dedicated Forest School, an ICT suite and a library.

Learn more about [Loughborough Nursery](#)



Fairfield Prep School

Boys and Girls, 3–11 Years

With purpose-built facilities, expert staff and small class sizes, Fairfield Prep provides a rich and well-rounded education for boys and girls up to the age of 11. It is a school where family values meet educational ambition, combining academic rigour with an outstanding co-curricular programme that embraces sport, the arts, languages, outdoor learning and leadership.

Learn more about [Fairfield Prep](#)



Loughborough High School

Girls, 11–18 Years

Loughborough High School is one of the top independent girls' schools in the East Midlands, consistently ranking among the top 60 UK independent schools for GCSE results. This success is built on a relaxed, supportive approach to learning, where smaller class sizes, exceptional teaching and well-resourced departments create the perfect environment for every girl to thrive.

Learn more about [Loughborough High School](#)



Loughborough Grammar School

Boys, 10–18 Years

Loughborough Grammar offers more than 500 years of specialism in boys' education and is ranked as a top 10 independent school in the East Midlands. The school has a strong academic tradition and enjoys an excellent reputation for music and sport. Its genuinely inclusive approach to education blends academics, sports and arts with a carefully considered pastoral and enrichment programme.

Learn more about [Loughborough Grammar School](#)

The Role

It is an exciting time to join the Foundation following the recent appointment of Chris Staley as CEO in January 2026. With a clear vision and an ambitious strategy underway, the Foundation is seeking to appoint an outstanding Director of Marketing and Admissions to provide inspired leadership and direction for marketing, admissions and communications across the Foundation.

Reporting directly to the new CEO and working in close partnership with the three School Heads, this is a pivotal senior leadership role with a genuine opportunity to shape the vision and future success of the Foundation. As part of the Executive Team, the postholder will be responsible for developing a multi-channel marketing strategy that not only drives admissions but builds long-term advocacy among current parents, alumni and key stakeholders.

The Foundation is looking for a dynamic leader to inspire and provide strategic direction for a large, high-performing team of marketing and admissions professionals. Strong communication skills will also be essential to

navigate, collaborate and influence a wide range of internal and external stakeholders. The Director of Marketing and Admissions will be a recognised public face of the Foundation, attending events in the local community, across the UK and internationally.

The successful candidate will be a commercially minded marketer with instinctive customer and market insight and a creative flair for communications. You will have genuine influence and real responsibility in shaping how the Foundation presents itself to the world. The leadership team will also be looking for a significant track record of driving strategy and growth in a competitive landscape, as well as building brand advocacy and delivering outstanding service to customers.

The post will most likely attract an experienced strategic marketer from the education sector or an outstanding individual from a commercial or third-sector background who brings both an intuitive understanding of the independent education sector and the strategic, relational, and creative skills to excel in this wide-ranging and exciting role.



The Team

The Director of Marketing and Admissions will lead and manage a well-resourced team of marketing professionals, admissions specialists, digital experts and content creators to drive their vision and strategy. There has been significant investment in staff over the last two years, which demonstrates the Foundation's long-term commitment to marketing and admissions.

The postholder will oversee a 13-strong team, including six direct reports: the Marketing and Communications Manager, Marketing and Communications Business Partner, Global Partnerships and Recruitment Manager, and three School Admissions Managers. The appointed candidate will support these line managers in leading their teams and specialist disciplines.

They will work closely with the Director of Development and the Alumni Team to maximise mutual opportunities and foster collaborative working between these interdependent teams. They will also work closely with the Commercial Team to support income diversification initiatives.

Key Responsibilities



Strategy and Planning

- Develop and execute a cohesive set of marketing and admissions strategies for the Foundation and each school to support the vision, aims and objectives of the Foundation's overall business strategy.
- Devise an innovative stakeholder relations strategy through which key stakeholders and influencers (prospective parents, current parents, alumni, donors and the wider community) are identified, researched and engaged.
- Plan and execute a pupil recruitment and retention strategy for each of the Foundation's schools, carefully tailored for the different target markets, entry points and target audiences they seek to reach.
- Set and monitor all high-level metrics, including key performance indicators, targets and market intelligence, providing reports for the Governors, CEO, and School Heads as required, revising strategies and tactics where appropriate.
- Commission market research as required to support strategic developments. Embed a data- and insights-led approach to strategic and tactical decision-making.
- Proactively keep abreast of regional, national and global sector developments, trends, risks and opportunities. Ensure constant monitoring of relevant guidelines and compliance regulations.
- Oversee and report on expenditure, income, and budgets in support of all marketing and admissions activities across the Foundation.

Leadership and Management

- Lead, manage and develop a consistently high-performing team of marketing, communications and admissions professionals, providing clear vision and motivation for the team to enable collaborative working and the development of cohesive plans.
- Establish clear KPIs, individual and team objectives, training and development plans, and a culture which enables all colleagues to perform to their best individually and collectively. Ensure mechanisms for regular performance monitoring and reporting.
- Continuously improve team practices to ensure processes are optimised and compliant with both school policies and all necessary external regulations.
- Work collaboratively with the School Heads, Governors and the Executive Leadership Team, operating as a trusted senior strategic advisor on all matters related to marketing, admissions and stakeholder communications.
- Collaborate with the Development and Alumni Team to maximise mutual opportunities. Also, work closely with the Commercial Team to support income diversification initiatives.
- Be visible across the Foundation, seeking opportunities to ensure all colleagues are aware of their role in promoting the schools, the importance of customer experience, and adherence to the brand guidelines.
- As a member of the Foundation's Executive Leadership Team, lead by example and represent the Foundation at relevant meetings, events and engagements as required.

Marketing and Brand

- Support the development, delivery and evaluation of an integrated marketing, brand and content strategy across digital and traditional channels.
- Lead the development, management and protection of the Foundation brand, ensuring consistent implementation of brand guidelines and providing overall editorial and design control across all communications, advertising and marketing media.
- Plan advertising and promotional campaigns, taking the creative lead on positioning and messaging tailored for each school to maximise impact and engagement with different target audiences and ensure consistency and coherence across the Foundation.
- Lead on the establishment of channel and content strategies, covering all digital and traditional media, which enable strong and impactful storytelling aligned to Foundation priorities and goals, underpinned by clear standards and guidelines which ensure high-quality outputs.
- Ensure the effective organisation of a programme of marketing and admissions events, measuring outcomes and impact to review their effectiveness.





Admissions

- Provide strategic oversight of all admissions activities, ensuring a professional, warm, and personalised journey from initial enquiry to enrolment.
- Through the marketing and pupil recruitment strategies, ensure that pupil recruitment targets are understood and met and that schools are reaching the number of pupils to maximise pupil recruitment and retention.
- Monitor admissions data to track conversion rates and inform future strategy and drive operational change where necessary.
- Work with the School Heads to develop a feeder school engagement strategy and develop outreach programmes in the community.
- Develop international recruitment strategies, identifying target markets and building partnerships with overseas schools and agents.
- Ensure the effective use of CRM and data systems to deliver efficient, insight-driven processes, always ensuring compliance with GDPR.
- Ensure the effective implementation of the admissions policy and keep up to date with the latest admissions legislation, ensuring compliance (including overseas pupils), implementing best practice and disseminating guidance as appropriate.

Communications and Stakeholder Relations

- Develop and implement a Foundation-wide communications strategy, covering internal and external stakeholders.
- Manage the Foundation's reputation and lead on all corporate communications activities, acting as official spokesperson for the Foundation as required, and playing a central role in managing communications in any crisis situation.
- Lead on the establishment of corporate relations across the region, most notably with education institutions and the business community, as well as building relations with key regional, national and sector media contacts.
- Oversee and implement school and Foundation messaging and key communications, always ensuring the highest level of professionalism.
- Support the schools to establish and embed effective parent communications, working in close liaison with the Heads and senior colleagues to ensure a regular flow of informative and engaging communications.
- Lead on the establishment of an effective cross-Foundation staff communications programme to develop an engaging, collaborative culture across schools and departments.

No job description can fully cover all aspects of such an appointment, and therefore, the successful person must be flexible and willing to take on other reasonable responsibilities and tasks in order to fulfil the role.



Person Specification

This high-profile role will most likely be suited to a confident and charismatic leader with creative flair, strong people skills, and extensive stakeholder management experience. You will be someone who thrives in a fast-paced environment and is excited by the opportunity to drive strategy, lead talented people, and shape the narrative for this Foundation of highly respected schools.

The successful candidate will need to demonstrate an appropriate balance of the following key skills, abilities and experience:

Experience and Skills

- Demonstrable experience of senior leadership and management in a similar role within an educational, commercial or third-sector environment.
- Excellent leadership skills, with a proven ability to set direction, inspire colleagues and embed a high-performance culture.
- Track record of establishing strategies and managing successful multi-channel marketing campaigns which drive income growth and diversification.
- Outstanding interpersonal skills and demonstrable experience of influencing senior management and navigating complex stakeholder relationships.
- Commercial acumen backed by well-informed market intelligence and strong analytical skills. Experience in managing budgets and executive-level reporting.
- Strong brand management experience with the ability to write and verbalise messages that are clear, concise and inspiring.
- Exceptional communication skills, with a proven ability to engage with different audiences in an impactful and effective manner.
- Experience of embedding high-quality customer service and experience.

Personal Attributes

- Confident presence and authority, capable of representing the Foundation at the highest levels and contributing positively and proactively at a senior leadership level.
- Collegiate and collaborative, committed to leading change and inspiring others.
- Ability to translate an ambitious vision into meaningful plans and objectives and gain commitment from the staff community.
- Analytical and enquiring mind, able to take decisive and informed decisions at pace.
- Creative flair and imagination, able to turn inspiring and engaging ideas into compelling narratives and campaigns.
- A high degree of personal motivation, initiative and drive.
- Genuine empathy for and commitment to the values and ethos of independent education.
- Willing to adopt a flexible attitude to working hours, including being prepared to work some evenings and weekends.
- Clear commitment to delivering best practice in safeguarding.
- Commitment to the promotion of diversity, equality and inclusion.





Terms and Benefits

A highly attractive remuneration package is offered, reflecting the significance and seniority of the position. The salary offered will depend on skills and experience.

This is a full-time, 52-week post, and some flexibility in working hours will be required in light of the role and responsibilities it entails. The role requires a willingness to work some evenings and weekends.

- 25 days' paid annual leave plus Bank Holidays and campus Christmas closure.
- Flexible contributory pension scheme.
- Single membership to private medical insurance.
- Substantial fee remission for children at any of the three Foundation schools (excluding Pre-School and Nursery).
- Employee assistance programme.
- Use of the sports centre, swimming pool and gym.
- Cycle-to-work scheme.
- Free lunches during term time.
- Free on-site parking.

Application Process



Interested candidates are invited to contact RSAcademics in the first instance to arrange a confidential discussion with Hannah Freestone-Smith: HannahFreestone-Smith@RSAcademics.com

Closing date: 10.00am on Tuesday 24th March 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 www.rsacademics.com)
- A covering letter addressed to the Chief Executive Officer, Mr Chris Staley. The letter should explain your reasons for applying and your suitability for the role.

If you have any questions about uploading your application documents, please contact:

- Jonathan Barnes, Head of Operations (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 acknowledgement that your application has been received within two working days of sending it, please contact our Head Office by telephone.
- Preliminary interviews will take place with RSAcademics via Teams w/c 6th April 2026.

- Longlist interviews will take place at the Foundation w/c 20th April 2026.
- Shortlist interviews will be held at the Foundation w/c 27th April 2026.

Safeguarding and Child Protection

Loughborough Schools Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment and to become familiar with the policies and procedures for safeguarding children and child protection, which can be found [here](#).

All applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

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.



Because the world needs schools to **thrive**



Loughborough Schools Foundation puts pupil well-being and safety first. That's why we have taken the decision to avoid using close-up, full-face images of pupils on our external-facing digital outputs without explicit consent. We will continue to celebrate our brilliant pupils, while also protecting them from the growing risk of image misuse.