



CROSFIELDS
SCHOOL

Director of Marketing, Admissions and Engagement

Candidate Information



Welcome

Crosfields is a dynamic day school. Future-focused and providing the highest standards of care and teaching, we offer a stimulating, friendly and fulfilling working environment. Our staff are passionate and dedicated to the work they do, constantly supporting each other to create the best educational opportunities for our 770+ pupils in both the classroom and beyond.

We are a warm, caring community, and our pupils have an intrinsic kindness. We have created a modern and forward-thinking environment in which our pupils can learn, grow and contribute to the future direction of our school. Our core ethos has always been to offer a high-quality education and to develop our boys and girls academically, socially, and spiritually. In 2027, we will celebrate the 70th anniversary of our foundation and have a series of exciting events planned to mark this occasion. In addition, 2027 sees the expansion of our education provision to open a Sixth Form. These are exciting times at Crosfields!

As part of our ambitious plans, we are looking for an exceptional, creative and proactive senior leader to join as Director of Marketing, Admissions and Engagement. This is a pivotal whole-school role combining strategic leadership with vital operational responsibilities. The Director of Marketing, Admissions and Engagement will play a key part in the development and communication of the School's strategy, ensuring our messaging reflects our school and our future direction. This role will work closely with all members of the Senior Leadership Team and the Board of Governors, shaping and developing the Marketing and Admissions Teams whilst driving the embryonic area of alumni engagement.

Crosfields is ready to build from a position of strength. This new role represents an opportunity for an ambitious and experienced leader to make a lasting impact on the school's future.

Thank you for your interest, and I look forward to hearing from you.

Carol Townsend

Mrs Caroline Townshend

Head





About Us

Next year will mark several significant milestones for Crosfields: the school will celebrate its 70th anniversary, become a 2–18 school for the first time with the addition of a Sixth Form (housed in elegantly refurbished buildings on site), and increase its roll to over 800 pupils.

Crosfields began life as the junior school of nearby Leighton Park School, and in 1957, it became a standalone preparatory school for 100 boys. In 2007, the school welcomed its first girls, and it is now fully co-educational. Crosfields has grown considerably in recent years, and in 2021, it extended its provision through to GCSEs. 2026 has seen the highly successful launch of a year-round Nursery (which already has a waiting list), and the new Sixth Form will open in September 2027, completing the 2–18 offer.

Crosfields is located on a green and spacious 40-acre campus close to central Reading and is highly accessible, lying close to main roads including the M4 motorway. Its catchment includes Reading, Wokingham, Bracknell, Basingstoke and the surrounding areas. The fast mainline rail services from Reading station to London attract commuters to the area, and there are also many large employers based in the Thames Valley. The school has modern teaching facilities, a theatre, extensive playing fields, a multi-purpose astroturf pitch and a 25-metre swimming pool.



The school also has a rich array of play areas and extensive woodlands ideal for forest school learning.

Crosfields will offer a seamless educational journey from Nursery through to Sixth Form. The school combines academic ambition with a broad, future-focused education that encourages pupils to discover their strengths, develop their character and embrace new opportunities. The school's value-added score placed it in the top 10% of schools nationally at GCSE, and the new Sixth Form will encourage students to become independent thinkers, confident communicators and intellectually curious learners, offering a breadth of A levels and BTECs. Pupils are encouraged to engage in co-curricular opportunities, building their confidence, skills and team spirit through Sport, Drama, Music and a huge variety of clubs.

Outstanding pastoral care is at the core of a Crosfields education, and pupil wellbeing is of central importance. The warm and nurturing community provides an environment where each pupil feels valued and supported to be the best version of themselves. The school is known for its inclusive ethos and commitment to excellence, shaped by strong school values and the ASPIRE learning framework. Pupils are prepared to leave Crosfields with the skills, knowledge and mindset to navigate an ever-changing world with confidence.

The Opportunity

Crosfields is seeking to appoint a talented and ambitious strategic marketing professional to take the lead in developing and delivering innovative marketing, admissions and engagement strategies. The ideal candidate will be a highly skilled individual with a successful track record of building brands and crafting segmented marketing and communication strategies. They should demonstrate a clear understanding of the importance of providing exceptional customer service to prospective and current parents. This is an exciting opportunity to inspire a diverse community of stakeholders, both internal and external, and clearly differentiate Crosfields in the local market.

The Director will lead the Marketing Team to create well-targeted, compelling campaigns to raise awareness of and generate interest in the school. They will also lead the Admissions Team to deliver a seamless customer journey which communicates the school's narrative at key touchpoints, from initial enquiry to enrolment, tailored to the entry point(s) and interests of each family. In addition, they will be responsible for framing an alumni engagement strategy to develop a network for mentoring and career advice for students, promoting loyalty to the school and preparing the ground for possible future fundraising initiatives.

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 who has an instinctive feel for families and their needs, bringing with them the relevant skills to undertake this complex and exciting post.





The Role

This is a newly created position for a dynamic and experienced strategic marketer who will join Crosfields at a very exciting time in its history. Reporting directly to the Head and a member of the core executive team, this is a pivotal role which will be instrumental in shaping the strategic direction of the school.

The postholder will be responsible for planning and delivering a cohesive strategy that drives recruitment at all key entry points, enhances brand value and awareness and ensures consistent and compelling messaging for all stakeholders.

As a prominent ambassador for Crosfields, the Director will articulate and promote the school's ethos, values, and educational vision to a range of audiences. Through strategic oversight and effective relationship management, the postholder will enhance Crosfields' reputation, support sustainable pupil recruitment, promote successful retention, and foster effective stakeholder engagement.

The Director will provide motivational leadership and deliver a clear and compelling strategy for all outward-facing functions – including marketing, communications, admissions, and alumni and stakeholder engagement.

The postholder will provide strategic leadership and ensure school-wide coherence, collaboration, and innovation across all brand activity. Excellence in engagement and communication will form the foundation of all relationships, whether with pupils, staff, parents, alumni, governors, prospective and former parents, or the sector more broadly.

The Director will lead and have overall accountability for marketing, admissions and engagement at Crosfields and will have the opportunity to shape and develop their team to deliver successful outcomes and work effectively with colleagues.

This is a high-impact role suited to an experienced leader with the ability to inspire teams, balance strategic vision with hands-on delivery and operate with agility in a fast-paced educational environment. It is a wide-ranging and proactive role requiring an innovative, analytical and dynamic individual who combines highly effective people skills with strong evidence-based and data-driven business and market insight.

Key Responsibilities

Strategic Leadership

- Provide input to whole-school strategy by playing an active role on the core executive team
- Develop and deliver coherent and ambitious marketing, admissions and engagement strategies in line with the school's objectives
- Build and promote the Crosfields brand, raising awareness of the 2-18 offer
- Provide regular insight and reporting to the Senior Leadership Team and Board of Governors on trends in recruitment, market positioning and campaign performance
- Ensure sound management of marketing, admissions and engagement budgets
- With the support of the Senior Leadership Team, lead on all marketing and admissions events, including Open Days and Feeder/Taster events
- Track and report the performance of marketing campaigns, modifying strategies as required to achieve targeted outcomes
- Continuously develop own knowledge of relevant marketing strategies
- Embrace growth and expand opportunities for all aspects of marketing
- Regularly communicate progress of marketing KPIs to the Head and Board

Marketing and Brand Management

- Create and execute a strategic marketing plan to increase awareness of the school and boost quality enquiries and prospective family visits
- Manage all elements of the Crosfields brand to ensure the brand remains consistent with the values, character and objectives of the school
- Raise Crosfields' profile across a wider geographical area through management and delivery of well-targeted marketing
- Provide strategic oversight of the school website to ensure its continued evolution (SEO and AI search) and that it provides a first-rate user experience for both current and prospective families
- Lead the development of integrated marketing campaigns that combine digital, print, socials, PR and events
- Plan and manage targeted advertising and promotional campaigns to support pupil recruitment and brand awareness objectives
- Manage brand architecture and visual identity to ensure consistency, quality and alignment with values
- Track digital marketing analytics and campaign performance, using data to evaluate effectiveness and inform future strategy
- Commission and manage external agencies and freelancers as required
- Lead on the marketing of commercial lettings/hires



Communications and Engagement

- Develop and implement a communications strategy covering internal and external audiences, ensuring style, design and tone of voice are on brand
- Support with the planning and delivery of prospective parent, alumni, and stakeholder engagement events
- Develop and maintain strong relationships with all key stakeholders, including alumni, feeder schools/nurseries, local businesses and community groups
- Lead on reputation management, including media relations, brand PR and crisis communications
- Develop an alumni database that can be used for mentoring and career advice for students
- Implement an alumni engagement plan that offers value/benefits for both the alumni and the school

Admissions

- Oversee the end-to-end pupil recruitment journey from enquiry and registration to conversion and retention at each entry point
- Ensure consistent, high-quality, personalised admissions processes and standards
- Provide advice and support on communications to maximise the customer experience and conversion rates from enquiry to enrolled pupils

- Ensure the Admissions Team is responsive, customer-focused and data-informed
- Track admissions KPIs and support the team to achieve enrolment targets at all key entry points

Leadership and Team Management

- Shape, support and develop the Marketing, Admissions and Engagement Teams
- Provide clear leadership, vision and motivation for the function to enable collaborative working and the development of cohesive plans
- Foster a culture of teamwork, innovation and accountability
- Provide CPD opportunities, training and shared resources to develop your people

Safeguarding and the Welfare of Children

Crosfields School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment in line with Crosfields' Child Protection and Safeguarding Policy, which can be found [here](#).





The Person

The successful candidate will be a dynamic and ambitious individual with the experience and leadership skills to build a highly effective and professional marketing, admissions and engagement function. They will thrive on the opportunity to define strategy, agree clear objectives and implement and monitor their effectiveness skilfully. They will be seen as a confident senior leader but also possess the emotional intelligence necessary to work with a wide variety of stakeholders.

Skills and Experience

- Demonstrable success working at a strategic level in a marketing role
- Experience of having developed and led high-performing teams
- Highly organised with the ability to manage multiple priorities and work at both the strategic and operational level
- Proven success in developing and delivering integrated strategies that achieve measurable impact in reputation, recruitment or engagement
- Commercial acumen combined with strong analytical and strategic planning skills, with the ability to translate vision into practical action
- Exceptional interpersonal, communication and presentation skills, with the ability to influence and inspire confidence in different stakeholders
- Experience managing teams and budgets in a complex, multi-stakeholder environment.
- Demonstrated success in engaging, building and managing stakeholder relationships with warmth, emotional intelligence, and diplomacy

- A creative, proactive and results-driven approach, with the ability to manage multiple priorities effectively
- Understanding of the dynamics of the independent schools market

Personal Attributes and Leadership Style

- Dynamic and energetic with a can-do attitude
- High professional and personal standards, combined with motivation, initiative and drive
- Willingness to take an interest in and become involved in all aspects of school life
- Committed team player, confident in leading change and embodying a collaborative approach
- Ability to work with energy and ambition that will inspire and empower colleagues
- The critical intelligence capable of systematically analysing performance, the market and competitors
- Highly motivated and resilient, with a positive, proactive, empathetic and flexible approach
- A genuine commitment to the values and ethos of the school
- Willingness to work flexibly, including evenings and weekends
- A clear commitment to delivering best practice in safeguarding
- Values and promotes diversity, equality and inclusion
- Commitment to continuous professional development

Appointment Terms

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

This is a full-time, year-round appointment. Some flexibility in working hours will be required in light of the role and responsibilities it entails.

The main benefits include:

- 25 days' annual holiday (plus statutory bank holidays)
- Two days per week working from home during school holiday periods
- School fees remission
- Pension scheme
- Death in service scheme
- Salary sacrifice
- Free lunches and refreshments during term-time
- Staff access to gym and pool

- Access to UNUM wellbeing hub (24/7 online GP access, online physio, nutritionists, personal training and 24/7 employee support, which covers mental health, financial and legal support)
- INSET childcare support
- Staff discounts on Crosfields holiday camps and Stevensons' school uniform
- Personal development budget

Crosfields School is strongly committed to inclusion and is an equal opportunities employer. We aim to create a welcoming, respectful and safe environment for all members of our community, from every ethnicity, gender, sexual orientation, age, ability/disability, religion and background.

Applicants must be willing to undergo child protection screening appropriate to this post, including checks with past employers, the Disclosure and Barring Service and an overseas police check if necessary.

This appointment is subject to satisfactory pre-employment checks in accordance with the relevant statutory guidance, including an enhanced DBS check, satisfactory references, proof of identity and qualifications and a satisfactory medical report.





Application Process

Interested candidates are invited to contact RSAcademics in the first instance to arrange a confidential discussion with Susannah Thompson: susannahthompson@rsacademics.com

Closing date: 10.00am (UK time) on Monday 23 November 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:

- A completed application form (available to download from www.rsacademics.com)
- A covering letter addressed to the Head, Mrs Caroline Townshend. 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:

Jonathan Barnes, Head of Operations (Leadership Appointments): applications@rsacademics.com / +44 (0)204 626 9791

The process is as follows:

When you submit your application, you will receive an automated email from RSAcademics confirming that we have received it. If you have not received the automated email within two working days of submitting your application, please email us at applications@rsacademics.com or call us on +44 (0)204 626 9791

- Preliminary interviews will take place with RSAcademics via Microsoft Teams on Tuesday 1 December and Wednesday 2 December
- Longlist interviews will take place at Crosfields on Wednesday 9 December
- Shortlist interviews will take place at Crosfields on Tuesday 15 December

RSAcademics is a global executive search and consultancy firm working exclusively with schools and school groups. 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.