



HOLME GRANGE

DIRECTOR OF MARKETING, ADMISSIONS AND ENGAGEMENT

CANDIDATE INFORMATION





WELCOME

I am delighted that you are considering the role of Director of Marketing, Admissions and Engagement at Holme Grange School.

It is an exciting time to join Holme Grange as we evolve our Strategy to 2030. In 2025, Holme Grange achieved the highest GCSE results in the school's history and is currently ranked a Top 5 Secondary School (11-16) in The Sunday Times Parent Power League Table. We are recognised nationally as leaders on sustainability, holding the ISA Award for Excellence in Sustainability and running an annual flagship event, SustainFest.

Our community is brimming with ambition, whether in the classroom, on the sports field, or on the stage – and that energy is reflected in our ever-stronger academic results and the remarkable appetite amongst both staff and pupils to contribute, lead and grow. Holme Grange is a school where innovation, collegiality and aspiration are at the heart of everything we do.

Holme Grange has a flourishing Pre-Prep, Prep and Senior School. In September, we will extend provision to babies from nine months old at our nursery, Little Grange. The range of recent developments on site include a Wellbeing Hub and Cricket Pavilion.

We ask our pupils to be bold, brave and believe in themselves – and we seek the same in our leadership. The Director of

Marketing, Admissions and Engagement is a new role for the school and an exciting opportunity to play a pivotal role in shaping the future of Holme Grange as part of the Senior Leadership Team.

Working closely with the Headteacher, the Director of Marketing, Admissions and Engagement will ensure that our story is told with clarity, confidence and purpose, that we maximise pupil recruitment and retention, and that our community is highly engaged.

We are seeking a leader who will be a highly visible presence within and beyond the school. The Director of Marketing, Admissions and Engagement will have strategic vision, an analytical mind and emotional intelligence. The successful candidate will be able to unite colleagues behind a shared purpose and communicate the distinctive culture of Holme Grange with creativity and care.

If you have the ambition and relevant experience to develop a high-performing marketing and admissions function, combined with the strategic thinking and acumen to sustain our progressive growth, we would welcome an application from you!

Pippa Adams

Headteacher





ABOUT HOLME GRANGE

Founded in 1945, Holme Grange is a co-educational day school for 660 children aged 9 months to 16 years, set in 22 acres of beautiful parkland on the outskirts of Wokingham in Berkshire. The 19th-century Grade II listed building sits at the heart of the site, and the facilities are excellent. Originally a prep school, Holme Grange opened its doors to seniors in 2015 and has continued to go from strength to strength ever since. The strong growth of the school has meant the site boasts a wide range of facilities, including a purpose-built theatre, Forest School, Farm School, recording studio, DT and Food Technology suites, and modern purpose-built classrooms.

Holme Grange has established a strong reputation within the area, built on its excellent pastoral care, small class sizes, breadth of education and an innovative approach. We offer a well-regarded sports and co-curricular programme for pupils.

It is an exciting time to be joining the school, with September 2025 seeing the arrival of a new Head and January 2026 seeing the appointment of a new Bursar. We have a strong desire to ensure that Holme Grange is positioned strategically in the competitive Berkshire market, and it is a time for innovation and new ideas.

VISION

Holme Grange School is a vibrant learning community preparing young people to thrive amid the opportunities and challenges of the 21st century so that they can serve our changing world as fulfilled, resourceful and compassionate citizens. For us, education is a lifelong journey towards meaning, purpose, connection and wisdom.

MISSION

Our mission is:

- For each child to develop as an individual, discovering meaning, purpose, connection and wisdom in many forms.
- To immerse children in a life rich with diverse opportunities across the academic, pastoral and co-curricular spheres, enabling every pupil to flourish in mind, body and spirit.
- To inspire children with awe and wonder in the natural and digital worlds.
- For our children to become adults who are connected to local and global communities, helping to shape a fairer, kinder, more sustainable world.





ACADEMIC EXCELLENCE

At Holme Grange, we believe in excellence through nurture. We know that when children feel secure, valued and supported, they are far more likely to take intellectual risks, persevere and achieve highly. Our academic programme is founded on strong relationships, high expectations and an innate understanding of each child as an individual.

Our approach focuses on academic excellence for all. This means that we understand that every child's learning journey is uniquely their own, and each pupil is challenged and supported to achieve their potential. Learning is carefully connected across the school, ensuring progression, coherence and depth from the earliest years through to the Senior School.

PASTORAL CARE

Pastoral care is a fundamental pillar of the school's commitment to developing well-rounded, compassionate, and resilient individuals prepared for the opportunities and challenges the future holds. We are dedicated to fostering a supportive, inclusive and nurturing environment in which every pupil can thrive academically, socially and emotionally.

SPORTS AND CO-CURRICULAR

At Holme Grange, our sports provision is designed to support physical development, confidence and enjoyment from the early years through to Senior School and develop fulfilled, resilient and passionate young people who are ready to thrive in a changing world. We value both participation and competition equally, recognising that each offers powerful opportunities for personal growth. Pupils learn perseverance, teamwork and self-belief – skills that serve them well both on the field and far beyond it.

Enrichment at Holme Grange is vibrant, varied and designed to ignite curiosity beyond the classroom. Across the school, pupils can choose from an ever-evolving programme of over 70 clubs each week, running every evening and changing termly.

Alongside traditional sports and activities, pupils can explore an exciting range of alternative options, for example, badminton, table tennis, golf, flying and archery. Away from sports, there are options such as chess, drama, fashion and textiles. The performing arts are central to our co-curricular programme, with a variety of performance opportunities for pupils on offer.





THE ROLE

This is a newly created opportunity for an exceptional individual to lead external relations activities for Holme Grange at a particularly exciting time in its history. Reporting directly to the Headteacher, this is a pivotal leadership role which, as a member of the Senior Leadership Team, will be instrumental in shaping the strategic direction of the school.

The Director will provide motivational leadership and deliver Holme Grange's strategy for all outward-facing functions – including marketing, communications, pupil recruitment and retention, feeder relations and alumni and stakeholder engagement.

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

This role has vital strategic and operational responsibilities, including oversight of all day-to-day admissions, marketing and engagement operations. It is a wide-ranging and hands-on 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. It is essential that the postholder has a strong track record in using data-driven analytics to drive outcomes.

As a prominent ambassador for the school, the Director will articulate and promote Holme Grange's distinctive ethos, values, and educational vision to a range of audiences, positioning Holme Grange as the school of choice in the area. Through strategic oversight and effective relationship management, the postholder will enhance the school's reputation, support sustainable pupil recruitment, and foster effective stakeholder engagement.

The Director will lead and have overall accountability for the Marketing, Admissions and Engagement Team at Holme Grange, including the line management of the Marketing Manager and Registrar. The Director will have the opportunity to shape and develop the Marketing, Admissions and Engagement Team.

The department benefits from a dedicated Marketing and Admissions Governor Committee with supportive, expert members for oversight and assistance.

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 the school's customers and their needs, bringing with them the relevant skills to undertake this complex and exciting post.





KEY RESPONSIBILITIES

In addition to the general responsibilities of a member of the Senior Leadership Team, the main responsibilities and tasks are as follows:

STRATEGIC LEADERSHIP AND MANAGEMENT

- Develop and implement a long-term, integrated external relations strategy aligned with Holme Grange's Strategy to 2030, vision and values. Ensure the external relations strategy is based on robust data, analysis and evidence and takes account of the current economic, financial and political context.
- Lead, inspire, and develop the Marketing, Admissions and Engagement Team, ensuring clear direction, professional growth, and a culture of collaboration and excellence.
- Embed marketing, admissions and engagement across the Holme Grange community, fostering strong partnerships and mobilising engagement by academic, pastoral, operational, and support teams.

- Provide strategic insight to the Headteacher and Governors on market trends, brand positioning, and external opportunities or challenges affecting the independent sector.

- Establish, analyse, and report on measurable KPIs for admissions, marketing, and engagement activity.

- Oversee the marketing, admissions and engagement budget, ensuring value for money and the effective allocation of resources.

- Represent Holme Grange at external events, presenting on relevant topics as appropriate.

- Have oversight of compliance with all relevant regulations, policies, systems and procedures.

- Line manage the Marketing Manager and Registrar.

- Promote a culture of high performance with a focus on successful outcomes.

- Champion inclusion, embrace diversity and ensure equality within an environment that enables everyone to thrive.

MARKETING AND COMMUNICATIONS

- Work closely with the Marketing Manager to oversee all aspects of marketing and communications to deliver continuous improvement and excellence so that Holme Grange continues to be the first choice for independent education in the area.

- Develop Holme Grange's brand strategy, ensuring consistent, high-quality, and engaging communications with all stakeholders that authentically reflect Holme Grange's ethos and community and have the correct branding and tone of voice.

- Act as an ambassador for and custodian of the Holme Grange brand and support all staff to ensure that the Holme Grange brand is applied consistently and that house style guidelines are followed across all areas of Holme Grange's activity, including internal and external communications, commercial activities, display materials and across the school and nursery sites.





- Lead the creation of dynamic, integrated content across digital, social, and traditional channels – including website, prospectus, video, photography, and print materials in support of all Holme Grange's externally facing activities.
- Strategic development and management of the school's website, ensuring it performs at the highest level to promote the school and is fresh, dynamic and parent friendly.
- Develop and implement a highly effective social media strategy that engages customers and drives external relations performance across a range of key metrics.
- Plan and deliver targeted campaigns to support and drive enquiry generation, pupil recruitment, open days, scholarships and bursaries.
- Commission and interpret market research and competitor analysis to inform positioning, strategy, and messaging.
- Develop a PR strategy that promotes the school's strengths, managing relationships with the media and generating positive coverage.
- Support the Headteacher and SLT with the creation of speeches, articles, opinion pieces and stakeholder messaging.
- Lead and advise the Headteacher and Governors on crisis communications planning and management.
- Support and advise the Headteacher and Governors on areas of reputational risk, change management and associated internal and external communications.

ADMISSIONS & PUPIL RECRUITMENT

- Provide strategic oversight of all admissions activities, ensuring a professional, warm, and personalised journey from initial enquiry to enrolment.
- Ensure that pupil recruitment and retention targets are understood and met, ensuring the school remains full and that pupil numbers are appropriately balanced across all year groups and Houses.
- Work closely with the Registrar to oversee all admissions operations and administration, ensuring continuous improvement and excellent, efficient and warm customer service throughout.
- Develop strong and successful relationships with key feeder schools to maintain a healthy and sustainable recruitment pipeline.
- Develop recruitment strategies, identifying target markets and building partnerships with schools.
- Lead training and development for the staff body to ensure they understand their role in marketing the school effectively.
- Analyse admissions data to track performance, inform future strategy and drive operational change where necessary.
- Ensure the effective use of CRM and data systems to deliver efficient, insight-driven processes, always ensuring compliance with GDPR.

STAKEHOLDER ENGAGEMENT AND EVENTS

- Shape and oversee the delivery of a plan for alumni and past parent engagement, building a connected, supportive and active community.
- Oversee alumni relations communications, including web pages and all publications, ensuring consistency with Holme Grange's overall communications and marketing strategy and brand identity.
- Oversee a high-quality programme of events that strengthen engagement and promote Holme Grange's reputation – including open days, celebration evenings, feeder events and reunions.
- Represent Holme Grange at educational fairs, conferences, and external engagements.

SAFEGUARDING AND CHILD PROTECTION

Holme Grange School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. The school's Safeguarding Policy and Safer Recruitment Policies can be found [here](#).





THE PERSON

The Director will have a high profile within the school and will carry significant responsibilities. Plans for the future of Holme Grange are ambitious, distinctive and exciting. The successful candidate will be a driven and visionary professional with the experience and leadership skills to deliver a best-in-class marketing and admissions function based on our values and culture. They will thrive on the opportunity to define a clear strategy and implement and monitor its effectiveness skilfully. They will have confidence and presence but also demonstrate flexibility and subtlety to successfully engage staff and others in the delivery of the strategic aims.

SKILLS AND EXPERIENCE

- Demonstrable success in and substantial experience of working at a strategic level in a marketing, communications or business development-related leadership role with a diverse range of significant responsibilities.
- Experience of having developed and led high-performing teams.
- 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.
- Proven ability to analyse complex data sets and convert findings into decisive, well-judged strategic action.
- Exceptional interpersonal, communication and presentation skills, with the ability to influence and inspire confidence at all levels.
- Experience managing teams and budgets in a complex, multi-stakeholder environment.
- Demonstrated success of 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.
- Prior professional experience in an educational environment would be of benefit but is not essential.

PERSONAL ATTRIBUTES

- 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 collegial and collaborative approach.
- Ability to translate an ambitious vision into meaningful plans and objectives and gain commitment from the staff community.
- The critical intelligence capable of systematically analysing performance, the market and competitors.
- Proactive approach, confident to challenge the status quo where needed and constantly strives for excellence.
- High professional and personal standards, combined with motivation, initiative and drive.
- 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.

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.





APPOINTMENT TERMS

A highly attractive remuneration package is offered, reflecting the significance and seniority of the position. The salary offered will depend on skills and experience; however, it is anticipated that it will be in the region of £70,000 – £80,000 per annum.

This is a full-time, on-site, 52-week post, and some flexibility in working hours will be required in light of the role and responsibilities it entails.

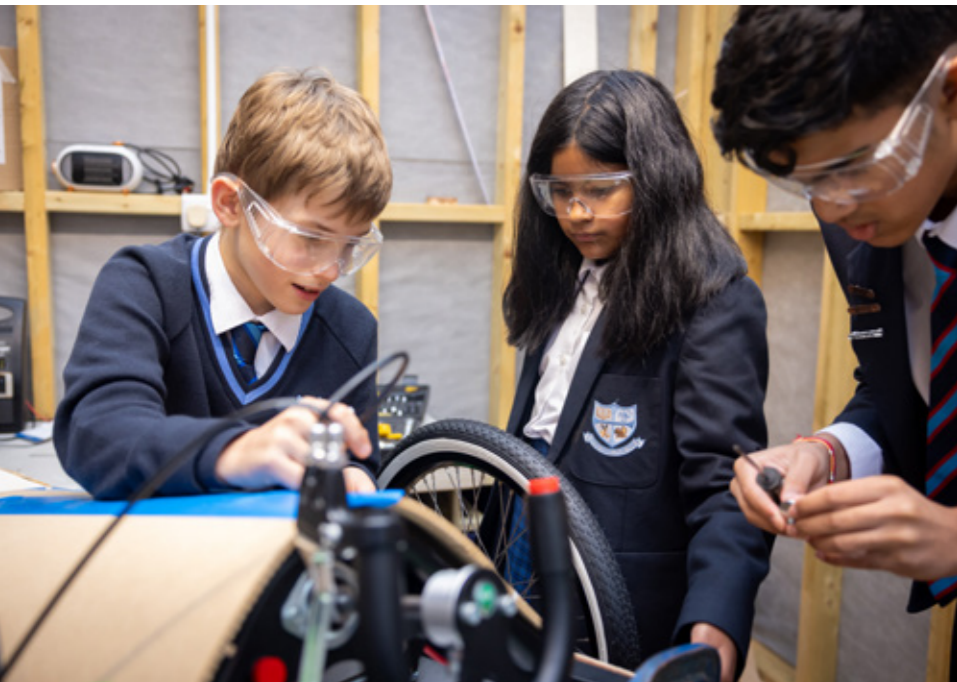
BENEFITS

- 25 days' annual leave plus statutory bank holidays.
- Stakeholder pension scheme.
- Complimentary lunch and refreshments during term time.
- Bespoke programme for personal development.

- Fee reduction for children attending Holme Grange.
- Employee assistance programme.
- Wellbeing sessions and personal coaching.
- Staff discount scheme.
- Free on-site parking.

Applicants must be willing to undergo child protection screening appropriate to the post. The appointment is subject to satisfactory pre-employment checks in accordance with the relevant statutory guidance, including an enhanced Disclosure and Barring Service check, satisfactory references, proof of identity and eligibility to work in the UK, a review of social media presence, a satisfactory medical report and proof of qualifications.





APPLICATION PROCESS

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

Closing date: 10.00am UK time on Monday 27 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 www.rsacademics.com).
- A covering letter addressed to the Headteacher, Mrs Pippa Adams. 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 on Thursday 30 April and Friday 1 May 2026.
- **Longlist interviews** will take place at the school in the w/c 11 May 2026.
- **Shortlist interviews** will be held at the school in the w/c 18 May 2026.

Holme Grange is an equal opportunities employer and is committed to creating an inclusive environment for all. We celebrate the social and cultural diversity of our school, and we actively seek diversity within our workforce. We welcome applications from individuals of all ages, genders, disabilities, ethnicities, and religions.



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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