



# OLD BUCKENHAM HALL



## DIRECTOR OF MARKETING & ADMISSIONS

*Candidate Information*



Part of the  
RUGBY  
SCHOOL  
GROUP







# A Welcome from the Headmaster of Old Buckenham Hall

*Dear Candidate,*

Thank you for considering the role of Director of Marketing & Admissions at Old Buckenham Hall.

Old Buckenham Hall (OBH) is a very special place. Nestled in the Suffolk countryside, we are a small, close-knit community where every child is known, encouraged, and inspired. Families often tell us that the warmth of our welcome is what sets us apart, and it is this family-focused ethos and all-round approach to education that makes OBH such a happy school.

We are also ambitious and have, for many years, made it our mission to be the pre-eminent boarding prep school in the East of England. Our recent merger with Rugby School Group marks the beginning of an exciting new chapter. With the support and resources of one of the UK's most renowned schools, we are now looking to strengthen our reach and reputation, ensuring that OBH continues to flourish for generations to come. Central to that vision is the appointment of a new Director of Marketing & Admissions.

This is not an ordinary prep school marketing role - our Rugby School Group merger creates the opportunity to be part of shaping and delivering the next chapter of OBH's history,



and to deliver a bold recruitment and marketing strategy that underpins that. It is an opportunity to build on our traditions while ensuring we thrive in an increasingly competitive landscape.

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

With best wishes,

*James Large*

Headmaster, Old Buckenham Hall



# About Old Buckenham Hall and Rugby School Group

Founded in 1862, Old Buckenham Hall has long been recognised as one of East Anglia's leading preparatory schools. We are a co-educational day and boarding school for children aged 3–13, set in 80 acres of idyllic Suffolk countryside. Our Grade II\* listed Hall, extensive playing fields, and woodland provide a stunning backdrop to a school that combines tradition with forward-thinking education.

At the heart of OBH is our commitment to the whole child. We believe that education is about more than academic results: it is about character, confidence, and curiosity. Children leave us ready to thrive at some of the UK's most prestigious senior schools, taking with them not just a strong foundation of knowledge, but also the friendships and values that last a lifetime.

In January 2026, OBH will formally become part of Rugby School Group. Best known for its historic senior school in Warwickshire, Rugby is one of the great names in British education, with a reputation for innovation, breadth, and the "Whole Person, Whole Point" ethos. The Group now includes three preps schools

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

For OBH, the merger means the best of both worlds: the intimacy and character of a small country prep school, backed by the support, investment, and vision of a global education group. It is this combination that makes our next steps so exciting; and, one that the new OBH Director of Marketing & Admissions needs to tell the world about.



**RUGBY SCHOOL**  
GROUP







## The Opportunity

The Director of Marketing & Admissions at OBH will play a pivotal role in shaping the school's future. This is a rare chance to take on a role that is both mission-driven and career-defining.

The mission is clear: to ensure that OBH's distinctive ethos, high standards, and exceptional opportunities are recognised by more families across Suffolk, East Anglia, and beyond. With the support of Rugby School Group, we have the ambition and resources to grow pupil numbers by at least 15% over the next couple of years.

The career opportunity is equally significant. This role offers the scope to design and deliver a comprehensive marketing and recruitment strategy, with a healthy budget and real autonomy to make an impact – yet with the support of Rugby School Group behind you. You will lead campaigns that tell the OBH

story with creativity and conviction, strengthen our admissions journey from first enquiry to enrolment, and ensure that we stand out in a crowded and competitive marketplace.

You will be joining a school at a moment of real momentum. Success here will be tangible, visible, and immensely rewarding. For the right candidate, this is a role that offers both personal growth and the satisfaction of shaping the future of a remarkable school.





# The Role

The Director of Marketing & Admissions will lead on all aspects of communications, marketing, and pupil recruitment at OBH. Reporting directly to the Headmaster, and working closely with colleagues across the school and Rugby School Group, you will:

- Develop and implement a clear, ambitious recruitment, marketing and communications strategy.
- Provide inspirational leadership of the Admissions and Marketing team, delivering outstanding processes and customer service, thus ensuring every family experiences the warmth and professionalism that define OBH.
- Ensure consistent and high quality branding across all marketing output, to reflect the calibre of the school.
- Strengthen the school’s profile across Suffolk, East Anglia, and London, ensuring we are the first choice for families seeking a prep school education.
- Manage and grow the school’s presence across digital and traditional media, building a compelling narrative that reflects OBH’s unique strengths.
- Use data and insight to shape decisions, measure impact, and drive continuous improvement.

Job Title	Director of Marketing & Admissions
Department	Marketing & Admissions
Function	Marketing & Admissions / Senior Leadership
Reports to	Headmaster
Location	Old Buckenham Hall School (some UK travel)
Hours	Full time, all year

This is a role for a strategic thinker and creative communicator: someone who is as comfortable planning campaigns as they are welcoming parents at the front door. Above all, it is a role for someone who wants to make a difference.

## Job Purpose

To provide strategic leadership of the school’s admissions function, ensuring that all aspects of pupil recruitment, from enquiry through to enrolment, are delivered to the highest standard and aligned with the school’s growth objectives.

To lead and deliver a bold, proactive marketing, admissions and communications strategy that delivers the school’s growth objectives around student numbers; raises awareness of OBH across East Anglia and beyond; and, enhances the school’s reputation with prospective parents and the wider community both internal and external.







# Key Responsibilities

## Strategic Marketing & Admissions

- Develop and implement a results-focused marketing and communications strategy aligned with the school's ambition to grow domestic and international pupil numbers.
- Develop and deliver a clear admissions strategy that sets out annual and long-term pupil recruitment objectives, identifies key feeder nurseries and target markets, and ensures that admissions activity is aligned with the school's marketing strategy and overall growth ambitions.
- Establish clear metrics to measure the impact of marketing and admissions activity and adjust strategies accordingly.
- Identify new markets, audiences, and opportunities for growth and engagement.

## Brand & Reputation Management

- Strengthen and manage the OBH brand to ensure it is consistently represented in all marketing and communication channels.
- Develop compelling messaging that reflects the school's values and points of difference.
- Position OBH as a leading prep school in the region through thought leadership, PR, partnerships, and events.

- Support the Headmaster and Group COO with sensitive or crisis PR.
- Ensure alignment, where appropriate, with the core ethos around Rugby School Group.

## Campaigns & Content Creation

- Plan and execute multi-channel marketing campaigns (digital, print, events) to increase enquiries and visits.
- Create high-quality, engaging content for newsletters, brochures, website, and social media.
- Lead the production of photography, video, and storytelling content that brings OBH to life.
- Be responsible for the production of printed collateral, ensuring compliance with brand guidelines (to include liaison with external designers and printers) always being mindful of the need to deliver value of money.



## Digital Marketing

- Oversee the development and maintenance of the school's website to ensure it is fresh, dynamic, and parent-friendly.
- Grow OBH's presence across relevant social media platforms and monitor engagement and analytics.
- Manage search engine optimisation (SEO), paid advertising (e.g. Google Ads), and email marketing campaigns.

## Internal & External Communications

- Ensure consistency of tone and message across all school communications.
- Manage press releases and media relations to generate positive coverage.
- Support the Headmaster and SLT with speeches, briefings, and stakeholder messaging when required.
- Collaborate with academic and pastoral staff to gather stories and content that reflect school life.
- Work closely with colleagues throughout the school to engage staff in the importance of admissions and marketing.

## Events/Alumni & Community Engagement

- Support the planning, promotion and running of open mornings, school events, and outreach opportunities.
- Build relationships with nurseries and local influencers to generate word-of-mouth referrals.
- Support engagement with current parents and alumni through regular communication and events.

## Admissions

- Lead and oversee the Admissions function from initial enquiry through to joining, ensuring a professional, warm and efficient experience for all prospective families.
- Ensure systems and processes are in place to develop and maintain excellent relationships with prospective parents, feeder schools, nurseries and educational agents, both in the UK and internationally.
- Ensure compliance with all relevant admissions policies, regulations and procedures, including UKVI where applicable.
- Manage admissions data effectively, producing regular analysis and reports for the Headmaster and Board.
- Work closely with the Headmaster to set annual pupil recruitment targets and deliver against them.

## Leadership & Management

- Lead, motivate, and develop the Admissions and Marketing team members, setting high expectations and monitoring performance against objectives.
- Contribute proactively to the SLT and the overall strategic direction of the school.
- Work in mutually beneficial collaboration with Rugby School Group and, where appropriate, share resources and best practice.
- Be responsible for management of the OBH marketing and admissions budget.
- Other tasks as required by the Headmaster commensurate with the seniority of the role.

## Safeguarding

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



# The Person

The successful candidate will be a senior marketer and highly effective leader with significant experience in navigating internal stakeholder relationships. They will need to demonstrate an appropriate balance of the following key skills, abilities and experience.

## Experience/Skills

- Demonstrable experience of working at a senior level in a marketing leadership role with a diverse range of responsibilities.
- Proven experience of brand management and having successfully developed and implemented marketing and communications strategy.
- Experience of having developed and led high-performance teams.
- Experience of influencing senior management and navigating complex stakeholder relationships.
- Excellent written and verbal communication skills with the ability to write and edit compelling copy.
- An eye for detail and a flair for creating strong creative content.
- Excellent understanding of qualitative and quantitative data and the ability to use data to inform marketing strategy.
- Ability to communicate effectively and confidently with all stakeholders.

## 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.
- 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.
- A clear commitment to delivering best practice in safeguarding.
- Values and promotes diversity, equality and inclusion.

# Terms of Appointment

An attractive remuneration package is offered, reflecting the significance and seniority of the position. The eventual salary will depend on skills and experience; however, it is anticipated that it will be up to £75,000 per annum FTE.

Some flexibility in working hours will be required in light of the role and responsibilities the post entails. Applications are encouraged from candidates who want to work on either a full- or part time basis (minimum 4 days a week). A hybrid working arrangement may also be considered.

The main benefits are likely to include:

- 25 days' annual holiday plus Bank Holidays and Christmas Closure days.
- Stakeholder pension scheme.
- Fee discount for children at OBH.
- Cycle-to-work & Electric Vehicle scheme.
- Free lunches during term time.

- Employee assistance programme.
- Opportunity for funding of external professional development and reimbursement of relevant professional membership fees.
- Car parking.

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

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





# Application Process

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

The deadline for receipt of applications is Wednesday 22nd October at 10.00 a.m.

You should submit:

- A completed application form (available to download from [www.rsacademics.com](http://www.rsacademics.com)).
- A covering letter addressed to the Headmaster, James Large. The letter should be a maximum of two pages and should explain your reasons for applying and outline your suitability for the role.

Applications should be made electronically to RSAcademics. To submit your application, please upload your documents according to the instructions on the RSAcademics website. If you have any questions about uploading your application documents, please contact Laura Cave, Project Coordinator (Leadership Appointments), at [applications@rsacademics.com](mailto:applications@rsacademics.com). Laura can also be contacted by calling RSAcademics' 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 any acknowledgement that your application has been received within two working days of sending it, please contact RSAcademics' Head Office by telephone.
- Preliminary interviews with RSAcademics will take place online via Microsoft Teams week commencing Monday 27th October 2025.
- Longlist interviews will take place at the school on Friday 7th November 2025.
- Shortlist interviews will be held at the school on Monday 17th November 2025.





Founded in 2002 by Russell Speirs, RSAcademics has advised and supported over 700 schools and educational organisations in the UK and worldwide. Through our working partnerships with heads, leadership teams, boards, staff and parents, we specialise in supporting schools in five main areas: strategy, marketing and research, equality, diversity and inclusion, operational improvement, leadership and governance and philanthropy. We enable schools worldwide to thrive by finding and developing senior leaders, guiding decision makers, making connections and shaping debate. We are known for the calibre and spirit of our people. We exist entirely to serve schools because we believe that the world needs thriving schools. Please visit [www.rsacademics.com](http://www.rsacademics.com) for more information.

RSAcademics is committed to promoting diversity and inclusion in schools and to safeguarding and promoting the welfare of children and young people.



*Because the world needs schools to thrive*



## OLD BUCKENHAM HALL

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