



JOB DESCRIPTION AND PERSON SPECIFICATION

Personal Assistant to the Headteacher

School	Broadhurst School, Hampstead, London NW6
Working pattern	Three days per week
Reports to	Headteacher
Working closely with	Headteacher, Proprietor, staff team and school administration

About the Role

The Personal Assistant to the Headteacher will provide high-quality, confidential and proactive administrative support to ensure the effective organisation of the school. Working closely with the Headteacher, the successful candidate will help coordinate the operational, administrative and organisational demands of school leadership, with a particular focus on admissions, marketing, initial parent communication and school development.

Key Responsibilities

1. Executive and Administrative Support

- Provide proactive administrative support to the Headteacher.
- Manage the Headteacher's diary, appointments, meetings and commitments.
- Coordinate meetings, prepare agendas and supporting papers, and record actions where required.
- Assist with the preparation of reports, presentations, correspondence and other documentation.
- Maintain organised and accessible records and filing systems.
- Monitor deadlines and follow up outstanding actions.
- Support the Headteacher in prioritising and managing competing demands.
- Arrange meetings and communication with parents, staff, external professionals and other stakeholders.
- Handle confidential information with the highest level of discretion.
- Act as a professional and approachable point of contact for the Headteacher.

2. Admissions and Parent Relations

- Support the Headteacher in managing the admissions process from initial enquiry through to admission.
- Respond to prospective parent enquiries promptly and professionally.
- Arrange and coordinate school visits, tours and meetings with prospective families.
- Maintain accurate admissions records, applications and waiting lists.
- Assist with the preparation and distribution of offers, joining information and other admissions correspondence.
- Ensure that prospective families receive a warm, welcoming and professional experience.
- Support the Headteacher in maintaining positive relationships with current and prospective parents.
- Coordinate admissions related communications and follow up outstanding information.
- Assist with the organisation of open mornings, information events and other admissions activities.
- Ensure that admissions information is accurate, up to date and presented consistently.



3. Marketing and School Promotion

- Support the Headteacher and Proprietor with the development and implementation of marketing activities.
- Assist with the preparation of school newsletters, communications and promotional materials.
- Coordinate content for the school website and social media, working with relevant staff or external providers.
- Help showcase the school's ethos, values, curriculum, activities and achievements.
- Support the organisation and promotion of open days, school events and other opportunities for prospective families to visit.
- Assist with the preparation of photographs, news items and other content that reflects school life.
- Support the Headteacher in identifying opportunities to strengthen the school's profile and reputation.
- Monitor and maintain marketing materials, ensuring that information remains current and accurate.

4. School Organisation and Operations

- Support the Headteacher with the effective organisation of the school's day-to-day activities.
- Assist with the planning and coordination of school events, meetings, visits and other activities.
- Maintain calendars, schedules and operational information.
- Help ensure that the Headteacher has the information and resources needed to make effective decisions.
- Identify opportunities to improve administrative processes and organisational efficiency.
- Support the smooth communication of information across the school.

5. Communication and Correspondence

- Draft, prepare and distribute correspondence on behalf of the Headteacher.
- Respond to routine enquiries and direct matters to the appropriate member of staff.
- Maintain professional and timely communication with parents and external stakeholders.
- Assist with the preparation of staff and parent communications.
- Ensure that important information is communicated clearly and appropriately.
- Support the Headteacher in managing sensitive or confidential correspondence.
- Maintain a professional and welcoming approach in all interactions.

6. Supporting School Leadership

- Assist the Headteacher with the preparation of information for meetings, reviews and school development activities.
- Support the implementation and monitoring of agreed actions and priorities.
- Help coordinate information required for school improvement, safeguarding, compliance and operational planning.
- Assist with the preparation of reports and documentation for the Proprietor and other relevant stakeholders.
- Maintain an overview of key deadlines, events and administrative priorities.
- Provide practical support to enable the Headteacher to focus on educational leadership and the strategic development of the school.

7. Confidentiality, Safeguarding and Professional Standards

- Maintain strict confidentiality in relation to children, families, staff and school matters.
- Handle sensitive information appropriately and in accordance with school policies.
- Support the Headteacher and school team in maintaining high standards of safeguarding and child welfare.
- Follow school policies and procedures at all times.



- Ensure that records and information are maintained accurately and securely.
- Promote the school's values and contribute to a positive, professional and welcoming environment.

Person Specification

Essential

- Previous experience in a senior administrative, PA, executive assistant or school administration role.
- Excellent organisational and time-management skills.
- Ability to manage multiple priorities and meet deadlines.
- Strong written and verbal communication skills.
- High level of accuracy and attention to detail.
- Ability to work independently and use initiative.
- Experience of handling confidential information.
- Strong interpersonal skills and a professional, approachable manner.
- Experience of working with parents, families or external stakeholders.
- Good IT skills and confidence using Microsoft Office and school information systems.
- Commitment to safeguarding and the welfare of children.

Desirable

- Experience of working in a school, nursery or independent education setting.
- Experience of admissions administration or pupil recruitment.
- Experience of marketing, communications or social media.
- Experience of organising school events, open days or parent meetings.
- Experience of supporting a Headteacher, Principal, Proprietor or senior leader.
- Familiarity with school databases such as iSAMS or similar systems.

Personal Qualities

- Highly organised and proactive, able to anticipate the needs of the Headteacher.
- Professional and discreet, with excellent judgement when handling confidential matters.
- Warm and approachable, with a genuine commitment to children and families.
- Flexible and adaptable, able to respond positively to changing priorities.
- A confident communicator, able to build effective relationships with a wide range of people.
- Efficient and reliable, with a strong attention to detail.
- Commercially aware, with an understanding of the importance of admissions, marketing and the school's reputation.
- A team player, committed to supporting the Headteacher and wider school team.