



Candidate information for

# Director of Marketing and Admissions

May 2026

# Hurst



“Pupils of all ages appear happy, healthy and active and they are very positive about their school.”

Independent Schools Inspectorate

Hurst

Hello + welcome



## Welcome from the Head of College

Hurst is a wonderful place to work and to live. We have a clear sense of our educational values, which underpin our vision for the future. Our mission and purpose as staff is based on a wholehearted commitment to ensuring that every pupil experiences an outstanding all-round education. Through this educational experience we seek to prepare the children in our care for life beyond Hurst.

Our educational philosophy is about far more than just exam grades; a Hurst education is genuinely holistic and rounded. We believe that pupils develop through a full-on engagement with every aspect of school life, whether in the classroom, in boarding and day Houses, or in sports teams, choirs, orchestras, casts, activity sessions, DofE groups and so much more. As such we seek to recruit staff who not only buy into this culture, but who will actively support and coach the pupils in these areas, as well as be role models for the Hurst values in the way that they lead their own lives.

In the same way that we care about the personal development of every single pupil, we also care about the development—personal as well as professional—of every member of staff. This requires a significant degree of commitment, and it comes with huge rewards for those who embrace the challenge.

Before you even reach for the application form, I hope that you get a strong sense that being a member of the Hurst community is very much a way of life—not just for the pupils who attend Hurst, but also for the talented, inspirational and dedicated staff who work here. It's more than just a job. It's a vocation. If that appeals to you, then we would love to hear from you and I look forward to meeting you here at Hurst.

Dominic Mott

# An Introduction to the College

Hurstpierpoint College is one of the country's leading HMC co-educational schools and has a reputation for ensuring that every pupil experiences an outstanding all-round education that prepares them for life.

The College comprises a Sixth Form, Senior School, Senior Prep and Junior Prep with 1,300 pupils in total. Over half the pupils in the Senior School are boarders (weekly or flexi). Hurst is a significant medium-sized enterprise in Mid Sussex with around 480 employees and an annual turnover of £35 million.

What particularly strikes visitors to the College is the vibrant dynamic of our community. Situated within a 100-acre campus, surrounded by beautiful countryside, Hurst lies on the border of the South Downs National Park, close to the village of Hurstpierpoint in West Sussex.

This superb location is also just 20 minutes from the city and beaches of Brighton and Hove, whilst London train stations can be reached from Hassocks or Haywards Heath in under an hour.

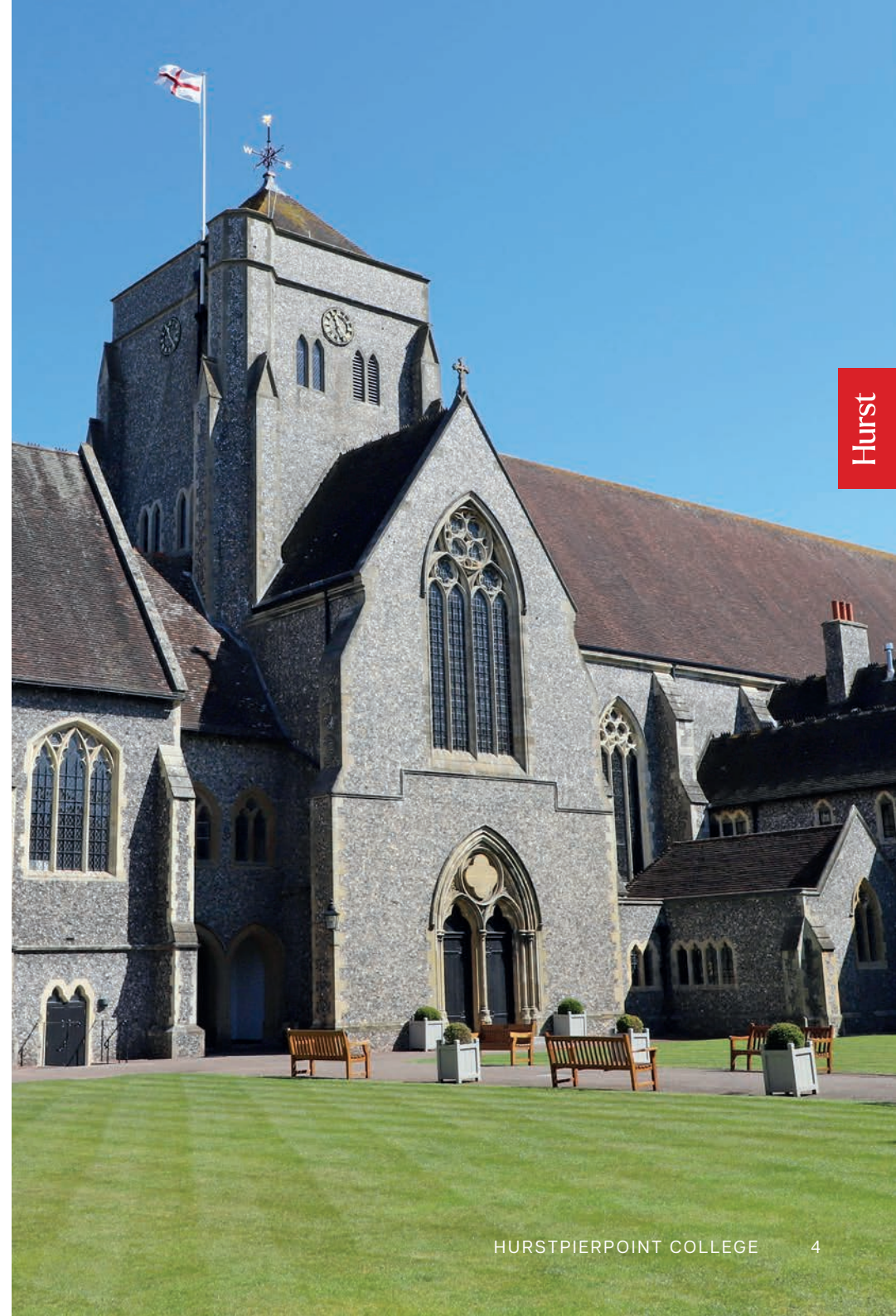
The central campus is thoughtfully laid out and planned with zones for the Academic, Co-Curricular and Pastoral areas of school life. These all lie at the centre of a superbly equipped broader campus.

Hurst has an excellent academic track record and the vast majority of pupils go on to Russell Group universities including Oxford, Cambridge, and various London Universities, as well as large numbers to Exeter, Bristol and Durham.

Founded in 1849 by Nathaniel Woodard, Hurst is a Church of England College. The Christian ethos underpins College life but we are a diverse community; we welcome those of other faiths, or no faith, and pursue an inclusive approach in all that we do.

The College is a co-sponsor, together with the Diocese of Chichester, of the Hurst Education Trust, a local multi academy trust. The Trust currently has 11 local primary schools, and continues to grow.

It is an exciting time to join Hurst as we welcome Pennthorpe to the Hurst Family of Schools. Pennthorpe Prep School is based in Rudgwick, near Horsham and has just over 160 pupils.



## Superb facilities

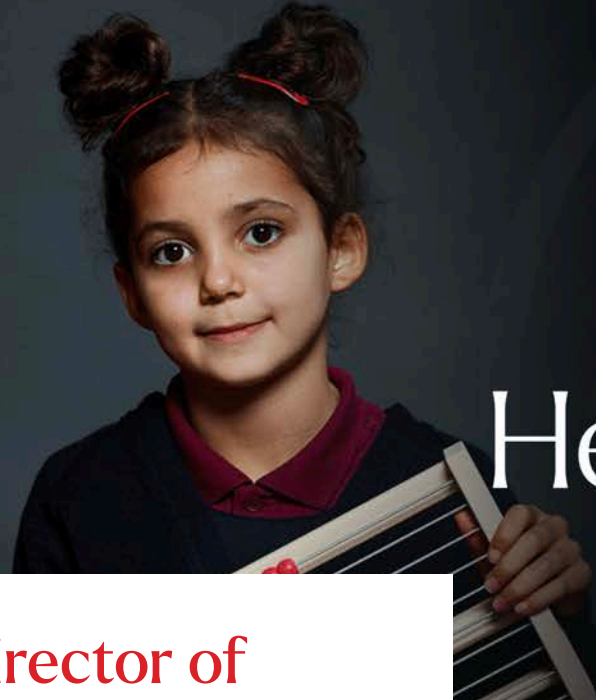
The College has invested heavily in campus developments, including substantial new academic and sports facilities, in addition to an extensive programme of day and boarding house refurbishments.

Major developments have included the New Bury Theatre, Pelican House, two new science laboratories, a complete overhaul of the College's catering facilities, and an extension to Eagle House and refurbishment of Woodard House.

The College's new swimming pool opened in September.

Future planned developments include upgrading our boarding house facilities, alongside the continued programme of refurbishing the College's existing facilities.





# Hello + Welcome

## Director of Marketing and Admissions

Responsible to:  
Head of College

Salary: Highly competitive salary and benefits

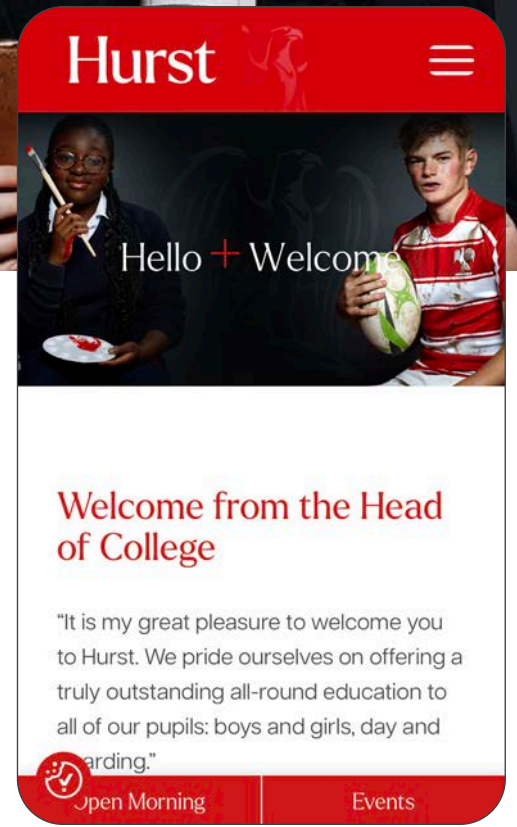
Reporting to the Head of College, the Director of Marketing and Admissions will provide strategic leadership for the promotion of the Hurst Family of Schools, from Nursery through to Year 8 at Pennthorpe School, and Reception to Sixth Form at Hurst.

They will deliver a marketing and recruitment strategy that supports the ambitious Hurst Vision, building on our strong reputation and distinctive brand.

The role holder will ensure that Hurst presents clear, professional and coherent communications across all channels.

They will oversee service excellence in admissions, recruiting consistently balanced cohorts at all entry points for our Hurst community whilst building strong partnerships with parents and feeder schools.

Marketing and Admissions is a strong and well-established function at Hurst, playing a central role in shaping the College's community and future direction. The Admissions Department manages a diverse and dynamic pipeline across multiple entry points and welcomes families from the local area, London, Surrey and Kent.



### Welcome from the Head of College

"It is my great pleasure to welcome you to Hurst. We pride ourselves on offering a truly outstanding all-round education to all of our pupils: boys and girls, day and boarding."



Open Morning

Events





## Key Responsibilities

### Strategic Leadership and Management

Develop and implement a marketing and admissions strategy aligned with the Hurst Family of Schools' vision and values and based on robust data, analysis and evidence.

Lead, inspire, and develop the high performing Marketing and Admissions Teams across the Hurst Family of Schools, ensuring clear direction, professional growth, and a culture of collaboration and excellence.

Embed marketing, admissions and communications across the Hurst Family of Schools.

Provide strategic insight to the Head of College and Governors on market trends, brand positioning, and external opportunities and challenges.

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

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

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

### Marketing and Communications

Develop and deliver the brand strategy, ensuring consistent, high-quality, and engaging communications with all stakeholders that reflect the Hurst Vision and the Hurst Way.

Lead the creation of dynamic, integrated content across digital, social, and traditional channels – including website, publications, video, and photography – liaising with external agencies as required.

Lead the operational activity of the Marketing Teams, ensuring resource allocation and priority setting, in line with Hurst Family of Schools need.

Quality assure marketing output across activities, monitor and report on operational activities, and address issues as required. Develop the skills and resilience of the team.

Strategic development and management of the websites for the Hurst Family of Schools. Ensure they perform at the highest level, and are dynamic and intuitive, in order to best promote the Schools.

Develop and implement a highly effective social media strategy that engages parents, and drives external relations performance across a range of key metrics. Develop policies and procedures relating to the Hurst Family of Schools' digital footprint.

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.

Oversee communications with parents ensuring communications policies, practices and systems are aligned with the Hurst brand and vision.

Lead the PR strategy that promotes the Hurst Family of Schools' strengths, managing relationships with the media and generating positive coverage.

### Admissions

Provide strategic oversight of admissions activities, across the Hurst Family of Schools, ensuring exceptional service from initial enquiry to enrolment.

Develop recruitment strategies, identifying target markets and building partnerships with schools.

Ensure that pupil recruitment and retention targets are understood and met, in line with the Strategic Development Plan.

Ensure continuous improvement and excellent and efficient service across all activities including seamless digital experience, visits, registrations, scholarships, events, open mornings and familiarisation days.

Analyse, forecast and report on admissions data and statistics to track performance, inform future strategy and tactical plans, 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.

Provide and present Committee and Council Admissions and Marketing reports.

**Hurstpierpoint College**

# Open Morning

Saturday 9 May (13+ and 16+)



See our pupils inspired and engaged. Meet our teachers, explore our theatre and swimming pool, and discover how we nurture every child's joy and potential.

**Prepared. For Life.**

## Person Specification

The successful candidate will have a high profile within the College and will carry significant responsibilities. They will be a driven and visionary professional with the experience and leadership skills to deliver an exceptional marketing and admissions function.

Demonstrated success of engaging, building and managing stakeholder relationships, with warmth, emotional intelligence, and diplomacy.

Prior professional experience in an educational environment, particularly admissions, would be an advantage.

Proven track record of success and substantial experience of working at a strategic level in marketing with a strong understanding of communications, PR, digital, and advertising.

Collaborative leader with experience of leading high performing teams.

Commercial acumen combined with strong analytical and strategic planning skills, with the ability to translate vision into practice.

Strong interpersonal, communication and presentation skills, with the ability to influence and inspire confidence with stakeholders.

Creative, proactive and results-driven approach, with the ability to manage multiple priorities effectively.

High professional standards, combined with motivation, initiative and drive to succeed.

Clear and demonstrable understanding of the independent schools' market.



## Your Benefits



Membership of the College's contributory pension scheme with The Pensions Trust. The College will double the employee's pension contribution up to 7.5% (i.e. the maximum total contributions will be 22.5%).

Free dining and refreshment facilities during term time.

Extensive professional development programmes, together with career opportunities across the College and Hurst Education Trust.

Free use of extensive sports and leisure facilities.

Comprehensive health and wellbeing offering including an on-site mind clinic, wellbeing MOTs, Employee Assistance Programme and Chaplaincy.

Contributory BUPA Health Insurance.

Electric Vehicle Scheme.

Cycle to work scheme.

Social calendar of events.

Free on-site parking.

## How to Apply



### The application process

Please visit [hppc.co.uk/about-us/careers-at-hurst](https://hppc.co.uk/about-us/careers-at-hurst) to submit your application.

For an initial informal conversation about this role, please contact Victoria Foster, Talent Acquisition Manager at Hurst, on 01273 836562

## Information



### Further information

For further information please see our website at [hppc.co.uk/about-us/careers-at-hurst](https://hppc.co.uk/about-us/careers-at-hurst)

### Terms and conditions

The salary will be competitive and reflect the importance of the role as well as the experience and qualifications of the successful candidate.

Applications will be considered as they are received.

### Safeguarding and equal opportunities

Hurst 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 an enhanced DBS disclosure, the receipt of satisfactory references, the College's pre-employment medical questionnaire, relevant original ID documentation and examination certificates. The College understands that a robust, fair and transparent recruitment and selection policy plays a central role in achieving this aim. Our full equal opportunities policy is available in the Policy Documents section of our website.