



# Kimbolton School

CAMBRIDGESHIRE



## APPLICATION PACK

Boarding Admissions & Marketing Manager  
Required from 1<sup>st</sup> September 2026



## Welcome From Will Chuter, Headmaster

*I'm delighted that you're interested in this important role at Kimbolton School, and I hope this candidate pack answers some of the many questions you will surely have about life here.*

*Whether you are at the Prep, at one end of the village and our parkland, or the Senior School, at the other, your experience at Kimbolton will be characterised by the same educational ethos: we value character just as much as academic achievement, and we value kindness most of all. To join our school is to enter a friendly and inclusive environment that provides the space and support for children to grow into themselves. Our site is beautiful and safe, with room enough for all our 1,100 pupils to roam, and we are lucky to call Kimbolton Castle and its stunning grounds home.*

*The most important part of the school is, of course, its people, and you will be welcomed as an old friend by our warm community of pupils and staff. You will find that staff here are well supported and rewarded for their commitment to our pupils, but that what they value most is the camaraderie of supportive colleagues who do not take themselves too seriously.*

*Kimboltonians are well rounded and have their feet on the ground. They understand the value of hard work, service, and taking failure in their stride. Yet they know how to have fun and they play just as hard as they work - on the sports pitches, on the stage, or just climbing a tree at break time. Their academic results are excellent, too. Our broad curriculum is guided by a desire to see young adults emerge with many strings to their bows and a clear sense of the difference they want to make in the world. Expert staff, who know the pupils as individuals and place their wellbeing first, nurture and challenge them to find their passions and do their personal best.*

*Kimbolton is, first and foremost, a happy place where every child is valued. I do hope that you will want to join our team.*

A handwritten signature in black ink, appearing to be 'W. Chuter', with a long horizontal line extending to the right.

Will Chuter  
Headmaster



# Job Description

## Boarding Admissions & Marketing Manager

Required from 1<sup>st</sup> September 2026

### Our School

Kimbolton School, Cambridgeshire was founded in 1600 and is situated in 110 acres of grounds in the town of Kimbolton. The School currently educates over 1000 children aged 3-18 in a coeducational, predominantly day environment, although there are up to 60 boarders. Our Senior School is located around Kimbolton Castle while the Preparatory School is housed to the west of the village on the original Grammar School site. Our School employs approximately 350 staff and also owns a subsidiary company, Kimbolton School Enterprises, which transacts all non-charitable trading activity.

Further information about the School can be found on the School website at [www.kimboltonschool.com](http://www.kimboltonschool.com).

### Commitment to Safeguarding

Kimbolton School is dedicated to safeguarding and promoting the welfare of its boarding and day pupils, regardless of age, ability, race, culture, religion, sexuality or class. Safeguarding is integrated into the School ethos. It is the duty of all members of staff including full-time, part-time and volunteers, both teaching and support, to play an active role in ensuring the safety and promoting the welfare of the children in the School's care. Safeguarding is everyone's responsibility.

### The Role

The Boarding Admissions & Marketing Manager will lead and deliver boarding admissions and marketing activity across UK and international markets, ensuring boarding places are filled in line with capacity, and that boarding recruitment is managed proactively, strategically and sustainably.

The role provides clear ownership for boarding recruitment within the Admissions & Marketing function, while supporting wider international strategy and longer-term pipeline development.

This role brings clear ownership and accountability for boarding admissions and marketing, ensuring beds are filled through a balanced mix of UK and international routes while supporting longer-term sustainability.

# Main Duties

The main duties of the role are outlined below, in key priority order.

## **1. Boarding admissions & occupancy (primary responsibility)**

- Own the boarding admissions pipeline and occupancy strategy, with accountability for:
  - enquiries,
  - offers,
  - acceptances,
  - conversion and yield

to ensure boarding capacity is filled sustainably.

- Ensure UK boarders and feeder school routes are fully embedded within boarding recruitment strategy.
- Maintain a rolling forecast of boarding occupancy, identifying risks and opportunities early.
- Support the development and promotion of holiday or short-stay boarding programmes to maximise utilisation of boarding facilities outside term time and contribute to wider school revenue.

## **2. Boarding marketing & lead generation**

- Lead boarding-specific marketing activity within the External Relations team. Ensure boarding is clearly and consistently positioned across:
  - website,
  - digital campaigns – including partner websites,
  - prospectus and sales materials.
- Deliver marketing activity that is conversion-focused and capacity-aware, rather than volume-led.

## **3. Agent and international recruitment management**

- Manage, evaluate and develop relationships with approved international educational agents, including monitoring performance and recruitment outcomes as a core part of boarding recruitment. Ensure agents are:
  - well briefed,
  - well supported,
  - clear on priorities and availability.
- Monitor agent performance and recruitment outcomes, feeding insight into strategy and planning.
- Support international recruitment activity in line with the school's international strategy.

## **4. UK feeder schools & domestic boarding routes**

- Develop and manage relationships with UK feeder schools, guardians and key referrers.
- Promote boarding as an option for suitable UK families at agreed entry points.
- Ensure domestic boarding routes are treated as a strategic pillar, alongside international recruitment.

## 5. International engagement & targeted travel

- Plan and be part of the in-house team to undertake a small, targeted programme of international travel to support boarding recruitment, where there is clear strategic value.
- Attend agreed fairs, school visits and agent meetings.
- Ensure travel activity is purposeful, outcomes-driven and aligned to capacity.

## 6. Pipeline development (medium-term)

- Develop longer-term boarding pipeline activity, including:
  - short-stay or immersion opportunities,
  - visiting school partnerships,
  - conversion pathways from short-term to full boarding.
- Deliver these programmes realistically, recognising boarding capacity constraints.

## 7. Reporting, data & financial oversight

- Track and report on boarding admissions performance, including:
  - occupancy,
  - conversion rates,
  - agent vs direct recruitment,
  - cost per recruited boarder.
- Manage agreed budgets related to boarding admissions and marketing activity.
- Provide clear termly reports to support planning and decision-making.

## Person Specification

Criteria	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Educated to degree level or equivalent professional experience</li></ul>	<ul style="list-style-type: none"><li>• Degree in Marketing, Business, Communications, Education, or a related field</li><li>• Professional qualification in marketing (e.g. CIM-Chartered Institute of Marketing)</li></ul>
<b>Skills and Experience</b>	<ul style="list-style-type: none"><li>• Experience in admissions, boarding or international student recruitment</li><li>• Strong pipeline and conversion management skills</li><li>• Ability to manage both UK and international recruitment routes</li><li>• Commercial awareness and confidence working with targets and data</li><li>• Strong understanding of safeguarding in a boarding environment</li></ul>	<ul style="list-style-type: none"><li>• Experience working with feeder schools and agents</li><li>• Marketing or communications background</li><li>• Experience operating within capacity-constrained boarding settings</li></ul>

		<ul style="list-style-type: none"> <li>• Experience working with international agents or education networks</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Professional, discreet and trustworthy when handling sensitive information</li> <li>• Values-driven, align with the school ethos of care, inclusion and kindness</li> <li>• Commercially astute with a strong focus on conversion, yield, and ROI</li> <li>• Strategic thinker with the ability to balance short-term recruitment with long-term pipeline growth</li> <li>• Excellent relationships builder with the ability to engage agents, families and feeder schools</li> <li>• Highly organised with the ability to manage multiple priorities and complex processes effectively</li> <li>• Culturally aware with sensitivity to international markets and diverse backgrounds</li> </ul>	<ul style="list-style-type: none"> <li>• Data-driven decision-maker, confident using insights to refine recruitment strategy</li> </ul>

## Terms and Conditions

<b>Reporting to:</b>	Director of External Relations
<b>Accountable to:</b>	Headmaster
<b>Hours of Work:</b>	Monday to Friday, 08:30 to 16:30, with a 30-minute unpaid lunch. A total of 37.5 hours a week, 52 weeks a year.
<b>Remuneration:</b>	Dependent upon qualifications, skills, and experience
<b>Probationary Period:</b>	Up to 5 months
<b>Pension:</b>	The School offers a contributory pension scheme
<b>Lunches:</b>	All employees are entitled to free lunch in the school dining halls during term time. Time taken for lunch is not paid.
<b>Additional benefits:</b>	Details of the further benefits on offer can be found on the Kimbolton School <a href="#">MyNewTerm profile page</a> .
<b>Referees:</b>	The names, addresses and telephone numbers of three professional referees are required. Referees will not be contacted without the permission of the applicant.

## How to Apply

To apply, please visit our [website](#) and follow the link to [MyNewTerm](#).

If you have any queries, please contact the HR team via [recruitment@kimboltonschool.com](mailto:recruitment@kimboltonschool.com) or by calling 01480 862049.

Please submit your application by the closing date of **11<sup>th</sup> May 2026 at 17:00**. Any late submissions will not be accepted.

Interviews will take place week commencing **18<sup>th</sup> May 2026**.

Please note: We reserve the right to interview and appoint during the period up to and including the closing date.

Due to the overwhelming response we receive to our vacancies, we provide feedback only to those applicants who are interviewed.

**Kimbolton School is committed to the highest standards of safeguarding and implements a rigorous and robust recruitment process that gathers and evaluates child protection relevant evidence about candidates prior to interview. All appointments are subject to satisfactory completion of an enhanced DBS check and proof of right to work in the UK. All applicants are requested to read the [Safeguarding Policy document](#). Please note that Kimbolton School does not have a sponsored Licence to recruit non-UK workers and therefore all candidates are expected to be able to work in the UK.**

## Notes

The post holder is required to operate within school policies and procedures, including Health and Safety.

Kimbolton School is an equal opportunities employer.

Kimbolton School operates a No Smoking policy on the Estate.

Under the Guidelines Safeguarding Children: Safer Recruitment and Selection in Education Settings June 2005, Kimbolton School reserves the right to request age related information from the candidate.

Kimbolton 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. It is an offence for any organisation to offer employment that involves regular contact with young people under the age of 18 to anyone who has been convicted of certain specified offences, or included on lists of people considered unsuitable for such work held by the Department of Education. It is also an offence for people convicted of such offences to apply for work with young people. The successful candidate is subject to satisfactory completion of an Enhanced Disclosure from the Disclosure and Barring Service before the appointment is confirmed. This check will include details of cautions, reprimands or final warnings as well as convictions. Further information about the Disclosure scheme can be found at [www.gov.uk/government/organisations/disclosure-and-barring-service](http://www.gov.uk/government/organisations/disclosure-and-barring-service). All employees will be expected to abide by the School's Safeguarding Code of Conduct and will attend Safeguarding training.

A copy of the School's Safeguarding Policy can be found on the website [www.kimboltonschool.com/about-us/policies](http://www.kimboltonschool.com/about-us/policies)