

Head of Admissions and Marketing Beeston Hall Preparatory School

Radley Schools Group



BEESTON HALL SCHOOL



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INTRODUCTION

Following the merger with the Prep Schools Trust, in September 2025 Beeston became part of Radley Schools Group, beginning a new chapter with the backing of a strong and supportive network.

A typical Beeston pupil is well-rounded, happy and confident. They learn to strive, to listen, to be tolerant and to value relationships, such that they are recognised for their positive attitude, good manners and outgoing natures, as well as their academic and co-curricular achievements.

This is an exciting time to join Beeston. The school is currently in the process of recruiting a new Head following the announcement of Fred de Falbe's retirement. The Head of Admissions and Marketing role is a new position which will report directly to the Head, but will benefit from the support of the wider Radley Schools Group team which is led by Sophie Langdale, Radley College's Director of Admissions and Communications. We are looking for an experienced Head of Admissions and Marketing who will actively build on and promote Beeston's prominent position in Norfolk and beyond.

Andrew Ashton
CEO, Radley Schools Group (Prep Schools)



THE SCHOOL

‘Let Confidence Flourish’

Beeston is arguably one of the most idyllically located prep schools in the country and boasts wonderful facilities. The school’s beautiful campus in North Norfolk is surrounded by 700 acres of National Trust woodland and sits a short walk from West Runton beach, a setting that gives children space and freedom to grow at a natural pace.

Founded in 1948, Beeston has flourished as one of the leading prep schools in the country, defined by academic ambition, outdoor learning and strong community values. Beeston educates boys and girls aged 4-13 and offers full, weekly and flexible boarding for children in Year 3 and above.

Beeston remains the only independent prep school in Norfolk with a truly national reach, sending Year 8 pupils on to top schools such as Harrow, Eton, Oundle, Radley and Wycombe Abbey. A remarkable 60% of Year 8 pupils gained a scholarship to their senior school last year.

The school’s recent ISI inspection highlighted the ‘high quality teaching’ in a ‘culture of harmony and inclusivity’ where ‘happy children build self confidence in an atmosphere of mutual support and collaboration.’



This small co-ed prep school is down to earth with a strong family feel and very good results. Set in 33 acres, its rural location and proximity to the coast are its super power.

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KEY RESPONSIBILITIES - ADMISSIONS

Admissions Strategy

- Lead the full admissions process from first enquiry to first day, ensuring a warm, professional, and personal experience.
- Develop and implement a strategy for future pupil recruitment, in line with our aims and ethos, and analyse success using key admissions data.
- Working with the Head, take responsibility for meeting pupil recruitment targets across the School.
- Build strong relationships with prospective families, acting as their main point of contact throughout.
- Identify and predict trends relating to the sector.
- Act as the face of admissions at public events.
- Oversee all admissions operations and administration, ensuring continuous improvement and excellent, timely and efficient customer service throughout.
- Track and analyse admissions data to improve conversion rates and inform future strategy.

Events

- Oversee the planning, organisation and implementation of admissions events such as open mornings, taster days, and individual tours.

Process and Data

- Management of the admissions database (iSAMS).
- Analysis and forecasting of pupil numbers including the monitoring of pupil recruitment and balances.
- Manage the administration of Child Student Visa applications for international students, acting as a Level 1 user of the UKVI Online Sponsorship Management System and ensuring Beeston remains up to date and compliant with all relevant processes and legislation. The school engages Sable International to assist with this.
- Review and update the admissions processes and policies to ensure that they are truly inclusive and accessible to pupils and their families from all backgrounds and cultures.
- Ensure an effective transfer and induction of new pupils, including sharing relevant information with the pastoral and academic teams.

KEY RESPONSIBILITIES - MARKETING

Marketing and Communications Strategy

- Develop a short, medium and long term marketing and communications plan.
- Lead the creation of dynamic, integrated content across digital, social, and traditional channels – including website, prospectus, video, photography, and print materials.
- Plan and deliver targeted campaigns to support and drive admissions.
- Establish and maintain good working relationships with colleagues across the School.
- In partnership with the Head, manage marketing budget effectively to support strategic priorities.
- Be flexible and collaborative, contributing to school life beyond core responsibilities where needed.

Digital

- Take overall responsibility for the school's website and lead on its future development.
- Commission, generate and produce content to ensure the website remains fresh and innovative.
- Take overall responsibility for the School's social media output, ensuring that content reflects the ethos, values and aspirations of Beeston.
- Work with Radley College's Video Unit to develop engaging video content that helps to fulfil communications objectives.
- Lead on digital marketing campaigns that drive enquiries for key admissions initiatives.

Brand

- Ensure marketing and communications activity is consistent, high-quality, engaging and authentic.
- Be an ambassador for, and guardian of, the school's brand identity — ensuring the brand is applied consistently.

Press

- Where appropriate, seek news coverage for Beeston in the local, national and trade press, maintaining positive relationships with journalists and editors.

SKILLS AND EXPERIENCE

- Proven experience in marketing and admissions, ideally in education or a customer-focused environment.
- Track record of developing and delivering successful marketing strategies.
- A marketing and communications generalist; comfortable across the mix and willing to develop new skills in line with the role.
- Strong IT and digital marketing skills. Extensive experience of using information management systems and willing to embrace new technologies.
- Copywriting, design and photography skills.
- Confident in managing events and engaging with parents and stakeholders.
- An understanding of the complexity of school admissions, sector codes of conduct and GDPR.
- Strong understanding of the independent school sector.





PERSONAL QUALITIES

- A warm and personable nature who builds relationships easily.
- High standards, a commitment to excellence and comfortable working under pressure.
- Diplomatic with a professional work manner.
- Outstanding command of the English language.
- Innovative mindset, seeking new ways to communicate messages effectively and creatively.
- A strategic, pro-active approach.
- Flexible with a can-do attitude.
- Ability to analyse and present data.
- Eye for detail with strong organisational skills and the ability to manage multiple priorities.
- An empathy for Beeston's ethos and heritage.



Beeston Hall has a deserved reputation for nurturing friendly, confident pupils who go on to do very well at their senior schools. Down-to-earth, happy, with lots of fun and challenge - all a country prep should be.

GOOD SCHOOLS GUIDE

HOW TO APPLY

Applications should be submitted using the link here <https://mynewterm.com/jobs/123300/EDV-2025-RC-22556>.

The deadline for applications is midday on Monday 5th January 2025 but we reserve the right to consider applications as they arrive.

Applicants are encouraged to contact Sophie Langdale, Director of Admissions & Communications at Radley College, to learn more about the role. Please get in touch via sll.langdale@radley.org.uk or +44 (0) 1235 548570.

We are an equal opportunities employer and welcome applications from all backgrounds. Please let us know if you require adjustments during the process.

We will reward the candidate with a competitive salary and benefits package which includes 50% staff fee remission.





SAFEGUARDING

Beeston Hall is committed to safeguarding and promoting the welfare of its pupils and expects all employees to share this commitment.

Employees must, at all times, have regard to the need to safeguard and promote the welfare of children in line with the provisions of the Children Act 2004 (as amended) and Keeping Children Safe in Education (as amended) and be fully aware of, and understand, the duties and responsibilities that apply to their role in relation to these requirements. All employees must attend appropriate training in accordance with Group and local Safeguarding Board stipulations.

Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. A disclosure, at the enhanced level, will be requested from the successful applicant but a criminal record will not necessarily be a bar to obtaining this position. They will also be required to produce original evidence of qualifications as well as evidence of the right to work in the UK.



Radley Schools Group, launched in September, brings together eight schools – Radley College, Barfield, Beeston Hall, Chandlings, Cothill, Kitebrook, Mowden Hall and West Hill Park.

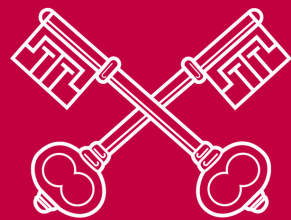
Radley Schools Group believes in the timeless and authentic values of outstanding charitable independent education. Through the strength and stability of our group, we are committed to providing exceptional educational opportunities for all our pupils throughout their childhood. Blending the very best of tradition and innovation, we seek to develop young people of outstanding character and purpose for generations to come.



Beeston Hall gives the impression of being a family house that is run as a school. 'It felt personal and homely,' says one parent.

TATLER





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