



THE CHARLES KALMS • HENRY RONSON

**IMMANUEL  
COLLEGE**

# Head of Marketing

(Full Time or Part Time)

## Candidate Information Pack



# Welcome

to Immanuel College, *the* Independent Jewish school, where academic achievement, outstanding pastoral care and inspiring Jewish life and learning sit at the heart of everything we do.

Located in Bushey, we are easily accessible from North London via our extensive bus network while also having 11 acres of Hertfordshire countryside for our students to enjoy and from which they benefit in many ways from school sport to social and recreational spaces.

As a modern Orthodox school, we are proud to nurture young people intellectually, personally, and spiritually, while celebrating individuality and strengthening Jewish identity as a natural part of everyday life here. We value warm, respectful relationships between colleagues, students, parents, alumni, and the genuine sense of community and shared purpose this creates.

Alongside remarkable academic outcomes, our students benefit from exceptional arts, music, drama, sport, and educational trips that broaden learning beyond the classroom. Guided by values of kindness, responsibility, curiosity and aspiration we prepare young people for leadership and to make a positive contribution in a diverse world. As we enter the next chapter of our 35-year journey, we remain committed to excellence, care and ambition, for our students and our staff alike.

Thank you for considering this role. Please do not hesitate to get in touch with us if you would like to know more about the role or the College. We look forward to welcoming you to Immanuel College.

**Dan Endlar**  
**Head**



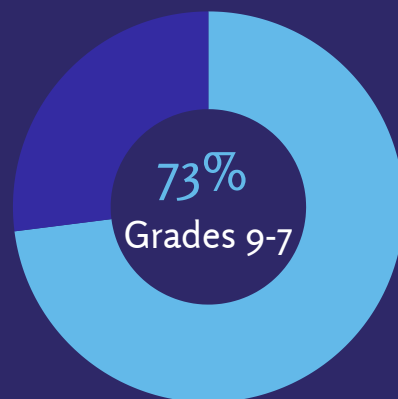




## 2025 GCSE Results

35%  
Grades 9

56%  
Grades 9-8



+ 0.84

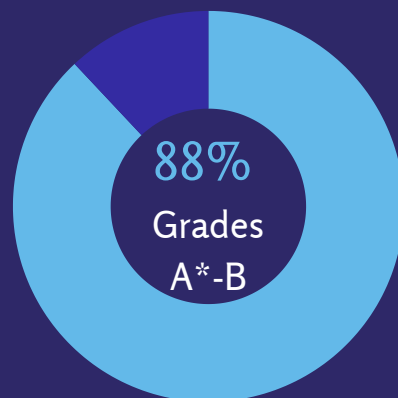
Immanuel students GCSE results outperformed their independent schools peers by an average of almost one grade per subject entry.



## 2025 A-Level Results

24%  
Grades A\*

64%  
Grades A\*-A



83%

of our Sixth Form leavers went to their first choice destination for onward study



# Role Description

The Head of Marketing will be responsible for leading, developing and delivering an effective, innovative and impactful marketing strategy that strengthens the school's profile and supports pupil recruitment. The postholder will oversee all marketing communications, and ensure consistent promotion of the school's values, achievements and unique offering across all channels.



This pivotal role requires strong leadership combined with proven marketing and communications expertise. The successful candidate will bring broad experience in digital marketing and social media, along with a track record of innovative strategic planning. Excellent organisational skills, the ability to manage multiple projects, and a sound understanding of the independent education sector are essential.

## Key Responsibilities

The Head of Marketing will collaborate closely with the Head of Admissions and will report directly to the Head. In the overall leadership of their department they will:

### Strategic Marketing and Brand Leadership

- Curate a clear and effective marketing strategy aligned with the College's aims, mission, and ethos;
- Work with senior colleagues and governors to further develop and implement an agreed marketing strategy, identifying opportunities for future brand enhancement;
- Lead all marketing initiatives and activities for the College, both strategic and tactical, to promote the College's brand, services, and values;
- Identify target audiences and develop tailored campaigns to support student recruitment across all entry points;
- Promote and raise the profile of the College with all stakeholders, including current parents, prospective parents, feeder schools, alumni, and the wider community;
- Conduct market analysis and competitor benchmarking to inform positioning and messaging;
- Ensure clarity, consistency, and accuracy in all marketing and admissions-related communications; and,
- Report on all aspects of the marketing programme, including website traffic statistics and campaign responses, to inform planning and assess effectiveness.

### Admissions and Recruitment Support

- Develop compelling marketing materials, both digital and print, that showcase the College's strengths;
- Work with the Head of Admissions to support recruitment targets and campaign planning;
- Design and deliver marketing campaigns to drive enquiries, event attendance, and applications;
- Manage the marketing of all open events and support coordination of public events; and,
- Support the Admissions Department to increase student recruitment.



## Digital Strategy, Press and Media

- Ensure the College's website is consistently maintained, reviewed, and regularly updated with clear, engaging, and accessible content that aligns with the College's communication and marketing messages and is appropriately targeted to stakeholder groups;
- Lead communication in the School's digital channels, including on social media platforms, ensuring content remains vibrant, fresh, relevant, accurate, and brand-compliant;
- Lead and manage press coverage, including identifying opportunities for stories and events, preparing press releases, liaising with local and national press, and coordinating copy production for marketing supplements and related publications; and,
- Monitor digital performance analytics and optimise content and campaigns accordingly.

## Publications and Branding

- Oversee the production of key publications (e.g. website) and marketing materials (e.g. prospectus) to ensure they remain informative, accurate, up-to-date, and visually appealing; and,
- Ensure all internal and external communications and branding remain consistent across all platforms;

## Leadership and Management

- Manage the marketing budget effectively and responsibly;
- Line-manage and develop marketing staff where applicable;
- Establish effective systems, timelines, and workflows to ensure efficient campaign delivery; and,
- Report regularly to the Head and Governors on marketing strategy, performance, and impact.

## Wider Contribution

- Play a full role in the wider life of the school;
- Support whole-school initiatives and events;
- Uphold and promote the ethos and values of Immanuel College in all aspects of the role.







# Person specification

## Qualifications and Knowledge

- Degree or Relevant professional qualification
- Previous experience within marketing and/or public relations.
- Evidence of experience and skills in the management of people;
- Knowledge and understanding of Immanuel College, our values and working practices; and,
- Knowledge and commitment to working within the framework of the College's Equality and Diversity policy.

## Professional Skills and Attributes

- Exceptional communication and interpersonal skills;
- Advanced administrative capabilities with strong IT proficiency;
- Proven ability to lead and develop effective relationships at all levels, both internally and externally;
- Highly organised, with strong attention to detail and the capacity to work efficiently and calmly in a fast-paced environment;
- Strategic and creative thinker with the ability to influence and communicate persuasively;
- Attuned to the needs and concerns of parents, demonstrating empathy and professionalism;
- Strong commercial awareness and sound business acumen;
- Professional and confident telephone manner; and,
- Excellent listening skills, with the ability to understand and empathise with prospective families.

## Pastoral Care and Safeguarding

- A clear commitment to pastoral care, pupil wellbeing, and safeguarding responsibilities

## Wider Contribution

- Commitment to the School's Safeguarding Policy, our ethos and values
- Resilient and tenacious.
- A genuine interest in education and an enthusiasm for working with children.

# Application Process

Immanuel College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Please familiarise yourself with our Child Protection & Safeguarding, Recruitment and Selection and our Equal Opportunities policies.

The deadline for applications is: **10:00am on Monday 2 March 2026**

Before applying for this role please read our guidance, which can be found on the Vacancies section of our website. Please complete an application through MyNewTerm before the deadline. CVs will not be accepted.

Applications will be reviewed on receipt, and in some cases we may choose to interview and appoint a strong candidate ahead of the closing date. We therefore encourage interested candidates to apply as soon as possible. If you would like any further information, or an informal conversation to discuss the role please contact Recruitment, Mrs Rayna Niazi at [jobs@immanuelcollege.co.uk](mailto:jobs@immanuelcollege.co.uk).

## Benefits

By joining Immanuel College, you will enjoy the benefits of working in a supportive, forward-thinking educational environment which offers:

- Competitive remuneration within the independent sector and opportunities for progression;
- Pension scheme;
- Membership to Simplyhealth;
- Free lunch and refreshments during term time;
- Free on-site parking; and,
- Generous discount on school fees.





*"Pupils recognise that being part of a supportive community plays an important part in their academic development."*



*"Pupils develop their self-esteem, confidence and resilience".*



*"The school equips pupils with the attributes of kindness, aspiration, responsibility & curiosity".*

*- ISI Report 2024*

