



Director of Admissions & Marketing
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A message from the Principal of King's Ely

Welcome, and thank you for your interest in coming to work at King's. I hope that what you read here will excite you and chime well with your ambitions so that you will want to apply for this position.

King's Ely is an extraordinary place to work: a family of schools educating around 1350 boys and girls aged 2-18 in our Nursery and Pre-Preparatory, Prep and Senior Schools in Ely in Cambridgeshire, and up to age 11 at Fairstead House School in Newmarket. Most of our pupils come from Ely, Cambridge and surrounding areas, while about 200 pupils are boarders from all over the world. King's employs about 540 people in diverse roles from teaching and pastoral care to administration, finance, IT, site services and maintenance and catering.

We often talk about 4 'P's which make King's special: our fundamental **purpose**, unchanged in over 1000 years, in providing the best education and foundation for life we can for the children in our care; our **practice**, ensuring the very highest standards of professionalism and excellence in every area of school life and our commitment to everyone's wellbeing, development and training to achieve this; as an exceptional **place** to grow up and work in with our beautiful 75-acre campus adjacent to Ely Cathedral and the wonderful historical, environmental, spiritual and technological resources available to us; and most of all our **people**, the outstanding and diverse community of pupils, staff and supporters whose commitment, experience and skills are the root of our success.

We welcome all types to join this wonderful mix, and I thank you in advance for the time and thought which I know goes into preparing each application; we really appreciate it and give every application the careful consideration it deserves. I look forward to hearing from you and, I hope, meeting you in due course.

With best wishes,
John Attwater

About the School

Purpose, Ethos and Values

King's Ely exists to make the most and best of childhood, and in particular to give the very best education, opportunities and pastoral care to as diverse a community of children as we can. In doing so we aim to prepare each one to live positive, productive, successful and fulfilled lives, for the betterment of themselves and the world around them. We achieve this through the operation of a family of schools centred around a 2-19 co-educational day and boarding school in Ely, aiming to draw fully on our exceptional environment, history, physical, cultural, spiritual and human resources in doing so.

History

King's Ely can trace its origins from at least 970AD, making it one of the oldest schools in Europe. The School was first established to educate the choristers of the worshipping community of Ely and throughout our history we have maintained strong links with Ely Cathedral.

In 1541, King Henry VIII founded a College of Canons at Ely Cathedral to replace the monks whose monastery has been dissolved in 1539 and the School received its Royal Charter, later becoming known as "The King's School".

King's Ely Today

In recent years King's has expanded rapidly, becoming co-educational in 1970, and today educating around 1100 children aged 2-18 at Ely, including 185 boarders.

The school is divided into three sections: King's Ely Senior (age 13-18) and King's Ely Prep (age 7-13), which occupy adjacent campuses and benefit from shared facilities, and King's Ely Acremont and Nursery (ages 2-6) which have their own self-contained campus about 400m from the main site. Additionally, Fairstead House School in Newmarket (for pupils aged 1-11) joined the King's Ely family of schools in 2022.

The main campus extends to around 75 acres and contains buildings spanning the thirteenth to twenty-first centuries, including many of the historic monastic buildings adjacent to Ely Cathedral as well as more recent, purpose-built facilities and almost 40 acres of playing fields.

King's Ely plays a key role in the local community. We are one of Ely's largest employers and contribute greatly to the local economy, and we also continue to educate the choristers of Ely Cathedral. King's Ely also offers a number of bursaries to enable pupils from all walks of life to benefit from the education it offers.

In its recent ISI Inspection (March 2025), King's Ely was found to meet or to exceed all regulatory standards. In addition, the Inspectors judged the School to have a *significant strength* in the way in which its high quality pastoral care is interwoven with a dynamic enrichment programme. This enables "pupils of all ages to develop their independence, intellectual curiosity, creativity and socialization particularly well".

The School is rightfully proud of the Inspection. It is testament to the community spirit of King's Ely and the commitment and respect shown each day by pupils, staff and their families.

King's Ely is affiliated with the HMC, Society of Heads, IAPS, the Boarding Schools' Association and the Choir Schools' Association.



About the role

The Director of Admissions and Marketing is responsible to the Principal for devising and leading implementation of the King's Ely family of schools' Marketing and Admissions strategies and activities, to achieve agreed short and long-term targets for UK and international pupil recruitment in accordance with the School's mission, ethos and values.

The Director of Admissions and Marketing is a member of King's Ely SLT and reports directly to the Principal. The successful candidate will have a clear understanding of pupil recruitment in the independent sector, have strong communication skills and demonstrate the ability to work to tight deadlines, line manage and delegate where appropriate.

- Leadership of Admissions Strategy and process for UK and international pupils throughout the family of Schools
- Liaison with Principal and Heads of Section to ensure the optimum number and mix of pupils in the School, including implementing the Bursary Strategy.
- Liaison with Heads of Section and Director for International Students in respect of all admission testing processes, including Scholarship and overseas students.
- Build and maintain excellent relationships with feeder schools and agents locally, nationally and internationally.
- Oversee Admissions communications and content across all media, printed and online.
- Lead and manage all aspects of the Admissions process from enquiry through to onboarding and allocation of boarders to houses, ensuring an outstanding, empathetic and personalised experience for prospective parents and pupils.
- Provide, analyse, accurately forecast and report admissions pipeline statistics and data as required.
- Serve on the Bursary Awards Committee.
- Keep abreast of, and advise on, developments and trends in the marketplace and within the Independent Sector as regards Admissions and Marketing, including statutory requirements for UK and international students.
- Oversight of Student Visa sponsorship and UKVI Audit compliance.
- Establish and monitor plans to meet agreed objectives; plan, oversee, control and report on expenditure, income and budgets in support of admissions activities.
- Lead short and long-term marketing strategies in support of admissions strategy above.
- Lead and oversee tactical marketing activity such as Open Mornings, taster days and prep/primary school events, in liaison with Heads of Section and the Principal.

- Develop and maintain the Schools' websites as an effective marketing and recruitment tool.
- Work with internal departments to boost levels of pupil engagement and retention.
- Liaise with outside suppliers (web, advertising, print, design) to ensure continuity and excellence of service.
- Keep abreast of developments in social media and online advertising in order to utilise effectively for the promotion of the Schools.
- Identify opportunities for community outreach and deliver a programme to maximise brand awareness and engagement.
- Lead and oversee the programme of international recruitment fairs at home and abroad.
- Undertake travel to visit agents, both national and international, as required for the recruitment of pupils.
- Act as spokesperson and ambassador for the King's Ely and Fairstead House where required alongside the Principal and others at the highest levels.
- Lead, inspire, motivate and develop the Admissions and Marketing teams.
- Act as Line Manager for the Head of Media and PR, Marketing Officers and two Admissions Officers, setting objectives, monitoring and appraising their work.
- Work closely and collaboratively with the SLT and Sections
- Participate in Governing Body and Governor Committee meetings as required
- Undertake additional duties as required by the Principal and embrace the demands, opportunities and ethos of King's Ely as a busy, diverse, coeducational, international day and boarding school.



Person Specification

- University degree or equivalent experience
- Demonstrable experience of engaging and building strong and nuanced relationships with stakeholders
- Strong leadership and management experience combined with good commercial awareness
- Experience in leading and managing staff and development of an open, supportive and collegial working environment.
- Ideally, experience of Independent Sector admissions and ideally a background in marketing.
- Able to translate ambitious vision to meaningful plans and strategy and gain buy-in and commitment from the school community
- Articulate communicator with outstanding interpersonal skills
- Strong team leader with flexible, hands-on approach to work and meticulous attention to detail
- An excellent networker and team player with good emotional intelligence
- Highly numerate with excellent IT skills
- Able to manage projects with conflicting demands and timescales
- Dynamic, charismatic, strategic, self-reflective, self-motivated, flexible, resilient and with a sense of humour
- Genuine interest in educational issues and empathy with the independent sector and the ethos of King's Ely and Fairstead House.

Working at King's Ely



King's Ely is committed to rewarding our employees who share our passion, vision, and values, and to investing in their wellbeing and continuous professional development.

Salary will be commensurate with the seniority of the role and the experience and qualifications of the successful candidate. This is a senior full-time role, 37.5 hours per week (normally 8:30am – 5pm daily with an unpaid hour break at lunchtime)

The seniority of this appointment may mean that on occasion the post holder may be required to work 'out of hours' as necessary for the proper performance of their duties, to meet essential deadlines and contribute to whole school events. These events are an inclusive element of the role and do not attract overtime payment or TOIL but are accommodated within the salary on offer.

The role is fundamentally based at the School in Ely.

Probation: There will be a probationary period of six months during which one month's notice is required by either party. Thereafter, the notice period will be 3 calendar months or 4 calendar months if notice is provided within a school holiday period.

Annual Leave: 33 days' paid holiday per annum, including Bank and Public holidays (3 days of which must be taken during a whole school shutdown at Christmas).

In addition to the above, employees at Kings Ely benefit from:

- Generous fee-remission, subject to availability of places and successful admissions procedures. Staff currently enjoy a discretionary discount on fees for children in Reception year onwards, details of which will be provided upon request.
- Enrolment in the statutory auto-enrolment pension scheme. The contribution rates for the auto-enrolment pension scheme are Employee contribution of 5% and Employer contribution of 3%.
- The school offers a private healthcare insurance scheme, which staff may opt to join shortly after the start of each academic year (the policy year starts on 1 November each year). The scheme can only be joined at the start of the policy year, not part-way through the year.
- Use of school gym facilities and use of the swimming pool at specific times (during summer school holidays – small fee applies).
- Access to Salary Sacrifice Schemes such as: Cycle2Work, Home and Tech Scheme, and Local Gym Membership
- Limited free on-site car parking
- School lunch provided when at work over lunch time and tea and coffee throughout the day.
- Access to an Employee Assistance Programme, available to the employee and their dependents.
- Discounts at local businesses including Poets House, A Little Something Ely, The Almonry Tearooms, Ely Grazing Company, Sushi and Salad, Griddle Bar and Meathouse, and The Pantry (Newmarket).

Information for Candidates

Applications should be made via My New Term, you can do this by clicking the 'Apply Now' button at the top of the advert. The final closing date for applications will be **noon on Wednesday 22nd April 2026**.

Where Applicants have been successful in the shortlisting process they will be contacted for interview. Interviews will take place towards the end of April.

We reserve the right to invite candidates for interview prior to the closing date. Therefore, we encourage interested applicants to submit an application as soon as possible.

If you are selected for interview, you will need to provide proof of identity, birth certificate, documentation confirming your NI number or your right to work in the UK and certification of qualifications.

Shortlisted Applicants should be aware that references will be requested as part of the interview process.

King's Ely is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure & Barring Service.

Thank you for completing your application and your interest in King's Ely.



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www.kingsely.org