



Kimbolton School

C A M B R I D G E S H I R E



APPLICATION PACK

Marketing & Admissions Manager (Part Time)
Required from the earliest opportunity



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, consisting of a stylized 'W' followed by a long horizontal line.

Will Chuter
Headmaster



Job Description

Marketing & Admissions Manager (Part Time)

Required from the earliest opportunity

The School

Kimbolton School was founded in 1600 and is situated in 100 acres of grounds in the West Huntingdon 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. The 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. The 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.

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 Department

The External Relations Department is a dynamic and integral part of Kimbolton School, responsible for promoting the school's ethos, values, and opportunities to prospective families and external audiences. The department is led by the Director of External Relations, who provides strategic oversight and ensures alignment with the school's broader objectives.

Reporting directly to the Director, the Marketing & Admissions Manager serves as the deputy leader, playing a key role in operationalising strategy, managing the day-to-day activities of the team, and driving initiatives to enhance the school's visibility and reputation.

The department includes a team of two staff members, alongside the Manager, working collaboratively to deliver excellence in all marketing, communications, and admissions activities – including playing a proactive role in leading the school's main outreach activities.

Together, the team works to achieve student recruitment and profile-raising goals, ensure smooth admissions processes, and maintain a positive and professional image for the school across all platforms and events.

The Role

The Marketing & Admissions Manager will work as part of a job share, and will be jointly responsible for managing both marketing and admissions processes to ensure a seamless and effective journey for prospective families and to enhance the School's reputation. Working alongside our existing part-time Marketing & Admissions Manager, this includes responsibility for ensuring the database is fully utilised, enabling accurate and up-to-date records. Statistics and insights generated in consultation with the Director of External Relations will support the school in evaluating and improving strategies. The aim is to secure student enrolment and drive outreach and profile through:

- Building strong relationships with prospective families to provide exceptional customer service.
- Delivering impactful marketing campaigns across digital, print, and multimedia platforms.
- Organising and managing key events such as Open Events, Taster Days, Entrance Exams, and Induction Days.
- Managing feeder school outreach initiatives, including masterclasses and targeted engagement.
- Supporting the Director and the Boarding Marketing & Admissions Manager, to manage compliance with UK Visa and Immigration requirements.
- Developing comprehensive reporting mechanisms to assess recruitment and outreach success.

Key Relationships

- Headmaster
- Head of the Preparatory School
- Director of External Relations
- Part-time Marketing & Admissions Manager
- Boarding Marketing & Admissions Manager
- Senior Deputy Head and all members of the SLT
- Current/Prospective Parents and OKs (alumni)
- Heads of Department
- Housemasters/mistresses
- Media
- Suppliers
- Feeder Schools
- Overseas Educational Agents

Main Duties

Strategic and Operational Leadership

- Support the Director of External Relations in developing and implementing comprehensive marketing and admissions strategies and plans aligned with the school's mission, values and strategic plan.
- Act as deputy to the Director, taking a leadership role in their absence and ensuring continuity of departmental operations.
- Jointly oversee and manage the day-to-day responsibilities of the Marketing & Admissions team, ensuring high standards and consistent delivery.

- Act as an ambassador for the school, promoting its benefits and building positive relationships with prospective families, feeder schools, and external stakeholders.

Admissions

- Co-Lead on the admissions process from initial enquiry to student enrolment, delivering outstanding customer service to prospective families.
- Build relationships with prospective families, ensuring personalised, swift, and proactive communication throughout the admissions journey.
- Manage the use of OpenApply, ensuring an efficient and user-friendly admissions journey.
- Alongside the Director, and other members of the team, ensure compliance with UK Visa and Immigration requirements, serving as the key point of contact for the Child Student visa processes and monitoring policy updates.
- Coordinate and manage entrance and scholarship assessments, liaising with relevant departments to ensure efficiency and accuracy.
- Maintain an accurate and up-to-date Admissions Register and ensure database records are consistently accurate and informative.
- Develop relationships with feeder schools and agents, including attending events, initiating Head-to-Head contact, and implementing feedback systems – both at home and abroad.

Marketing and Communications

- Implement and execute marketing and communications plans to enhance the school's visibility and reputation locally, nationally, and internationally.
- Lead on the design and production of marketing materials, including print, digital, and multimedia resources, ensuring adherence to brand guidelines.
- Manage film production projects, ensuring high-quality content that reflects the school's ethos and offering.
- Develop and lead content for school news, ensuring timely and engaging updates on activities, achievements, and events.
- Oversee the school's website and social media platforms, working to increase engagement and reach.

Events Management

- Lead the planning and execution of key marketing and admissions events, such as Open Events, Taster Days, Entrance Exams, Induction Days, and Interview Days, ensuring they reflect the school's professionalism and values.
- Collaborate with the team to ensure smooth logistics, creative promotion, and effective follow-up for all events.

Reporting and Analysis

- Provide the necessary support and data to enable the Director to monitor and analyse admissions and marketing data to assess the effectiveness of strategies and recommend improvements.
- Provide regular updates and reports to the Director on departmental activities, trends, and outcomes.
- Alongside the Director, monitor trends in the independent school sector, both nationally and internationally, to inform strategy and plans.

Person Specification

Criteria	Essential	Desirable
Qualifications	A degree/professional qualification.	CIM/IDM/CIPR/AMCIS qualification or relevant qualification in marketing, admissions, communications/PR, or a related field.
Skills and Experience	- Demonstrable experience in a relevant field, ideally within the education sector. - Proven leadership and team management skills, with the ability to inspire and motivate a team. - Strong organisational and project management skills, with the ability to prioritise and meet deadlines. - Excellent written and verbal communication skills, with attention to detail and an ability to adapt messaging for different audiences. - Proficiency in all areas of admissions and marketing – for example admissions content management systems, and digital marketing platforms, or a willingness to undertake training. - Knowledge of UK Visa and Immigration requirements, or a willingness to undertake training. - A proactive and creative mindset, with the ability to generate innovative ideas and solutions. - A collaborative approach, with strong interpersonal skills and the ability to build relationships across the school community and beyond.	- Familiarity with admissions software, particularly OpenApply. - Experience in website development and management. - Knowledge of the independent school sector and its unique marketing and admissions challenges. - Experience of UK Boarding Schools.
Personal Qualities	- Affinity with the school's values and ethos. - Professionalism, integrity, and discretion. - Energy, enthusiasm, and a sense of humour. - Resilience and a solution-focused approach to challenges.	

Terms and Conditions

Reporting to:	Director of External Relations
Accountable to:	Headmaster
Hours of Work:	22.5 hours per week, between 08:30 – 16:30 (with a 30-minute unpaid lunch break), to be worked over 3 days for 52 weeks of the year. Days of work must be concurrent, but are negotiable and can be discussed at interview
Remuneration:	£21,468 - £24,719 depending on skills, qualifications and experience. (FTE £35,781 - £41,199)
Probationary Period:	Up to 5 months
Pension:	The School offers a contributory pension scheme
Lunches:	All employees are entitled to free lunch in the school dining halls during term time. Time taken for lunch is not paid.
Additional benefits:	Details of the further benefits on offer can be found on the Kimbolton School MyNewTerm profile page .
Referees:	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 or by calling 01480 862049.

Please submit your application by the closing date of **12th October 2026 at 9am**. Any late submissions will not be accepted.

Interviews will take place week commencing **19th October 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. 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.kimboltontschool.com/about-us/policies