



HEREFORD CATHEDRAL SCHOOL

CANDIDATE INFORMATION

Director of Admissions and Development

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HEADMASTER'S WELCOME



Thank you for taking the time to consider applying for this important position at Hereford Cathedral School. I believe that there has never been a more exciting time to join us and I look forward to meeting you.

While we are the fifth oldest school in the UK, our eyes are firmly fixed on the future with a clear vision to provide a sector-leading educational provision. I have the privilege of leading an outstanding school with a fantastically committed staff in the most wonderful of settings.

Our culture reflects the character and personality of our organisation. It is what makes the School a unique and special place to work and is the sum of our values, traditions, beliefs, interactions, behaviours, and attitudes.

It is a real joy working at Hereford Cathedral School and I hope that you too will also want to join our wonderful community.

*Yours ever,
Michael*

DR MICHAEL GRAY

Headmaster

J O B D E S C R I P T I O N :

D I R E C T O R O F A D M I S S I O N S & D E V E L O P M E N T

Post title: Director of Admissions and Development

Contract: Permanent

Hours/weeks: Full-time and year-round

Required from: December start

Salary: Commensurate with experience and qualifications, plus benefits

Location: Hereford Cathedral School, Old Deanery, Cathedral Close, Hereford HR1 2NG

We are looking for an inspiring and energetic professional to lead the admissions and development departments at Hereford Cathedral School. This is a key leadership role and, as such, we are looking for a candidate who will relish the challenge of an important strategic remit and a place on the Senior Leadership Team.

You will oversee domestic pupil admissions into both the Junior and Senior Schools from first contact, to visits, examinations, assessments and the first day of school. As a rapidly growing school, you will work closely with the Director of Marketing and Communications to implement a continued growth strategy to attract, recruit and retain pupils at the school.

You will also be responsible for the School's fundraising, development and stakeholder relationship management. You will build and maintain strong relationships with donors, including alumni, parents, and community members and are responsible for the development and implementation of a strategic fundraising plan aligned with the School's mission, vision, and goals.

You will possess an understanding of the principles of customer acquisition and customer life cycle. You will need experience of working in admissions, in addition to experience of managing databases and of leading a complex, busy, service-driven environment. You will also exhibit excellent organisational, time management and written communication skills, and will be confident in the use of computer packages including Microsoft Office.

O U R O F F E R

- Join a highly talented and supportive team and governing body
- Competitive salary
- A beautiful place to work in the most idyllic settings
- A positive and innovative working environment surrounded by students, staff, parents and governors
- A collaborative and supportive attitude amongst staff which promotes a sense of teamwork and unity
- Cycle to Work scheme
- Free lunch during term time
- NEST pension scheme (8.7% employer contribution, 6% employee contribution)
- Staff are sometimes offered non-contractual School Fees Remission at the absolute discretion of the Governors

The post holder will report to the Headmaster who would be happy to discuss the role informally with interested candidates.

CONTINUED OVERLEAF



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SCHOOL'S YOUTUBE CHANNEL

DIRECTOR OF ADMISSIONS & DEVELOPMENT

ROLE PURPOSE

- The Director of Admissions and Development is responsible for the admissions process, the School's fundraising and development.

RESPONSIBILITIES

ADMISSIONS

- Strategic and operational oversight of the School's approach to domestic admissions for the recruitment and retention of pupils, including Year 11 retention, working with other key stakeholders as appropriate.
- Provide strategic direction with clear action plans and measurable objectives for Admissions;
- Streamline and align Junior and Senior School domestic admissions processes, as appropriate, ensuring the best possible customer experience.
- Using reliable and robust data, present trends, challenges, opportunities and ideas to the Headmaster, the Head of the Junior School, and other members of SLT, and Governors, as appropriate.
- Serve as the Headmaster's key advisor on all matters relating to domestic admissions.
- Serve as a member of Whole School SLT, adding value to all matters discussed and deliberated, not just those pertaining to admissions.
- Under the Headmaster and Head of the Junior School, have responsibility for the number of pupils in the School including the Nursery, Junior School, Senior School and Sixth Form.
- Liaise with the Director of Marketing and Communications to ensure that marketing strategies and initiatives serve the goal of strengthening the recruitment and retention of pupils.
- Working with the Head of International Students, as appropriate, to ensure clarity of processes and communication.
- Supporting and advising on the recruitment and retention of pupils within all parts of the Foundation, including, but not limited to, Hereford International Schools Ltd and HCS Educational Services Ltd; this may include overseas travel.
- Responsibility for the School's programme of outreach and community engagement so far as it is directly or indirectly connected with the recruitment and retention of pupils.
- Responsibility for the admissions cycle from first contact to first day at the School.
- Ensuring efficient, streamlined processes which deliver an excellent customer experience.
- Delivering admission systems which capture key data and which inform future marketing initiatives.
- Preparing updates, presentations and papers to Governors, the Headmaster, the Head of the Junior School, and other members of SLT as appropriate.
- Planning and management of the Admission's Department's budget.
- Line management of staff within the Admission's Department.

DIRECTOR OF ADMISSIONS & DEVELOPMENT

RESPONSIBILITIES

FUNDRAISING STRATEGY AND PLANNING

- Develop and implement a strategic fundraising plan aligned with the School's mission, vision, and goals.
- Identify potential funding sources and create strategies to engage individuals, foundations, corporations, and other organisations.
- Research and pursue grant opportunities and coordinate grant application processes.
- Update award-making bodies with updates on pupils' progress.

DONOR CULTIVATION AND STEWARDSHIP

- Build and maintain strong relationships with donors, including alumni, parents, and community members.
- Create and execute targeted cultivation and stewardship strategies to deepen engagement and increase financial support.
- Provide personalised acknowledgement and recognition to donors, demonstrating appreciation for their contributions.
- Maintain strong relations with the OH Club and OH Fund Trustees, including the President and Chair respectively.

MAJOR GIFTS AND CAMPAIGNS

- Identify and engage high-potential major gift prospects, developing relationships and solicitation strategies.
- Collaborate with the SLT and Governing Board to plan and execute comprehensive fundraising campaigns, including an Annual Fund.
- Develop and manage donor recognition programs, ensuring appropriate recognition and benefits for major donors.

FINANCIAL MANAGEMENT

- Develop and manage the development office budget, ensuring effective use of resources.
- Track and report on fundraising progress, providing termly updates to SLT and Governors' General Purposes Committee.
- Maintain accurate donor records and ensure compliance with relevant fundraising regulations and ethical standards.

SAFEGUARDING AND PROTECTION OF CHILDREN AND YOUNG PERSONS

In accordance with the Children's Act 1989, on appointment post holders will be required to commit to their responsibilities with regards to safeguarding. In addition, offers of appointment will be subject to an Enhanced criminal record check from the Disclosure and Barring Service (DBS). These checks will highlight cautions, reprimands and final warnings as well as any convictions.

The post holder must not have any spent or unspent convictions that would prevent them from working with children. Staff must inform the school if they are subject to criminal investigations or convicted while in the employment of the School.

CONTINUED OVERLEAF

The Old Deanery in Cathedral Close is home to our leadership and administrative staff



PERSON SPECIFICATION

	Essential Criteria	Desirable Criteria
Qualifications	Educated to degree level or equivalent. Understanding of admissions and development theories and their application.	Professional certification in areas such as CRM, fundraising, or educational leadership.
Experience and knowledge	Experience in a senior leadership role within admissions or development, with a proven track record in increasing student enrolment and managing admissions processes. Strong commercial awareness backed by excellent analytical skills. Demonstrable understanding of the principles of pupil recruitment, customer acquisition, and customer life cycle. Experience of developing and implementing strategic plans to meet organizational objectives. Experience working in a complex, busy, service-driven environment, preferably in an educational setting. Proficient in managing admissions-based CRMs, databases, and social media channels.	Previous experience in raising money and managing fundraising campaigns. Experience in maintaining a website and utilizing digital platforms for admissions and development purposes. Knowledge of safeguarding issues and experience in handling sensitive situations with tact and diplomacy.
Skills and abilities	Inspirational team leader and motivational manager with experience in leading teams and serving on senior management teams. Highly articulate communicator, capable of transforming vision into a compelling admissions strategy. First-class organisational and time management skills, with the ability to remain calm under pressure and prioritize workload effectively. Excellent IT skills, Strong written communication skills, with the ability to articulate arguments clearly and write compelling reports and proposals. Numerate with the ability to track, analyse, and interpret data to inform decision-making.	
Aptitude	Outstanding interpersonal skills with the ability to manage effective relationships with key stakeholders, including staff, parents, students, and external partners. Creative problem solver with the ability to think ahead and drive change. Effective tactical and strategic thinker, able to balance competing priorities and achieve deadlines.	
Circumstances	Available to work flexibly to manage peaks in workload and in support of wider school functions from time to time This is a key supervisory and management post and the post holder will be expected to work such additional hours as may be necessary for the proper performance of duties	Flexibility to work evenings, weekends, and travel as required to meet the demands of the role. Willingness to participate enthusiastically in all aspects of school life and support school events and activities. A valid driver's license or the ability to travel frequently and efficiently.
Safeguarding Children, Young People and Vulnerable Adults	Understands their role in the context of safeguarding children, young people and vulnerable adults Ability to form and maintain appropriate relationships and personal boundaries with children and young people	
Equal Opportunities	Understanding of the requirements of Equality and Diversity	

Purpose of this Job Description:

Hereford Cathedral School considers this document as a “snapshot” of the job. It aims to provide a clear guide at the time of writing to all that is involved about the requirements of the job. It will also be used to communicate expectations about performance and will be used to monitor effective performance.

The job description above is not exhaustive and may, occasionally, be reasonably amended by the Headmaster.

H O W T O A P P L Y

An application form and information pack may be downloaded from the school website: www.herefordcs.com/job-vacancies

Completed applications should be accompanied by a covering letter and sent to Mrs Cath Knowles, Hereford Cathedral School, Old Deanery, The Cathedral Close, Hereford HR1 2NG or to recruitment@herefordcs.com

The closing date for applications is **10am on Wednesday 25 September 2024.**

The School is committed to safeguarding and promoting the welfare of children and young people and expects all members of staff and volunteers to share this commitment. Appointments are subject to enhanced DBS clearance and satisfactory employment references and other safer recruitment checks. Further information on the School's safeguarding can be found on [the school website](#).

Hereford Cathedral School is committed to being an equal opportunity employer and is determined to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.

The School retains the right to interview suitable applicants and appoint before the deadline.