



HOLYPORT COLLEGE



DIRECTOR OF COMMUNICATIONS & ADMISSIONS
(Part time - hours open to discussion)
Candidate Information

WELCOME

Welcome to Holyport College. I hope, as you read on and learn more about this very special school, you will become more and more excited about joining the Holyport team and the opportunities that it provides.

The Director of Communications and Admissions is a new, senior, wide-reaching, strategic and operational role. The role combines leadership of Admissions, which is currently a well established team, with leadership of Communications and Marketing, which is currently widely shared across the staff team. You would work very closely with me and the rest of our wonderful Leadership team of which you would be a key part. You will shape the development of a culture of high-quality, timely, relevant communication with parents, potential parents and other stakeholders as well as one which showcases our wonderful school to a much wider audience.

Holyport College was the country's first state boarding free school, opening in 2014. It is a distinctive, popular secondary school with 600 pupils, over 200 of whom are boarders. With a comprehensive intake at Year 7, it actively promotes social mobility and has an outstanding record of supporting the most vulnerable. Many of the pupils progress to our high-performing, academically selective Sixth Form where they are joined by a similar number of new students. The College is a vibrant, ambitious and inclusive community where young people thrive. They follow an aspirational academic curriculum alongside an exceptional co-curricular offering that is equally valued by the College and made possible by the extended school day. You would be joining a remarkable staff team who all care deeply about the College.

Holyport College operates as a Single Academy Trust but has a unique strategic and very close working partnership with its nearby sponsor, Eton College. With the help of a strong boarding ethos, it has managed to create a "joyous place to learn" which offers students the best of both state and independent education. It was graded outstanding in its most recent Ofsted Boarding inspection earlier this year.

If this is a school and a role that excites you and you believe you have the requisite skills, experience and dynamism, we would be delighted to hear from you.

Alastair Ingall
Headteacher



"A school with the modest aim of transforming lives. Much has been invested in this school - not just money but reputations. So far, so excellent".

GOOD SCHOOLS GUIDE

HISTORY AND OVERVIEW

Holyport College (pronounced Hollyport) is a state boarding and day school for boys and girls aged 11–18 located in Berkshire. It was the first state boarding free school in the UK, and it is currently full to capacity, catering for just over 600 pupils, more than 200 of whom board. The doors opened to its first students in September 2014, with the Sixth Form provision beginning in September 2017.

Years 7–11 are non-selective, but the Sixth Form, with over 200 pupils, is academically selective. Holyport College is a state school but, like some other state boarding schools, has a long school day for everybody, finishing at 5.00pm. The extended day affords the opportunity to offer a huge range of co-curricular activities to suit all tastes, with participation in the programme compulsory for all students. Whilst the College has certain elements which are deliberately modelled on a traditional private boarding school, the aim is to emulate the best of both the state and independent sectors.

Holyport College is exceptionally proud of its close partnership with Eton College which aims to become the gold standard by which other state and independent school collaborations are judged. Through this partnership, the lives and education of every student at Holyport College are significantly enriched on a regular basis. Eton College, founded by Henry VI in 1440, is situated just a few miles away from Holyport, near Windsor. Whilst Holyport College may be a relatively new school, it is fortunate to be able to draw on Eton's heritage and experience. The partnership has allowed Holyport to forge links at a number of levels, including governance, the sharing of facilities, the creation of enrichment opportunities, the establishment of an educational research and innovation centre at Holyport and through positive staff and student interactions. That said, Holyport College is not Eton College. It has a unique and strong personality of its own which is distinctive, exciting and a little bit quirky.

Holyport continues to develop and improve at a remarkable pace and recent initiatives include:

- ♦ the introduction of iPads for every student
- ♦ the opening of three new Eton Fives courts
- ♦ The planning of a new Performing Arts Centre
- ♦ The launch of The Holyport College Foundation, incorporated in November 2023, which is intended to raise funds for grants, items, services and facilities for the College and its pupils.

The College is located on Ascot Road in Holyport, a suburban village in the parish of Bray, about two miles south of Maidenhead town centre in leafy Berkshire. The village has a doctor's surgery, a newsagent, a grocery, a butcher, a small café and a hairdresser, as well as the post office and four pubs.

It is well connected: located 4 minutes from the M4 (junction 8/9) and 7 minutes from Maidenhead railway station (Elizabeth line and GWR).



BOARDING

Holyport feels like a fully integrated boarding and day school, not – like many schools – a day school with a few boarders. Day and boarding pupils are treated alike (with all day pupils staying late and doing most of the same activities as boarders). It also helps that all pupils are assigned to a House – boys' boarding Houses are joined by girl day pupils and vice versa. About half of our boarders are in school all weekend, when there are plenty of activities to keep them busy.



There are almost equal numbers of boy and girl boarders. Some are relatively local, others are from further afield, including overseas. They are housed directly above the classrooms, with the biggest dormitories housing up to six younger pupils, whilst Sixth Form boarders share double rooms. Boarders have access to a kitchen on their corridor, and Sixth Form students also have their own living room on their corridor. The College has a dedicated, onsite medical centre staffed by a full-time nurse.



With more than one-third of students living on site, boarding is very much at the heart of the College community and strongly reflects its values and ethos. Holyport's modern boarding model seeks to replicate the family atmosphere of a home, where relationships are familiar in nature and the environment relaxed and stable.

Many staff are also involved in the boarding life of the school for which they receive additional remuneration and, in some cases, accommodation. Please let us know if this is of interest (see 'Application Process')



JOB DESCRIPTION

Strategic Leadership

- ♦ Support the Headteacher to develop the College's identity, values and vision and the way these are articulated, promoted and understood.
- ♦ Engage with key stakeholders (students, parents, staff, applicants, alumni and others) to seek their input and leverage this to ensure the College is always improving.
- ♦ Attend leadership meetings as needed and have broad input into the strategic decision making and operations of the College.
- ♦ Manage the communications, admissions and marketing teams and budgets.

Marketing & Public Relations:

- ♦ Develop and implement a comprehensive marketing and PR strategy for student recruitment, retention and community engagement - with a particular focus on the College's boarding community.
- ♦ Promote the College's brand effectively and consistently.
- ♦ Line manage the Marketing and Communications Manager and, with them:
 - Identify and build relationships with key schools for boarding student recruitment
 - Ensure the content and design of the College website is up-to-date, fresh and showcases the best of the College to all visitors.
 - Ensure the College is widely promoted on social media and through other channels in a positive, consistent and cost effective way.
 - Know the College's schedule of activities and events to capitalise on PR opportunities.
 - Edit and review printed and online admissions literature and advertisements.
 - Identify and encourage opportunities for the College to positively engage with the media
- ♦ Coordinate and attend information events to promote the College (e.g. those at feeder schools) as well as organising feeder school events at Holyport College.
- ♦ Be prepared to engage with the media and support the Headteacher with media enquiries.

Admissions:

- ♦ Lead and shape the school's admissions strategy.
- ♦ Line manage the Admissions Registrar and, with them:
 - ensure the successful recruitment, admission and retention of students
 - act as the first point of contact for enquiries and then supporting families through the application process and beyond with a personal approach.
 - Represent the College to prospective parents, conveying its ethos and educational offering.
 - Provide high-quality correspondence, face-to-face encounters, and telephone communications with prospective parents and visitors.
 - Manage, oversee and audit the admissions practice and policy, maintaining consistency across all points of entry within the College.
 - Plan, manage and lead arrangements for taster and open day events.
 - Liaise with other staff in relation to applicants where needed.
- ♦ Keep up to date with the latest admissions legislation, ensuring compliance, implementing best practice, and disseminating guidance as appropriate throughout the College.

Parent communications:

- ♦ Champion positive and appropriate staff communications with parents (to include individual communications as well as whole school publications)
- ♦ Help with the crafting and delivery of key communications

Fundraising:

- ♦ Support the Head's PA to build and maintain a network of potential donors and manage efforts to raise funds from key stakeholders for the newly created Holyport College Foundation.

Other:

- ♦ Set an example of positivity and professionalism around staff and pupils
- ♦ Carry out other such duties as may reasonably be required by the Headteacher from time to time

"Holyport College is a joyous place to learn. Pupils are well cared for in a cheerful and warm environment where difference is welcomed. ... Pupils enjoy positive and friendly relationships with staff who know them well."

OFSTED INSPECTION REPORT 2023

PERSON SPECIFICATION

Qualifications and Experience

- ♦ A good educational record.
- ♦ The successful candidate may emerge from within or outside of the educational sector.
- ♦ A proven track record in leadership, with experience managing marketing and/or admissions.
- ♦ Experience in developing and delivering comprehensive, strategic and tactical marketing and communications plans, with a strong track record of successful implementation.
- ♦ Evidence of delivering work to a consistently high standard while proactively identifying opportunities for improvement and innovation.
- ♦ Experience in customer facing role is desirable
- ♦ Track record of working successfully with a diverse range of stakeholders.

Skills and Knowledge

- ♦ A brilliant communicator in all forms
- ♦ An understanding of Holyport College's unique position as a state boarding school partnered with Eton College within the educational landscape.
- ♦ Commercial awareness and the ability to promote the College in a competitive market
- ♦ Excellent planning skills
- ♦ Confident user of IT for communications and data management

Personal Attributes

- ♦ The ability to foster excellent relationships with a wide variety of people
- ♦ Tactful and diplomatic with a high level of emotional intelligence
- ♦ Committed team player with a collaborative approach
- ♦ Belief in and understanding of the benefits of a boarding education
- ♦ Proactive personality
- ♦ Personal energy and enthusiasm, with a positive outlook
- ♦ Meticulous attention to detail and high levels of organisation
- ♦ Values and promotes equality, diversity and inclusion
- ♦ Discretion and good judgement
- ♦ Well presented

REMUNERATION AND BENEFITS

The successful candidate will be paid at level 40 to level 43 on the Support Staff pay spine with fringe supplement (FTE currently £50,471—£53,511) and be enrolled in the Local Government defined benefit Pension Scheme. The role could work well as a term time only and/or part time role but would require at least three days a week during term time.

Holyport College is committed to staff wellbeing and to ensuring that all colleagues can maintain an appropriate work/life balance. Our staff are listened to and valued.

The College has two additional weeks holiday per year compared to the average state school: our October half term is two weeks long and our Christmas holiday is three weeks. There are opportunities for international travel: no member of staff will be asked to do this if they don't want to however we have regular trips to Iceland, the Alps, Spain, France, Italy and the USA.

The role is planned to start on 1st September but the College will defer if the appointed candidate has a longer notice period. An earlier start is also possible.

The post will be offered subject to the necessary pre-employment checks including medical fitness and enhanced DBS checks.



“The extended day – 8.30am to 5pm for all pupils, boarding and day – is the School’s secret sauce... The long afternoon allows time for a phenomenal co-curricular programme with offerings ranging from mindful colouring to real tennis, Young Enterprise to ballet.”
GOOD SCHOOLS GUIDE

APPLICATION PROCESS

Interested candidates are invited to contact the College to arrange an informal, confidential discussion about the role by emailing careers@holypportcollege.org.uk.

Closing date: Midday on Monday 30th June however early applications are encouraged and the College reserves the right to appoint before the closing date.

Applications should be submitted by email to careers@holypportcollege.org.uk and must include:

- ♦ A fully completed support staff application form which can be downloaded from The College website [here](#)
- ♦ Completed References & Monitoring and Equal Opportunities forms, also available on the College website

The process is as follows:

- ♦ When you submit your application, you will receive an email of acknowledgment from The College confirming that we have received it. If you have not received an acknowledgment within two working days of your application, please email us at careers@holypportcollege.org.uk or call [01628 640 157](tel:01628640157)
- ♦ Interviews will take place at the College shortly after the closing date when candidates will be given a tour of the College.

DISCLOSURE AND BARRING SERVICES

All applicants must be prepared to undergo screening to confirm their suitability to work with children and young people.

SOCIAL MEDIA

The College will undertake appropriate social media checks for all candidates invited to interview.

EQUAL OPPORTUNITIES

Holyport College welcomes applications from all sectors of the community.

In compliance with the Department for Education's safer recruitment guidance, the College will contact referees if you have been shortlisted for an interview.

Holyport College reserves the right to check the accuracy of statements made as part of an application process. Those submitting an application are deemed to have given consent to such checks being made.

All staff take part in the College's performance management process and must abide by the Code of Conduct for Staff and Volunteers at Holyport College.

This role is exempt from the Rehabilitation of Offenders Act 1974 so candidates must disclose information about spent, as well as unspent convictions.

