



Haileybury

# Director of Marketing and Admissions

Candidate Information



# Welcome

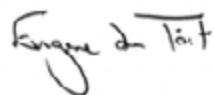
Thank you for your interest in this exciting opportunity. Our new Director of Marketing and Admissions will join Haileybury at a time when we are working together to realise the ambitious strategic priorities contained within *Haileybury 2030*. We invite applications from highly motivated professionals who are ready to commit to playing their part in realising our bold vision for Haileybury.

We live and work on a magnificent campus, which is set in a beautiful wider estate. Our outstanding facilities create a world-class learning environment for our pupils and we are fortunate to be situated close to London. A glowing inspection report confirms the quality of our provision and interest in the School has never been stronger. We have reason to face the future with confidence and optimism.

While our facilities and locations are exceptional, it is the people who live, learn and work at Haileybury who make the School great. Our dedicated team of staff give their all in ensuring that our outstanding pupils achieve to the very best of their ability. Governors generously volunteer their time and expertise, parents offer support and encouragement and our extensive alumni network offers social and professional networking opportunities in the UK and abroad.

We respect the efforts of those who have come before us, but we are future-focused and determined to ensure that we offer an education which ensures that our pupils leave school equipped with the values, skills and credentials they need to thrive. We have a clear vision for the future and we know exactly which peaks we next seek to summit.

If you want to be part of a dynamic and ambitious team which is set on achieving great things together, we would be delighted to receive your application for this exceptional opportunity.



**Eugene du Toit**

The Master







## About Haileybury

Haileybury is a leading co-educational independent school educating over 900 boarding and day pupils aged 11–18. Established in 1862, the School is situated on a glorious, historic 500-acre campus in Hertfordshire, just 20 miles north of London and 35 miles south of Cambridge. Demand for places is strong and pupil numbers have risen significantly in recent years.

Today, Haileybury enjoys an outstanding national and international reputation for academic excellence and all-round education. The ISI Inspection of October 2025 described the School as progressive and ambitious, providing pupils with the very best opportunities for achievement and personal growth. Haileybury's academic and co-curricular enrichment programmes were considered a 'significant strength'.

Dynamic and outward-looking, Haileybury combines high academic standards with exceptional pastoral care and a rich co-curricular programme. Pupils leave as confident, rounded and ambitious young people, prepared for leading universities and life as global citizens. Core values of service, empathy and respect underpin the community, with pupil voice actively encouraged through initiatives such as the Pupil Senate. Staff are dedicated, professional and deeply committed to the School's ethos.

Haileybury is academically selective, with main entry points at 11+, 13+ and 16+, alongside a Pre-IB Diploma course at Year 11. More than two-thirds of pupils are boarders and the community is balanced and diverse, representing 37 nationalities with equal numbers of girls and boys. The School comprises a dedicated Lower School (Years 7–8) and a Senior School, including a Sixth Form which has around 360 pupils on roll. Pupils belong to one of 13 Houses which form the heart of Haileybury's strong sense of community.

Haileybury has a vibrant academic culture. The curriculum is distinctive: Sixth Form pupils may choose A levels or the International Baccalaureate Diploma Programme. Leavers progress to leading universities in the UK – including Oxbridge and the Russell Group – as well as top institutions in North America and Europe.

Haileybury has a global outlook, with partner schools in Kazakhstan, Malta and Bangladesh and sponsorship of Haileybury Turnford, a nearby academy. This international dimension enriches the School's ethos and extends its educational reach.





# Strategic Plan: Haileybury 2030

[‘Haileybury 2030’](#) provides the key headlines of a more comprehensive five-year plan for Haileybury, which was created with input from across the school community and approved by Council. It offers a roadmap as to how we will serve our pupils, families, colleagues and wider community in the years ahead and makes clear our strategic priorities and objectives.

Haileybury is a community focused on developing well-rounded young adults of good character. We encourage pupils to be bold and courageous in their ambition and to understand that success demands hard work and self-discipline. We seek to develop confidence and resilience so that challenges can be met directly and overcome successfully.

We are committed to inspiring, empowering and supporting the learning, wellbeing and personal development of our pupils. We want them to leave school equipped with the values, skills and credentials they will need to thrive and make a positive impact on the world around them.

Our five-year plan rests on four pillars: our Purpose, People, Provision and Place. It reflects our commitment to working tirelessly to ensure that Haileybury continues to inspire the great thinkers, leaders and doers of the future.







# A Pivotal Leadership Opportunity

This is an exciting moment to join Haileybury. With the Master, Eugene du Toit, now firmly established and the ambitious *Haileybury 2030* strategy driving the School forward, Haileybury is seeking an exceptional Director of Marketing and Admissions to help shape the next chapter of its story.

Reporting directly to the Master and serving on the Executive Leadership Team, the Director will provide visionary leadership across admissions, marketing and communications. As a key ambassador for the School, they will inspire and lead a talented team of nine, championing Haileybury's distinctive ethos and educational vision to audiences locally, nationally and internationally.

This is a dynamic, strategic role at the heart of Haileybury's future. The Director of Marketing and Admissions will:

- **Drive pupil recruitment** through innovative, evidence-based strategies.
- **Elevate Haileybury's profile** in a highly competitive UK and global landscape.
- **Lead with creativity and insight**, blending strong business acumen with exceptional people skills.
- **Help shape strategic direction** for both the School and the Haileybury Education Group.
- **Oversee operational excellence**, ensuring seamless delivery of day-to-day admissions and marketing activity.
- **Inspire, develop and motivate a high-performing team**, fostering collaboration, professional growth and a culture of excellence.

Haileybury is seeking a bold, confident and motivated leader – whether from an education, commercial or third-sector background – who combines instinctive understanding of the independent school sector with the strategic flair, relational strength and creative vision to thrive in this complex and exciting role. The successful candidate will bring the presence to contribute decisively at the ELT table and the ambassadorial skill to engage discerning parents and influential stakeholders as a trusted and senior representative of Haileybury.

## The Team

There are two teams which are integral to this post.

The Director of Marketing and Admissions will lead a team of nine Admissions and Marketing staff, which includes the line management of the Admissions Manager and the Head of Marketing. The Head of Marketing is a new post and it is anticipated that it will be appointed with input from the successful candidate. This well-resourced team is experienced and ambitious for the future.

The Haileybury Executive Leadership Team (ELT), which the postholder will join, consists of seven senior colleagues in addition to the Director of Marketing and Admissions; these include the Master, the Deputy Master, the Chief Financial and Operations Officer, the Deputy Heads Academic, Pastoral and Co-Curricular, and the Director of Domestic and International Partnerships. Each member of the ELT chairs their own leadership team (LT): the Director of Marketing and Admissions will chair the External Relations LT.

As a member of Haileybury's ELT, it is anticipated that the postholder will enjoy integrating into the life of a busy boarding school. They will also demonstrate strategic and operational leadership which actively supports the smooth running of the School and will support the Master and other ELT members as needed.



# Key Responsibilities

## Strategic Leadership and Management

- Develop and implement long-term marketing and pupil recruitment strategies aligned with *Haileybury 2030* based on robust data, analysis and market insight.
- Lead, inspire and develop the Marketing and Admissions team, ensuring clear direction, professional growth and a culture of collaboration and excellence.
- Embed a culture of marketing across the Haileybury community, fostering strong partnerships with all Haileybury staff, irrespective of role.
- Report regularly to the Master and update Governors on a termly basis.
- Chair the External Relations Leadership Team and the Admissions Committee.
- Provide strategic counsel to the Master, ELT and Governors on market trends, brand positioning and opportunities or challenges affecting the independent sector.
- Monitor, report on and assess the effectiveness of Haileybury's pupil recruitment, marketing and communications strategies, developing proactive interventions as appropriate to meet agreed targets.
- Oversee the marketing and admissions budget, ensuring value for money and the effective allocation of resources.
- As a key ambassador for the School, represent Haileybury at educational fairs, conferences and parent and other external events in the UK and overseas, promoting the School and presenting on relevant topics as appropriate.

- Ensure compliance with all relevant regulations, policies, systems and procedures, including UKVI.
- Provide guidance and support on MarComms and pupil recruitment-related matters to other schools within the Haileybury Education Group, ensuring that opportunities for the sharing of best practice are maximised across the Group.

## Admissions and Pupil Recruitment

- Provide strategic oversight of all admissions activities, ensuring a professional, warm and personalised journey from initial enquiry to enrolment.
- Ensure that pupil recruitment targets are understood and met, ensuring the School remains full and that pupil communities are appropriately balanced across all year groups and Houses.
- Work closely with the Admissions Manager to oversee all admissions operations and to drive operational excellence and continuous improvement.
- Develop and implement effective feeder school and outreach strategies, building strong partnerships, enhancing interest, maintaining the calibre of intake and extending geographic reach.
- Lead international recruitment, strengthening existing markets and opening new ones through partnerships and agents.
- Use admissions data and CRM systems to monitor conversion, track retention and inform future strategy, always ensuring compliance with GDPR.
- Manage, implement and annually review Haileybury's Admissions Policy.
- In close liaison with the Deputy Head Academic, implement and oversee Haileybury's testing strategy.







## Marketing and Communications

Work closely with the Head of Marketing to provide strategic oversight of:

- All aspects of Haileybury's MarComms operations to deliver continuous improvement, excellence in customer service and brand consistency.
- Developing the Haileybury website, digital presence and content marketing strategies so they fully reflect the School's ethos and excellence.
- Creating dynamic, integrated content across digital, social and traditional channels to support recruitment, alumni, philanthropy and community engagement.
- Delivering targeted campaigns and events to drive enquiries, recruitment, retention and advocacy.
- Harnessing word-of-mouth marketing, equipping pupils, parents and alumni to act as authentic ambassadors for Haileybury.
- Safeguarding and promoting Haileybury's brand, ensuring consistent application across all communications and activities.

- Managing media relations and proactive press engagement, positioning Haileybury as a thought leader.
- Strengthening retention strategies, ensuring that current families feel valued and engaged, driving loyalty and continuity.
- Working closely with the Director of Development and the Director of Domestic and International Partnerships to provide MarComms support and to ensure consistent messaging across all externally facing aspects of Haileybury's activity.
- Advising on crisis communications and reputational risk, supporting the Master, ELT and Governors as needed.
- Commissioning and interpreting market research and competitor analysis to inform positioning, strategy and messaging.

*No job description can fully cover all aspects of such an appointment and, therefore, the successful person must be flexible and willing to take on other reasonable responsibilities and tasks in order to fulfil the role.*



# The Person

The successful candidate will be a central figure in the life and future of one of the UK's leading independent schools. This role carries significant visibility and influence, both within Haileybury and across its wider community. The Director of Marketing and Admissions will thrive on defining clear strategy, delivering measurable impact and representing the School with authority and confidence.

They will combine strategic intelligence with the presence to contribute decisively at the Executive Leadership Team table and the ambassadorial skill to engage discerning and influential parents, alumni and partners as a trusted representative of Haileybury. Flexibility, subtlety and emotional intelligence will be essential in building strong relationships and securing commitment to the School's ambitious aims.

## Skills and Experience

- Demonstrable success at a strategic level in senior marketing, communications or business development leadership roles with wide-ranging responsibilities.
- Proven ability to build, inspire and lead high-performing teams.
- Proven success in developing and delivering integrated strategies that achieve measurable impact in reputation, recruitment or communications.
- Commercial acumen combined with strong analytical and strategic planning skills, with the ability to translate vision into practical action.
- Exceptional interpersonal, communication and presentation skills, with the ability to influence and inspire confidence at all levels.
- Experience in managing teams and budgets in a complex, multi-stakeholder environment.

- Demonstrated success of engaging, building and managing stakeholder relationships with warmth, emotional intelligence and diplomacy.
- A creative, proactive and results-driven approach, with the ability to manage multiple priorities effectively.
- Prior professional experience in education, whilst helpful, is not essential.

## Personal Attributes

- Willingness to take an interest in and become involved in all aspects of school life.
- Confident presence and authority, capable of representing Haileybury at the highest levels.
- Collegiate and collaborative, committed to leading change and inspiring others.
- Ability to translate an ambitious vision into meaningful plans and objectives and gain commitment from the staff community.
- Critical intelligence, capable of systematically analysing performance, the market and competitors.
- Collegiate, collaborative and solution-oriented; committed to leading change and inspiring others.
- High professional and personal standards combined with motivation, initiative and drive.
- Genuine empathy for and commitment to the values and ethos of independent boarding and day school education.
- Willingness to work flexibly, including evenings and weekends as needed, and to travel (UK and overseas).
- Clear commitment to delivering best practice in safeguarding.
- Commitment to the promotion of diversity, equality and inclusion.







## Appointment Terms

A highly attractive remuneration package commensurate with the seniority and significance of this position will be offered to the successful candidate.

The School offers an exceptionally generous benefits package, including membership of a defined contribution pension scheme and fee remission, as well as private health cover. This is a full-time, permanent post that will attract 30 days' leave per annum plus bank holidays (where these do not fall in term time). Employees of the School also benefit from lunch in the School's Dining Hall and access to fitness facilities. Further details will be made available on enquiry.

This is a full-time, 52-week, post and some flexibility in working hours will be required in light of the role and responsibilities it entails. Some international travel is also likely to be required. Professional development and learning sit at the heart of the School and the successful postholder will be joining a collegiate and supportive staff body.



# Application Process

Interested candidates are invited to contact RSAcademics in the first instance to arrange a confidential discussion with:

- Catriona Sutherland-Hawes, Senior Consultant:  
[catrionasutherland-hawes@rsacademics.com](mailto:catrionasutherland-hawes@rsacademics.com)
- Nina Lambert, Head of Professional Services Appointments:  
[ninalambert@rsacademics.com](mailto:ninalambert@rsacademics.com)

**Closing date: 10.00am on Monday 16th February 2026.**

Applications should be made electronically to RSAcademics. To submit your application, please upload your documents according to the instructions on the RSAcademics [website](#).

You should submit the following (both in PDF format):

- A completed application form (available to download from [www.rsacademics.com](http://www.rsacademics.com)).
- A covering letter of a maximum of two pages addressed to the Master, Mr Eugene du Toit. The letter should explain your reasons for applying and your suitability for the role.

If you have any questions about uploading your application documents, please contact:

- Jonathan Barnes, Head of Operations (Leadership Appointments):  
[applications@rsacademics.com](mailto:applications@rsacademics.com) / +44 (0) 204 6269 791

The process is as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact our Head Office by telephone.
- Preliminary interviews will take place with RSAcademics via Teams during the week commencing 23rd February 2026.
- Longlist interviews will take place at Haileybury on Friday 6th March 2026.
- Shortlist interviews will be held at Haileybury on Tuesday 17th March 2026.

## Safeguarding and Child Protection

Haileybury is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment and to become familiar with the policies and procedures for safeguarding children and child protection, which can be found [here](#).

All applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.



RSAcademics is a global executive search and consultancy firm working exclusively with schools. For more than 20 years, we've supported governors and leaders at pivotal moments – whether they are appointing senior staff or making complex strategic decisions.

What makes us distinctive is the depth of first-hand experience in schools across our team – as heads, governors, bursars and senior professionals – combined with specialist expertise in areas such as strategy, research, marketing and finance. This blend is continually enriched by our ongoing consultancy and appointments work with schools worldwide, so our advice is always current, practical and evidence led. Please visit [www.rsacademics.com](http://www.rsacademics.com) for more information.