St Hilda's School

HARPENDEN



Head of Admissions

Applicant Information Pack

Welcome from the Head



St Hilda's School is special. Located in the heart of Harpenden, we are a modern, forward-thinking school in which girls thrive both academically and holistically thanks to our nurturing and inclusive approach.

As a school, we are ambitious for every girl. We want our pupils to grow into caring, curious, and confident young women, equipped with the skills, character and self-belief to embrace the opportunities ahead of them. Our close-knit community, strong relationships, and commitment to knowing every girl as an individual lie at the heart of this ambition.

Admissions is central to bringing this vision to life. From a family's first enquiry to the moment their daughter joins our community, every interaction offers an opportunity to demonstrate what makes St Hilda's so special. We are seeking an enthusiastic and forward-thinking Head of Admissions who will help us share our school's distinctive strengths, build meaningful relationships with prospective families, and shape the next chapter of our development.

Thank you for your interest in joining St Hilda's. I hope this pack gives you a sense of our school, our ambitions, and the exciting opportunity this role presents. I look forward to hearing what you could bring to our community.

Dan Sayers, Headmaster

Founded in 1891, St Hilda's is a distinctive independent school for girls aged 2 to 11, combining 135 years of history with a modern, forward-thinking approach to education. Ours is a close-knit community in which every girl is known, valued and encouraged to flourish.

Whilst we cherish our history, we are continually looking ahead. We are ambitious for every girl, nurturing her individuality, broadening her horizons, and equipping her with the confidence and curiosity to embrace new challenges and opportunities. We believe that a happy, secure girl is best placed to discover her strengths, find her voice, and achieve her potential.

At the heart of a St Hilda's education are our values: Caring, Curious and Confident. These shape our approach to learning, relationships, and pastoral care, helping our girls develop not only academically, but also socially and emotionally. Across the curriculum and beyond, we encourage every girl to be adventurous in her learning, generous in her relationships and confident in her own abilities.

Our size is one of our greatest strengths. A strong sense of belonging, meaningful relationships and opportunities to participate, contribute and lead ensure every girl has the chance to make her mark. As we look to the future, we are proud of the school we are and excited by the opportunities ahead to build on our strengths, deepen our sense of community and ensure that St Hilda's continues to be a truly special place to learn and grow.



Head of Admissions: Job Description

We are seeking an exceptional Head of Admissions to join our Marketing and Engagement Team, and work with Senior Leaders. This is an exciting opportunity to play a pivotal role in the future growth and success of the oldest school in Harpenden, which celebrates its 135th birthday in 2026.

As Head of Admissions, you will work closely with the Head to develop and deliver an ambitious strategy that drives pupil recruitment, strengthens engagement with families, and enhances the school's reputation locally and nationally.

You will lead the entire admissions journey, from first enquiry through to enrolment, ensuring an exceptional experience for prospective families. Alongside this, you will be at the heart of communicating what makes St Hilda's such a special place, running open events and recruitment campaigns, as well as forging community partnerships and overseeing press relations.

We are looking for a warm, energetic and highly personable professional with proven experience in admissions. You will be a confident communicator, strategic thinker and capable project manager who enjoys building relationships and can combine creativity with a strong understanding of data, planning and performance. Experience within the education sector, particularly within independent schools, would be advantageous.

In return, St Hilda's offers the opportunity to make a significant impact within a thriving and ambitious school, where a caring and inclusive community seeks to ensure its pupils are prepared for the challenges of the modern world.



ADMISSIONS MANAGEMENT

- **Enquiry Management:** Act as the primary contact for the complete admissions journey, ensuring families remain informed and engaged, and receive a seamless, professional, and personalised experience from initial enquiry through to a pupil's first day.
- **Family Onboarding:** Build positive, lasting relationships with prospective families, serving as their main point of contact and providing timely guidance, reassurance, and support throughout the admissions process.
- **Experience Management:** Take responsibility for the quality of the candidate and family experience, identifying opportunities for improvement and implementing changes that enhance service delivery.
- **Case Management:** Manage a portfolio of applicants, maintaining oversight of progress, identifying risks or delays, and taking proactive action to ensure every candidate moves successfully through from enquiry to enrolment.
- **Admissions Administration:** Oversee admissions processes, planning, prioritising and driving continuous improvement to ensure an efficient, responsive and high-quality service, with all documentation processed accurately and maintained throughout the admissions journey.
- **Database Management:** Manage the admissions database to ensure accurate data processing, effective systems, and appropriate information management.

RECRUITMENT STRATEGY MANAGEMENT

- **Recruitment Planning:** Develop and deliver pupil recruitment strategies aligned with the School's aims, values and ethos, evaluating their effectiveness through admissions data and performance measures and identifying opportunities for change and improvement.
- **Reporting and Insight:** Work closely with the Head to achieve pupil recruitment targets across the School, using conversion metrics and lead source/pipeline tracking. Monitor and evaluate admissions data, identifying trends and opportunities to improve enquiry-to-enrolment conversion rates.
- **Competitor Watch:** Monitor sector developments and emerging trends to identify opportunities and inform future recruitment planning.
- **Forecasting and Future Proofing:** Analyse and forecast pupil numbers, monitoring recruitment trends and pupil number projections to support strategic planning.

Key Responsibilities

REPUTATION MANAGEMENT

- **Community and Partnerships:** Build relationships with local clubs, groups and nurseries, and identify community events and business partners to support the school's strategic objectives.
- **Brand Representation:** Champion the St Hilda's brand by demonstrating strong knowledge of the school and playing an active role in delivering a positive, well-informed admissions experience.
- **PR and Reputation:** Identify and develop opportunities to secure positive coverage for St Hilda's in local, national and specialist education media. Build and maintain constructive relationships with journalists and editors, supporting the school's reputation and profile.
- **External Communication:** Work with colleagues as appropriate to create and coordinate engaging, integrated content that generates enquiries and supports pupil recruitment.
- **Internal Communication:** Work closely with internal stakeholders to provide clear, professional, and friendly communications, coordinating information and activity to ensure a joined-up experience for all families, existing and prospective.

EVENTS MANAGEMENT

- **Admissions Events:** Alongside the Marketing team, oversee the planning, coordination, and delivery of admissions events, including open mornings, taster days and individual family tours.
- **External Engagement:** Represent the School at admissions events, acting as a welcoming and knowledgeable ambassador for St Hilda's.
- **Pupil Induction:** Coordinate the transition and induction of new pupils, ensuring relevant information is shared effectively with the appropriate staff.
- **Budget and Planning:** Work in partnership with the Head to manage the events budget, ensuring resources are used effectively to support agreed priorities.

STRATEGY AND LEADERSHIP

- **Route Ownership:** Take ownership of the operational and administrative delivery of the admissions route, coordinating activities, managing applications and records, maintaining data quality, and ensuring deadlines are met.
- **Targets and Reporting:** Work with the Head and Governors to identify pupil number targets, providing regular reports, insights and recommendations regarding leads and conversion metrics.



KNOWLEDGE/SKILLS

Essential

- Demonstrable experience in admissions or recruitment within education, ideally from the independent sector.
- An understanding of school admissions processes, relevant sector codes of conduct and data protection requirements, including GDPR.
- A sound understanding of the independent school sector and its competitive landscape, particularly in the post-VAT era.
- Experience of developing and delivering effective recruitment strategies and campaigns, with exceptional customer service.
- Confidence in organising events and engaging effectively with parents, prospective families, and other stakeholders, including senior leadership.

PERSONAL COMPETENCIES

- Diplomatic, professional, and confident in representing the school, with the ability to build strong relationships with a wide range of people.
- Warm, approachable, and personable, with excellent written and verbal communication skills, an outstanding command of English and a clear and courteous telephone manner.
- Committed to high standards and continuous improvement, with the resilience to perform effectively under pressure, manage competing priorities and meet deadlines.
- Creative and innovative, with the ability to communicate messages in fresh, engaging, and effective ways.
- Strategic, proactive, and collaborative, with the initiative to identify opportunities, interpret and analyse data, and turn ideas into action.
- A genuine appreciation of, and commitment to, the ethos, values and heritage of St Hilda's School and independent education.

Person Specification

How to Apply

This is a full-time role, 37.5 hours per week, with six weeks holiday. However, due to the nature of the work, flexibility outside of core working hours will be necessary to attend admission events, which sometimes take place on Saturdays, and oversee admissions enquiries over weekends and holiday periods.

Remuneration package reflective of experience.

Applications should be made in accordance with the school's application and safer recruitment procedures, via the School's website. The selected vacancy link will give you the opportunity to complete an application form. You will also have the opportunity to upload your latest CV.

The closing date for applications is **10am on Monday 16th November 2026**. However, applications may be considered as they are received, and the school reserves the right to appoint before the closing date. Early applications are therefore encouraged.

Should you wish to learn more about the role, please contact Elizabeth Madden, Head's PA, at emadden@sthildasharpenden.co.uk or on 01582 712307.



