



MILTON  
ABBAY  
SCHOOL

**Information for applicants**

# **Head of Admissions and Marketing**

**9-Month fixed term contract commencing  
June 2026**

**Closing date: 12:00 noon Monday 4<sup>th</sup> May  
2026**



# About Milton Abbey School

## Introduction from the Head

Milton Abbey School offers an outstanding range of traditional and vocational qualifications, chosen to inspire students and prepare them for adult life. Our focus is not only on what a student needs to learn, but on developing the attitudes and habits for lifelong success.

We are proud of our track record of enabling young people to gain the self-belief necessary to achieve. Known and appreciated as individuals, they make the most of our glorious countryside setting, build lasting friendships and enjoy a full programme of evening and weekend activities.

Our small size, exceptional pastoral care and great partnership with parents means that we quickly gain exceptional knowledge of our students, working with each to set ambitious targets.

Throughout their time here, our students benefit from the support, inspiration, challenge and the encouragement of an extraordinary team of teaching, boarding and support staff, dedicated to enabling each pupil to achieve 'personal bests', in and beyond the classroom. I am delighted that you are considering joining our team.

**James Watson** | Headmaster

## Testimonials

"I love working here. I have the freedom and creativity to keep exploring and becoming more passionate about my subject, which helps me pass that passion on to my pupils."

| **Milton Abbey School teacher**

"I'm so glad we chose Milton Abbey. Every pupil is treated as an individual, strengths are recognised and celebrated, and the dedication shown by staff is exemplary."

| **Parents of a Sixth Form student**

"It's a small school, so everyone knows everyone. We get a lot of help from staff with our studies and with our personal lives. It feels like a tight family bond."

| **Sixth Form student**

"Milton Abbey has been the making of our son. From the teachers to the Boarding House team, and the friends he has made for life. It truly is a fantastic school."

| **Parents of a Lower School pupil**

## **Our location and facilities**

The School lies in a secluded wooded valley, halfway between the towns of Blandford and Dorchester. It occupies the site of a former Benedictine Monastery, founded over 1,000 years ago. The two remaining Monastery buildings are used daily by the school – the Abbey for regular services and musical performances and the Abbot's Hall as our dining hall.

Our expansive natural surroundings mean the school boasts a large farm and stables used for vocational learning, a nine-hole golf course, impressive grass pitches for a variety of sports, and plenty of inspiring outdoor space to run lessons, be active, or to relax.

Other buildings and facilities are on par with much larger schools, due to the wide variety of subjects on offer at the school. They include classrooms, laboratories and workshops to teach a full spectrum of academic and vocational subjects, a large library in a converted ballroom, specialist rooms for teaching Creative Media, Art, Fashion Design and Music courses, and a 370-seat theatre. Indoor sports facilities include a 25-metre swimming pool, golf simulator, gymnasium and sports hall. Staff are able to use these facilities as a benefit of working at the school.

## **Our management structure and ethos**

The school is run by the Head, supported by a Senior Deputy Head and four Deputy Heads responsible for the Academic, Co-Curricular and Pastoral elements of the School with the Deputy Head (Development and Admissions) leading on the promotion of the school to prospective pupils and their families. We have an overall staff of around 120 people, some of whom work flexibly to meet the needs of the school at different times of the year. We are deliberately small, with around 200 pupils.

All staff appointed are expected to contribute to the pastoral and nurturing ethos of the school, supporting a full and busy sports and activities programme. All candidates for any roles are encouraged to celebrate their conventional and unconventional interests on their application. Appointments will be made subject to a full DBS check and the receipt of satisfactory references.

# JOB DESCRIPTION

**JOB ROLE:** Head of Admissions and Marketing (maternity cover)

**RESPONSIBLE TO:** Senior Deputy Head

**JOB PURPOSE:** The Head of Admissions and Marketing will play a central role in shaping the school's public profile and ensuring families experience a warm, professional and efficient journey from first enquiry through to enrolment. Reporting to senior leaders, you will oversee admissions operations, lead marketing initiatives across digital and traditional channels, manage key events, and act as one of the school's ambassadors.

Specific responsibilities include but are not limited to the following:

## Duties and Responsibilities:

### Admissions

- Working closely with the headmaster and other members of the SLT, to have ownership of the school's pipeline of future pupils which the postholder will manage with the goal of maximising entrants to the school.
- Deliver effective admissions plans to support pupil recruitment, with some input in the ongoing development of these plans
- Manage the full admissions journey, ensuring a welcoming and customer-focused experience for all prospective families.
- Respond promptly along with the Admissions Officers to enquiries and maintain high-quality, personalised communication throughout the process.
- Organise and oversee school tours, open events, taster/trial days, assessments, experience days and other admissions touchpoints
- Ensure compliance with regulatory requirements and the consistent application of admissions policies
- Oversee application and placement testing, ensuring suitability and managing expectations.
- Build strong relationships with educational agents and recruitment channels both in the UK and overseas managing the commercial and administrative aspects of their relationships including contracts and commissions.
- Provide regular admissions reporting and data analysis to inform decision-making.
- Line-manage Admissions team, ensuring efficient, professional and cohesive team operation.
- Gather and analyse information on pupil withdrawal and support retention through effective follow-up.

- Liaise with relevant colleagues on bursaries, scholarships, SEND matters and UKVI compliance
- Maintain accurate pupil roll data and oversee registrar-related responsibilities

## Marketing

- Implement a dynamic marketing strategy using digital, print, social media, PR and other channels, with some input in the ongoing development of these plans.
- Oversee the school website with the Marketing Officer, ensuring it is engaging, up-to-date, secure and reflective of the school's values and achievements.
- Monitor website analytics and use insights to enhance engagement and recruitment.
- Ensure consistent branding across all publications, templates, prospectuses and communications.
- Support with creation and updating of marketing resources such as prospectus and infographics.
- Build the school's media presence and seek opportunities to raise its profile across relevant networks.
- Capture and promote school events, achievements and wider life to enhance reputation.
- Represent the school at events and ensure high quality, professional presentation at all times.
- Identify new markets and opportunities for recruitment; attend fairs, exhibitions and conferences where needed.
- Lead internal and external admissions and marketing events, supporting successful planning and delivery.
- Monitor local, national and international trends, adjusting marketing activity accordingly.

## Personal Attributes

You will be a positive, proactive individual who enjoys working with families and colleagues alike. You will bring strong presentational and organisational skills, excellent attention to detail and the confidence to represent the school in a compelling and professional manner. Experience in admissions, marketing or customer-facing roles – ideally within an educational setting – will be a strong advantage but is not a necessity.

## TERMS OF APPOINTMENT

The following provides guidance, without prejudice, on the likely main provisions of a Contract of Employment. Contracts for each appointment will be bespoke to the role.

<b>General</b>	This role is a fixed term position.
<b>Hours</b>	40 core hours per week though you will be expected to invest sufficient time to meet the demands of the role. Monday to Friday generally 08:30 – 17:00 (including 30 minutes unpaid lunch break). Flexibility will be required to accommodate admissions events, some of which will be on Saturdays..
<b>Salary:</b>	A competitive salary is offered to the successful candidate depending on experience and qualification.
<b>Holidays:</b>	25 days holidays annually plus bank holidays that fall outside of term-time.(pro rata)
<b>Probation:</b>	The position is subject to a 16-week probationary period.
<b>Pension:</b>	A contributory pension scheme will be available including life assurance. A successful internal applicant would continue on their current pension arrangements.
<b>Other benefits</b>	Meals on duty (e.g. full three course meal at lunchtime) (non-contractual benefit), free on-site parking, Employee Assistance Programme, use of facilities such as the gym and swimming pool at specified times.
<b>Medical Fitness:</b>	Any offer of employment will be conditional upon the appointee's fitness to carry out the role. New employees will be asked, following an offer of employment, to complete a questionnaire regarding medical fitness.
<b>Criminal Check (DBS):</b>	As a School, Milton Abbey requires all new employees to complete an Enhanced level criminal background check through the Disclosure and Barring Service. It is a condition of employment that the employee should not have been convicted of a criminal offence against children, nor have been dismissed from or resigned from a previous employer for misconduct of a similar nature.

**References:** In addition, all new employees are required to provide two satisfactory references from two separate sources, one of sources should be from a previous employer. The school may also contact any previous employer, where the position has involved working with children or vulnerable adults.

Internal applicants will be advised of reference requirements

## APPLICATIONS

Applications must be submitted on a Milton Abbey School application form with a covering letter. Your application can be supported by a CV but applications by CV alone will not be considered.

Further details may be obtained from our website or from HR email [hr@miltonabbey.co.uk](mailto:hr@miltonabbey.co.uk) or telephone 01258 880484.

**Please address your letter to the Headmaster, Mr James Watson and send the letter, application form and any supporting paperwork to;**

### By post

HR Officer  
Milton Abbey School  
Blandford Forum  
Dorset  
DT110BZ

### Or by email

[hr@miltonabbey.co.uk](mailto:hr@miltonabbey.co.uk)

We will contact all applicants to either invite them to interview or advise them that on this occasion their application will not be taken further.

## Invitation to Interview

Candidates invited to interview should bring the following original documents. Please note photocopies or certified copies are not sufficient:

- Two forms of original identification, one of which should be a birth certificate, the second should be a form of photographic ID (i.e. current photocard driving licence, passport).
- Proof of address documentation, (i.e. a utility bill or financial statement issued within the last three months showing current name and address).
- Where appropriate, any documentation evidencing a change of name. If providing a birth certificate and your name has changed since birth, you must also provide documentation (e.g. marriage certificate, to confirm change of name).

- Where candidates have worked overseas, or who do not hold British Citizenship, proof of entitlement to work and reside in the UK.

Internal applicants will be advised of any documents required

Candidates with a disability who are invited to interview should inform the school of any necessary reasonable adjustments or arrangements to assist them in attending the interview.