



BRIGHTON COLLEGE PREP KENSINGTON

Join our Team:
Head of Admissions



THE SUNDAY TIMES

About our School

Welcome to Brighton College Prep Kensington, a happy and vibrant school for boys and girls aged 2 to 13.

As a part of the award-winning Brighton College family of schools, Brighton College Prep Kensington nurtures a culture of kindness, where the personal happiness of children is our priority.

Brighton College Prep Kensington is a member of the Brighton College family of schools. This means both our children and staff benefit from the world-renowned experience and resources of Brighton College, The Sunday Times award-winning 'School of the Decade'.

Founded in 1845, Brighton College is one of the country's leading schools, regularly achieving the top academic results of any co-educational school in the UK. Beyond outstanding academic success, the school is known for its focus on kindness and community

engagement. Brighton College has won numerous international awards, and the Brighton College family of schools includes four schools in the UK, three in the UAE, one in Singapore, one in Thailand, and soon to be seven in Vietnam.

Brighton College Prep Kensington is a beautiful and friendly environment with bright and spacious classrooms. Pupils enjoy access to play areas, a state-of-the-art science lab, two art studios, a beautiful music room and our multi-purpose and bold Makerspace. We also make use of our two-acre Secret Garden, set

directly behind school. This access to outdoor space means that we are able to run a Forest School programme, emphasising outdoor learning and the importance of environmental responsibility. Come rain or shine, the outdoors is an integral part of daily life at Brighton College Prep Kensington. Children enjoy fun, hands-on, practical experiences as a part of the curriculum throughout the year.

We are located in the heart of Kensington, across four spacious Grade-II listed Victorian townhouses, which have been

designed to a bespoke educational standard. Our proximity to museums and world-class sporting facilities, mean that trips to Hyde Park, the Natural History Museum and the V&A are part of daily life.

Brighton College Prep Kensington is a happy school and staff and pupils feel fulfilled, with a forward-thinking curriculum, an innovative approach to education, and an emphasis on kindness.

We hope that you will want to come and join the fantastic group of professionals who work here.



1

UNITED KINGDOM SCHOOL OF THE DECADE

We are delighted to be part of the award-winning Brighton College family of schools, and through the sharing of knowledge and resources, both our children and our staff benefit hugely from this partnership.



2

INNOVATION

In our state-of-the-art Makerspace, pupils use green-screen technology and 3D printing to craft and construct. It is a creative space where pupils bring their ideas to life and develop skills such as communication, collaboration and advanced problem solving.



3

LONDON IS OUR CLASSROOM

With the Natural History Museum, the V&A, the Science Museum and many more museums and galleries on our doorstep, we have access to the very best educational and cultural highlights as part of our daily school life.



4

OUR BESPOKE DOOR-TO-DOOR BUS SERVICE

In keeping with Brighton College's commitment to the environment, we encourage our families to walk, cycle or scooter to school and we run a bespoke door-to-door bus service available from Year 1, complete with chaperone, for drop-off and pick-up.



5

WORLD-CLASS SPORTS FACILITIES

Our Kensington location means that we can make the most of the amazing sporting facilities we have on our doorstep. Year 3 and above have weekly swimming lessons at Imperial College next door and we regularly visit Hyde Park for sport lessons.



10 reasons why our parents choose us

6

RANDOM ACTS OF KINDNESS

Kindness is the currency at Brighton College Prep Kensington. At the start of term, the Head hands out colourful wristbands which remind pupils to be helpful and generous-spirited each and every day.

7

STORY OF OUR LAND

As part of their curriculum, our pupils learn about Britain from the beginning of time, spanning history, geography, philosophy, politics and religion. This course allows pupils to develop a coherent narrative of how the past has shaped the country we live in today.

8

OUR SUPER CURRICULUM

The SUPER Curriculum is an academic enrichment programme for Years 7 and 8 and prepares our pupils for the next stage of their education. It incorporates practical, skills-based learning, including personal finances, online safety, study skills, public speaking and team building.

9

SOCIAL ENTREPRENEURSHIP

Pupils are encouraged to give back to the community they live in; from visiting local senior citizens, to running an eco-warriors project in our Forest School, we nurture outward-looking children. We also open eyes to the world beyond London, involving our children and teachers in global charities.

10

BEYOND BRIGHTON

With a huge range of activities from mindfulness, cookery, dance, debating, public speaking, school magazine, disco yoga and presentation skills, our pupils are offered a wide and varied programme of opportunities to build a skill set to be used long after they leave Prep School.

HEAD OF ADMISSIONS

About the role

Reporting directly to the Head as a member of the Senior Leadership Team, the Head of Admissions will provide inspiring and strategic leadership of the school's admissions activities across the whole school (Nursery to Year 8).

This role has a significant strategic element as Brighton College Prep Kensington seeks to differentiate itself within a competitive landscape that includes the foremost schools in London. The Head of Admissions is a key public face and will have primary responsibility, alongside the Head of Marketing, for marketing the Brighton College brand to a wide range of audiences, to build its profile and to drive pupils' recruitment by offering a bespoke, customer focussed admissions journey.

Brighton College Prep Kensington has a unique story to tell as a new school in Central London and the post-holder will be at the forefront of explaining this to prospective parents and applicants. It is of most importance to us that we recruit families who will thrive at Brighton College Prep Kensington with a view to possibly entering The College, but also who give something of themselves back to enrich the community here.

The postholder will maintain and develop our relationship with the other Brighton College Schools, and the Cognita family, collaborating with their admissions and alumni teams.

This is an outstanding opportunity for an experienced admissions (or sales) professional to join a committed and vibrant senior team and to play their part in continuously delivering best in class admissions practice and procedures within the school.



The Team

There are three teams integral to this post.

The Head of Admissions will lead the Admission Manager. In addition, all staff within the school have a role in Admissions events and activity. The successful candidate will lead the Admissions team and working alongside the Head of Marketing and their team to ensure all admissions targets are met.

The Brighton College Prep Kensington Senior Leadership Team, which the postholder will join, consists of six senior colleagues in addition to the Head of Admissions. These include the Head, the Deputy Head, The Head of Pre-Prep & Nursery, the Head of Curriculum Innovation, the Designated Safeguarding Lead, and the Head of Marketing.

As a member of the Senior Leadership Team, the postholder will be full integrated, both professionally and personally, into the life of the School. Effective, easy, and constant communication and collaboration between members of SLT and our wider colleagues has been fundamental to the success of the school over the last year.

The Head of Admissions will also have regular contact with the Director of Marketing and Admissions for Cognita Pod 2, in which Brighton College Kensington sits.



Primary Purpose of the Role

- As a member of SLT, to contribute to whole-School strategic leadership and promote the 2 – 13 nature of Brighton College Prep Kensington and the reputation of The College as a senior destination
- To develop and implement a comprehensive admissions strategy, aligned with the school's key aims, vision and values and position as a leading London Prep School
- To lead and drive all pupil recruitment both strategic and tactical and act as a key public face of the School, promoting its brand and ethos
- To develop and implement both local and international pupil recruitment strategies, differentiating the school and offering a first-rate admissions process attracting pupils who will thrive at Brighton College Prep Kensington and contribute to its community
- To identify, build and sustain effective relationships with key stake holders and members of the local community including local nurseries, current parents and, in time, alumni
- To identify, commission, analyse and use data to build and share a strategic picture of admissions opportunities and risks



- To articulate to parents, through a deep understanding, the possible senior school routes for children, including but not limited to, the route to Brighton College
- To provide timely advice and appropriate information to the Head and the Senior Leadership team and also to the Governing Body & Advisory Board to enable all to fulfil their duties and responsibilities to the School.

Key Responsibilities

- In collaboration with the Head of Marketing to promote, protect and develop the identity and brand of the School and its position locally, regionally and internationally
- In collaboration with the Admissions Manager, to recruit pupils nationally and internationally and to meet agreed pupil recruitment targets.

Leadership and Management Responsibilities

- Lead, inspire and develop the Admissions team
- Set and deliver admissions objectives and targets
- To have a comprehensive understanding of the data required to monitor trends within pupil roll, being able to analyse and draw conclusions to be discussed with SLT and the wider team
- To understand what a best practice customer service experience should look like, and have high professional integrity to lead the team to deliver the very best at every stage
- Work in mutually beneficial collaboration with The College, the Family of Schools and Cognita. Where appropriate share resources and best practice
- Monitor, report on and assess the effectiveness of the school's pupil recruitment strategies, developing interventions as appropriate to meet agreed targets
- Overall responsibility for the admissions budget
- Keep abreast of educational developments and to have a thorough understanding of next destinations and the school's route to achieve this
- Report regularly to Governance and the Advisory Board (via the Head of directly)
- Be well informed about Brighton College Prep Kensington's academic and extra-curricular offer and the workings of the School.



Admissions

- Lead and guide the Admissions Team in pupil recruitment strategies
- To develop a comprehensive, data driven admissions strategy aligned with the School's objectives
- To lead and manage the Admissions Team, setting high expectations
- Have an excellent understanding of Customer Relationship Management systems and how to use them to maximum effect throughout the admissions process
- Working with the wider staff body, stimulate and improve pupil recruitment
- Deliver an impressive, effective and efficient admissions process for applicants, which reflects the values and ethos of the School and provides exemplary customer service, nurturing prospective parents and children at each stage of the pipeline
- Systematically and regularly review and develop admissions procedures after monitoring results and effectiveness of all activities
- Provide guidance to the team in respect of building relationships with prospective parents, standards of service, customer experience and engagement, communication, key metrics and data capture and promotional events
- Plan and lead all aspects of Taster Days, Open Days and any other events deemed necessary to promote the admission of children into the school or to market the school to prospective parents
- A commitment to working some evenings and weekends as necessary in the admissions event calendar
- Further develop relationships with a growing number of recruitment agents, Cognita's International Recruitment Team and local Pre-Prep and Nursery Schools
- Remain informed about the market and competition.





The Candidate

The Head of Admissions will be a key public face of Brighton College Prep Kensington, he or she will have a high profile within the School and will carry significant responsibility. The post will likely attract an experienced professional from the education sector with a track record of success in admissions or pupil recruitment.

Alternatively, the role might suit an exceptional individual with commercial experience gained outside of the sector but who can demonstrate and understanding of, and empathy with, London education and the School's ethos and values, and the right transferable skills to undertake and make a success of this crucial role.

The successful candidate will be an articulate, persuasive, and credible ambassador for Brighton College Prep Kensington, able to work effectively with a wide range of people and cultures, to lead and manage change and to work collaboratively with other departments.

The ability to apply sound communications principles to drive the School's pupil recruitment strategy, by thoroughly understanding both target audiences and the dynamics of the highly competitive London Prep School marketplace will be essential.

The postholder will also be adept at working with data and forecasting pupil roll, ensuring that accurate forecasts are provided on a bi-weekly basis.

The postholder will lead on the expert use of Microsoft Dynamics (CRM system) and other cloud based MIS systems, so will be flexible and adaptable, with a high level of strategic understanding and hands-on knowledge.

Essential Skills and Abilities

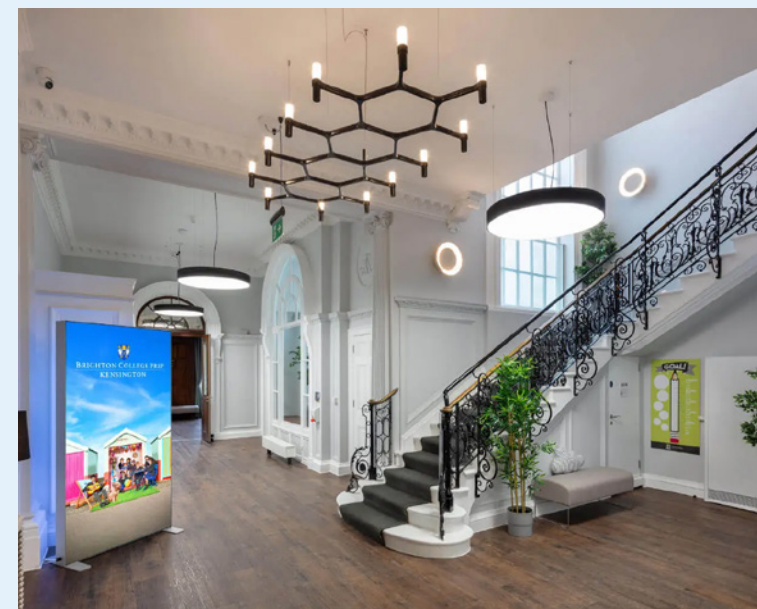
To meet the high standards expected of a leading professional in our School, the successful candidate will understand and believe in the aims and ethos of a Prep School education and a Brighton College education, in particular.

He or she should also have an instinctive feel for the prep school market and understand the driving motivations of parents and an understanding of the senior school market.

In addition, we are seeking to employ a person with the following qualities, experience, skills, and abilities:

- Visionary with a strategic outlook without sacrificing an eye for detail
- Articulate, fluent and capable of inspiring in writing and verbally
- Adept at use of CRM or cloud-based MIS systems
- Demonstrable experience of working with, analysing and translating data for strategic insight
- Experience of leading and developing a team
- Demonstrable experience of forecasting using MS Excel.
- Excellent organisational skills
- Warmth, charisma, empathy, and an ability to connect with people

- Ability to work with complete confidentiality, discretion, and sensitivity, given the post's access to personal and strategic information
- Ability to work on one's own initiative to prioritise and meet deadlines
- A creative problem solver with the ability to think ahead, adapt to new situations and address problems from new perspectives
- Ability to be flexible, responsive, and adaptive to change
- Demonstrate leadership skills and the ability to work collaboratively as part of a team.
- Proficient in IT, digitally literate and willing to develop
- Resilient and positive under pressure with the ability to thrive in a high- workload environment
- Confident communicator and networker
- Adept at use of CRM or cloud-based MIS systems
- Demonstrable experience of working with, analysing and translating data for strategic insight
- Experience of leading and developing a team
- Demonstrable experience of forecasting using MS Excel
- A clear commitment to delivering best practice in safeguarding.





The Application Process

Candidates should submit an online application. Applications will be considered on a rolling basis therefore early application is encouraged. Applications can be sent to recruitment@brightoncollegeprepkensington.co.uk and application forms can be downloaded at brightoncollegeprepkensington.co.uk/careers

Any enquiries about the application procedure should be emailed to recruitment@brightoncollegeprepkensington.co.uk

Remuneration

Brighton College Prep Kensington has its own pay scale, above the maintained sector. There is also an excellent and flexible benefits package, the contents of which can be controlled by the individual themselves. Generous fee remission is also available for dependent children, subject to a place being available.

Safeguarding and equal opportunities

Brighton College Prep Kensington is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Any offer of employment will be subject to successfully completing pre-employment checks, including an enhanced DBS disclosure, the receipt of satisfactory references, the school's pre-employment

medical questionnaire, relevant original ID documentation and examination certificates.

The school is an equal opportunities employer and is committed to ensuring that the recruitment and selection of staff is conducted in a manner that is systematic, efficient and effective and promotes equality of opportunity.



BRIGHTON COLLEGE PREP
KENSINGTON

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A COGNITA SCHOOL