

Candidate brief for the position of Head of Marketing & Admissions

Welcome from the Head



Dear candidate,

Thank you so much for taking the time to explore this opportunity and for your interest in joining our teaching team. I hope you find the information in this pack helpful as you consider the role of Head of Marketing & Admissions.

This is an exciting opportunity to join a wonderful school. Bassett House is a vibrant and successful, co-ed, non-selective IAPS preparatory school based in Notting Hill.

We believe in helping every child become the best that they can be. Our founding motto from 1947, *Quisque pro sua parte* – For each, the best – remains at the heart of our mission today.

We focus on what children can do, recognising that achievement comes in many forms. Whether our pupils go on to London's most academically selective schools or find success in other ways, we celebrate each unique journey. Our pupils are encouraged to be rounded and grounded – to show humility, tolerance, and gratitude. As a small school with a big heart, we foster a welcoming and caring environment that feels like a home-from-home.

As Head of Marketing & Admissions, you'll play a key role in shaping how we welcome families, communicate our values, and build the school's reputation. This is a role for someone who thrives in a close-knit team, understands the power of storytelling, and wants to make a meaningful difference. There is no more important job than finding the right people to join our team.

We hope the information here gives you a sense of what makes Bassett House so special, and we look forward to the possibility of welcoming you to our school.

A handwritten signature in black ink, appearing to read 'C Woodward', with a long, sweeping horizontal line extending to the right.

Christopher Woodward
Head



The Role

The Head of Marketing & Admissions plays a critical role in shaping the school's future, working in close partnership with the Head to align marketing and admissions strategies with the broader vision and values of Bassett House.

This role requires a dynamic and passionate individual who will not only grow awareness of the school but also actively enhance its reputation within the local and wider community. A key aspect of the role is to build strong, trusting relationships with prospective families – ensuring every enquiry, visit, and interaction is handled with warmth, professionalism, and exceptional customer service.

The successful candidate will be confident using Salesforce to manage the full admissions pipeline – leveraging data and insights to drive effective decision-making and maintain a high standard of responsiveness and organisation.

In addition, they will work closely with the Head to oversee the marketing budget – delivering well-planned and impactful organic and paid campaigns that showcase the school's ethos, achievements, and distinctive character.

This is a role for someone who enjoys working in a small, high-performing team and who thrives in a fast-paced, people-focused environment. You will regularly engage with children and families – so warmth, approachability and a genuine interest in education are essential. It is an ideal position for someone who wants to have real impact – not just in marketing outcomes, but in shaping the future of a thriving school. You will quickly get to know our wonderful community and play an important part in sharing what makes Bassett House so special.



The School

Established in 1947, Bassett House School is a vibrant and successful, non-selective IAPS preparatory school based in Notting Hill. We are small enough to be bespoke but big enough to thrive, with up to 180 boys and girls, aged 3 to 11, educated across three sites in W10. The school has an excellent reputation locally and in its February 2024 Independent Schools Inspectorate report received the highest accolades across every aspect of its work, including a 'significant strength' in recognition of its pupils' social education and their contribution to society.

Bassett pupils are reminded daily to be the best that they can be. When founded in 1947 the motto was much the same, albeit in Latin: 'Quisque pro sua parte' For each the best. We focus on what children can do because we know that achievement comes in all forms. We proudly celebrate our most academically able pupils who go on to Year 7 at some of London's most academically selective schools, and we also celebrate those for whom success is richly deserved in many and multiple other ways. We are an arts-rich school where we place huge importance on the learning of art, drama and music.

We teach Bassett pupils to be rounded and grounded: our pupils are balanced. They are taught to show humility, be tolerant and always thankful for what they have. We are a smaller school and so Bassett pupils create a palpable feeling of a school that is welcoming with a big heart; it is caring and full of charm. We are also true to our founding vision in remaining a house school: our home-from-home atmosphere is a particularly special quality that we cherish. And finally, our team of teachers are genuinely committed to working together to give the very best to Bassett pupils. For each the best.



What do we do well?

We focus on what children can do: achievement comes in all forms. All our pupils reach their individual potential (as was identified in our 2024 ISI Inspection Report). We send children to London's most academically selective schools (St Paul's Boys/City of London Girls/Latymer), and also less academically selective schools, but where children are happy and parents are delighted. We celebrate each child's success but do not limit academic potential.

We teach Bassett pupils to be rounded and grounded: our pupils are balanced. We are not interested in the snobbery or elitism that can sometimes sit alongside the independent school sector. Instead, we focus on the very best of what an independent education offers: outstanding adult to pupil ratios; a creative curriculum, full of music, drama and art; and a breadth of cocurricular clubs and activities to maximise the value of the school day.

We are an arts-rich school: we place huge importance on the learning of art, drama and music. As children's lives become ever-more dominated by tech, we believe that the precious prep years are ones in which children should learn skills that they will love later in life. At Bassett House the teaching of these three subjects by specialist teachers engages children with the arts from the very beginning of their learning.

We are a smaller school and celebrate the fact that boys and girls are known by all our teachers. We are small enough to be bespoke and big enough to thrive. We celebrate our founding as a house school in 1947 with our first teacher and founder, Sylvia Rentoul, beginning a vision for a home-from-home atmosphere. We hold true to this today for our pupils in 2025. The feeling is palpable when you visit: it is welcoming with a big heart; it is caring and full of charm.

We have a team of staff that work together with brilliant effect. As parents, you will know that working relationships with colleagues have a hugely positive impact on productivity, well-being and sense of purpose. We have an outstanding team of staff that are each united in giving the very best to Bassett pupils.



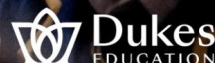
Dukes Education



Dukes Education is a carefully curated family of exceptional independent schools, nurseries, and colleges, united by a shared commitment to providing the highest quality education. With settings across the UK and Europe, Dukes educates over 20,000 young people. Founded on a belief in nurturing every child's potential, Dukes schools retain their own distinctive ethos and character while benefiting from the support and expertise of a wider network.

Bassett House became part of the Dukes Education family in 2020, joining a network of schools that uphold the same values of warmth, excellence, and ambition. For staff, this partnership brings exciting opportunities for professional development, with access to an outstanding programme of CPD and training. Teachers benefit from collaborative learning, observing best practice across the group, and engaging in training that enhances their expertise. Dukes Education is committed to the growth of its educators, ensuring they are continually inspired, supported, and equipped to deliver the very best teaching and learning experience for their pupils. Being part of Dukes Education provides staff with excellent opportunities for career progression, with the potential for promotion within the group's network of schools.

One of the unique strengths of Dukes Education is its model of autonomy within community. Each school maintains its own identity, leadership, and traditions, while still benefiting from the support and shared knowledge of the wider group. The balance between independence and collaboration ensures that pupils and staff alike receive the best of both worlds: a school that feels like home, with the backing of a group that champions excellence in education.



Key Duties & Responsibilities

Admissions:

- › Deliver a warm, welcoming, and personalised admissions experience for prospective families.
- › Manage the end-to-end admissions process using Salesforce to track applications, from initial enquiry to enrolment.
- › Organise and lead school tours, open days, and parent evenings, confidently addressing groups and creating strong rapport with parents and children.
- › Proactively follow up with families via phone and email, providing thoughtful, tailored communication to build lasting relationships.
- › Maintain accurate and up-to-date records in Salesforce, ensuring data integrity and efficient weekly reporting.
- › Use Salesforce to generate data reports on key admissions metrics, providing insights to the Head and leadership team for decision-making.
- › Collaborate with teachers, school leadership, and the broader school community to stay connected with the school's daily life and provide relevant updates to prospective families.

Marketing:

- › Lead the school's marketing initiatives to align with admissions goals, ensuring effective communication and promotion of the school's ethos and values.
- › Contribute to the plan for the school's marketing budget, ensuring cost-effective use of resources and alignment with overall admissions objectives; plan cost-effective campaigns to raise awareness of the school within the Notting Hill community.
- › Maintain the school's website and social media channels, ensuring content is up to date and reflective of the vibrant school community.
- › Work closely with the Head and leadership team to identify opportunities for increasing the school's visibility and reputation within the local community.
- › Contribute to the development of marketing materials, such as prospectuses, newsletters, and digital content, that accurately reflect the school's culture and educational excellence.
- › Become a champion of storytelling to amplify the positive things that the school is doing.



Key Skills and Attributes:

- › **Salesforce Expertise:** Comfortable using Salesforce (or a similar CRM/enquiry management system) for admissions management, tracking applications, and generating insightful reports on admissions data.
- › **Technical Skills:** Excellent skills in standard Microsoft software, as well as simple design work using tools such as Canva will be required; familiarity with basic photo and video editing skills is an advantage.
- › **Charismatic and Warm:** A natural people-person who leaves a positive and lasting impression on everyone they meet, both in person and virtually.
- › **High Emotional Intelligence (EQ):** Capable of building strong, trusting relationships with families, staff, and the wider school community. Able to navigate sensitive or challenging conversations with tact and empathy.
- › **Passionate and Engaged:** Deeply committed to the school's success, passionate about education, and eager to actively participate in school life.
- › **Dynamic and Confident:** Able to hold a room and lead discussions with parents, staff, and students in both formal and informal settings.
- › **Meticulous and Detail-Oriented:** Highly organized and methodical, with a keen eye for details, particularly in maintaining admissions records and managing communication.
- › **Team Player:** Thrives in a collaborative environment, working closely with the Head, teachers, and other staff to achieve common goals.
- › **Ambitious and Goal-Oriented:** Motivated by success, driven to meet and exceed admissions targets, and excited about the prospect of making a tangible impact on the school's future.
- › **Loves Children:** Naturally connects with children, creating a positive and engaging environment during tours and school events, and demonstrating genuine care for each child's journey.

Essential Skills & Experience

The ideal candidate will have:

- › Previous experience in admissions, customer service, or a related role, ideally within the education sector is an advantage.
- › Proficiency with Salesforce or other CRM for tracking, managing, and reporting on admissions data.
- › Experience managing marketing budgets and developing and executing a marketing plan.
- › Strong communication and interpersonal skills with the ability to engage confidently with parents, students, and staff.
- › Excellent IT skills, with the ability to use digital tools creatively to promote the school across multiple platforms.
- › A flair for creative marketing – bringing fresh ideas, strong visual awareness, and an eye for detail.
- › Ability to manage multiple tasks efficiently and meet deadlines.
- › A proactive, hands-on attitude and willingness to get stuck in as part of a small, high-performing team.
- › A passion for education and the ethos of Bassett House Prep School is essential.

Why work at Bassett House?

- › **Part of Dukes Education** – As part of Dukes Education, staff benefit from professional development, training, and career progression opportunities. Being in a wider network allows for collaboration, sharing best practices, and strong support for both new and experienced teachers.
- › **Well-resourced house school** – Bassett House is a nurturing and welcoming school with a true home-from-home atmosphere. Our small size allows us to focus on each child while maintaining excellent facilities that support high-quality teaching and learning.
- › **Wonderful pupils** – Our children are curious, kind, and engaged, making teaching here a joy. With a focus on personal development, creativity, and academic growth, pupils are encouraged to be their best in a supportive environment.
- › **Committed staff team** – At Bassett House, you will be part of a dedicated and supportive team of professionals who share a passion for education. Our teachers work together to inspire and challenge pupils, fostering shared learning and continuous improvement.
- › **Exciting stage in the school's history** – This is a great time to join Bassett House as we launch our new STEAM Centre. This will enrich our curriculum by integrating Science, Technology, Engineering, Arts, and Mathematics to develop problem-solving and creative thinking.
- › **A culture of creativity, excellence, and community** – Bassett House values academic success and personal growth, ensuring children become confident, well-rounded individuals. Our culture of innovation, inclusivity, and pastoral care makes this a special place to work.



Terms of Employment

- › This will be a full-time, permanent contract, commencing in October 2025 (or as soon thereafter). The Head of Marketing & Admissions reports to the Head.
- › Annual salary will be highly competitive and dependent on experience, up to £65,000.
- › The school is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with previous employers and an enhanced check with the Disclosure and Barring Service
- › Bassett House is an equal opportunity employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.
- › This post is subject to a probation period of one year. The School may, at its discretion, extend the probationary period for a further period.

Appointment Process

- › To apply, please complete the application form on [TES.com](https://www.tes.com). You may choose to attach a CV detailing your relevant experience and a covering letter. Please include your current salary details. For an informal conversation with the Head before application, please contact the Head's PA via hpa@bassetths.org.uk
- › The closing date is **Tuesday 26th August** at 9.00 am.
- › The School reserves the right to interview and appoint this position ahead of any advised application closing date should an appropriate candidate be found. Therefore, it is advisable to submit applications as early as possible.
- › Candidates invited to attend an interview will be asked to complete the School's application form.
- › Candidates invited for interview will be contacted on **Tuesday 26th August**, with first-round interviews held via Teams on **Wednesday 27th August**. In-school interviews will take place the following week.
- › If you have any queries about the application process please contact Holly Smith, Head's PA via hpa@bassetths.org.uk.





BASSETT HOUSE
SCHOOL

