




# Head of Marketing and Admissions

## Candidate Brief






## The Opportunity

We are seeking to appoint an organised, energetic, and hard-working person to take on the Head of Marketing and Admissions for Yateley Manor. The Head of Marketing & Admissions provides the leadership for the functions of marketing, admissions, alumni and PR within the school.

The successful candidate will be keen to become part of the Yateley Manor community and staff team, bring great personality, experience, innovation, and commitment to this essential role. They will also have a demonstrable talent and passion for marketing. Attitude and approach are equally as important as qualifications and experience. They will be sales focussed and primarily responsible for pupil recruitment, admissions process and marketing the school. They will build strong and lasting relationships with prospective parents, pupils, and stakeholders, delivering on objectives to ensure the school operates at full capacity. They will ensure that all enquires, and applicants receive a positive impression of the school. As a prominent public representative of the school, they will excel in customer service and be a firm believer in the ethos of the school.

We are rooted in strong relationships, a love for learning and high-quality teaching. The sense of family at Yateley Manor is palpable from the moment you step forth into the environment. Our recent ISI Inspection reported “Excellent” in all areas, testament to the hard work and dedication of the staff team.

The post is full time, to commence in January 2023 or soon after.





# An Introduction to Yateley Manor

Yateley Manor is a leading co-educational prep school in the town of Yateley, North Hampshire, with approximately 360 children on roll from Nursery to Year 8.

The Nursery houses children from the age of two and they follow the EYFS framework. The Nursery is modern, well-equipped and the outside area has been recently refurbished. The Nursery staff are highly qualified and provide excellent foundations for learning. It is open from 8am-6.00pm for 49 weeks each year.

The school is non-selective and a member of IAPS. Class sizes are small and teaching areas bright and purposeful. Facilities at the school include an indoor swimming pool, large sports hall, woodland learning area, climbing wall, tennis courts and playing fields.

Children in Pre-Prep up to the end of Year 4 spend the majority of their time with their class teacher. They have a selection of subjects with subject-specialist teachers namely French, Sport and Music. Emphasis is placed on the early acquisition of essential literacy and numeracy skills but this is strongly supported by a wide range of subjects and activities designed to broaden the education and inspire imagination. Children in Years 5 to 8 benefit from being taught by subject specialists. The children are well-mannered and passionate about their learning whilst the staff harness this with exciting and carefully planned lessons which challenge every child.

The broad curriculum is enhanced by the wide variety of high quality extra-curricular activities available to the children during the terms such as individual instrument tuition, gardening, football, drama, rock climbing and water polo.

As a prep school we work tirelessly with families to find the best senior school for every child. Recently places have been secured at a wide range of schools including Bradfield College, Canford, Charterhouse, Churcher's College, Eton College, RGS Guildford, Guildford High School, Lord Wandsworth College, St Swithun's, The Abbey and Wellington College.

Children at Yateley Manor demonstrate exemplary behaviour and attitude towards one another. They have enthusiasm, motivation and a genuine love of learning. They talk with great affection of their school, considering themselves part of an extended family. They particularly value friendships that span across year groups which are encouraged through the House system.

The school was inspected by the Independent Schools Inspectorate in June 2021. Applicants are invited to view the School's inspection report at <https://www.isi.net/school/yateley-manor-school-7279>

Relationships with parents are strong and there is frequent communication via the weekly newsletter, blog posts, YouTube, Twitter, Instagram and FaceBook feeds, regular meetings and events organised by the school and its active parents' committee known as Friends of Yateley Manor School (FYMS).

Happy children learn best. Our ultimate aim is to create an environment where children feel safe to make mistakes and learn from them, where they feel confident to try something new.



# History of the school

Yateley Manor Preparatory School was founded in 1947 by Mrs. Sybil Maud Fyson. The school first became a member of IAPS in 1958.

In 1972, Francis Howard became sole Headmaster and during the 1970s and early 1980s the school continued to consolidate as a traditional boarding school with numbers on roll steady around the 200 mark. Boarding ended in 1982 and in September 1988 the school intake became fully co-educational.

By 1996 Yateley Manor had grown to 500 pupils. During the following years a number of development projects were undertaken including Manor Court, the renovation of Wyndham's (Pre Prep) and the rebuilding of the swimming pool.

Rob Williams became Headmaster in September 2009 and Robert Upton has been leading the school since September 2015.

## Ethos, aims and character of the school

We recognise that every child is unique and is inspired to learn in a different way. By participating in a broad curriculum and a full programme of activities, each child is given the opportunity to develop to their full potential. We see the school community as an extension of family life. All children are treated as members of this family. In a community where all relationships are built upon respect, children will learn to appreciate the need to be courteous, considerate and use their common sense. This helps build the foundation for a happy and balanced life.

As children progress through the school they are encouraged to learn and work independently. However, they can only achieve this once they have been given the tools and self-belief. A Yateley Manor education aims to do just that.

At Yateley Manor we aim to build successful adult lives by offering an inspirational educational journey, through:

- Offering opportunities for each child to nurture their unique talents and achieve personal academic and educational excellence.
- Promoting a unique and supportive family atmosphere based on strong relationships.
- Ensuring effective communication with parents to maximise learning.
- Reviewing and sharing methods of teaching which leads to excellence.



## Governance and management

The school is registered as a charity. It has a Board of Governors which meets at least once each term. The Board of Governors has over the last two years welcomed a number of new governors and currently comprises six members from a range of professional backgrounds.

The Senior Leadership Team (SLT) comprises the Headmaster, Deputy Head, Assistant Head (Lower School), Assistant Head (Upper School), Head of Learning Support and the Bursar.

The school is financially sound and the annual accounts are available on the Charity Commission website at [www.charity-commission.gov.uk](http://www.charity-commission.gov.uk).

## Yateley and the local area

Yateley Manor is set in 14 beautiful acres of North Hampshire countryside. The school has excellent transport links, situated between the M3 and M4 motorways, 6 miles from Wokingham, 16 miles from Reading and 19 miles from Guildford. Links into the centre of London take approximately 40 minutes direct.

Yateley is a town and civil parish. It lies in the north-eastern corner of Hart District Council area.

Attractions in the area include the Look Out Discovery Centre, Bracknell Coral Reef Water World, Farnham Castle Keep, Aldershot Military Museum and Chobham Museum.

## Terms of appointment and application process

Closing date for receipt of applications: **Friday 2<sup>nd</sup> December 2022 (noon)**

Interviews for shortlisted candidates: **Wednesday 7<sup>th</sup> December 2022**

Applications must be made on the school application form (available at [www.yateleymanor.com](http://www.yateleymanor.com)) and should be emailed, together with a short covering letter, to Laura Knight, PA to the Headmaster, at [recruitment@yateleymanor.com](mailto:recruitment@yateleymanor.com). Suitable candidates may be interviewed prior to the shortlist interview dates so early applications are advised.

All applications will be acknowledged by email. All applications received will be handled by the School in accordance with the requirements of the Data Protection Act 2018. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact the school by telephone on 01252 405500. Should you require any further information, please do not hesitate to contact the school.

The School is committed to safeguarding and promoting the welfare of children and young people. Applicants must undergo child protection screening, including checks with past employers, online presence and the Disclosure and Barring Service.