

Marketing & Admissions Lead Job Information



RGS
NEWCASTLE

Marketing and Admissions Lead

Newcastle upon Tyne Royal Grammar School

Required as soon as available



THE POSITION

RGS proudly attracts high calibre applicants from across the region for our finite number of school places. From Hartlepool, Carlisle to Berwick (and anywhere in between) successful applicants are talented, socially diverse students, who all thrive in our fast-paced academic setting.

Our Marketing and Admissions cycle is currently supported by a broad range of colleagues working in academic, pastoral and operational roles across the school. Each give invaluable expertise but only dedicate part of their time to the recruitment of students; our only colleague solely dedicated to this function is our Head of Admissions.

Looking ahead to potentially more challenging times for admissions for all independent schools, we are investing in this function with this new role, in order to maintain both the academic calibre and broad social diversity of our School. The postholder will provide a vital leadership role, both co-ordinating all marketing and admissions activities and colleagues involved, and providing new capacity, particularly needed in our admissions marketing.

We are seeking an experienced, confident and proactive team-player with strong organisational and interpersonal skills who is able to develop and maintain productive working relationships with all key stakeholders in particular colleagues, partners and prospective families.

The Marketing and Admissions Lead will be responsible for co-ordinating all activity relating to our prospective families' seamless journey from:

- Brand awareness
- Initial enquiry
- Information events and engagement
- Making an application
- Academic selection
- Offers (and rejections)
- Acceptances; and
- Induction, through to the end of the students' first term with RGS.

The postholder will prioritise relationships through this journey, so that all applicants leave our process feeling it has been handled with humanity, transparency and the applicants' wellbeing of the upmost priority.

Job Description: Marketing and Admissions Lead

Closing Date: 9.00am Thursday 8th May 2025

Contact: Tom Keenan (Senior Deputy Head) t.keenan@rgs.newcastle.sch.uk

THE SCHOOL

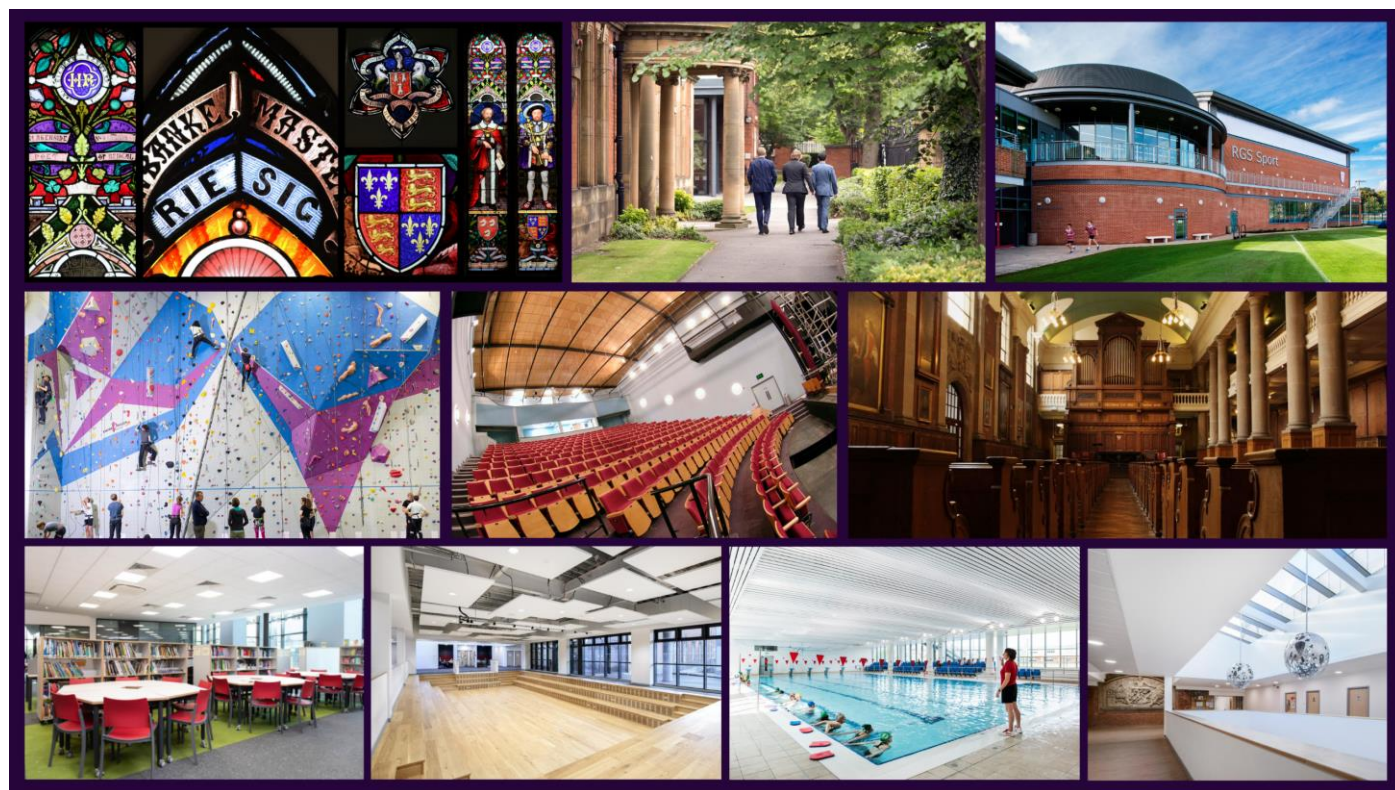
In 1525, the Mayor of Newcastle, Thomas Horsley, wrote his will, in which he generously gifted his estate to fund a grammar school. Five centuries later, Horsley's vision lives on in the Royal Grammar School Newcastle's corridors and classrooms, and his philanthropic spirit drives the RGS's commitment to education.

Few schools can claim a 500-year history. Over the years, the RGS, has continued to flourish as the premier independent school in the North East of England and as one of the country's leading schools - consistently topping the regional table for academic excellence.

Today, RGS is a fully co-educational school with over 1,300 students aged 7-18 (Years 3 to 13). Its academically selective places are highly sought after. The school has more than 250 students in the Junior School, which shares the same outstanding site as the Senior School. Its Sixth Form is one of the largest in the independent sector, with more than 340 students.

While RGS prides itself on academic excellence, the school is also known for its emphasis on a holistic education. The school's 'There's More to Life' approach informs its holistic education, which is central to students' success, health and happiness.

RGS is based in the heart of Newcastle, immediately opposite Jesmond Metro station. The school occupies over 30 acres of land and has state-of-the-art facilities, including five brand new art studios, a new library, a modern Sixth Form Centre, a 25m swimming pool, two Sports Halls, a Performing Arts Centre, outdoor football/rugby pitches at Mooracres, an artificial turf pitch for hockey and the former County Cricket Ground.



Academic Success

RGS is a special place, known and respected throughout the whole country as well as the North East. It's a place where aspirations are high, results are outstanding, and opportunities are endless. Our students go on to study highly selective courses at the most sought-after universities but also leave the school realising that life outside the classroom has been equally beneficial.

In 2023, RGS was named the overall national 'Independent School of the Year' by The Telegraph Group's Independent School Parent Awards. Most recently, the school was again named North East Independent Secondary School of the Year for Academic Excellence 2025 by The Sunday Times' Parent Power Schools Guide.

Academically, the school is highly selective. Students are assessed for entry at the key entry points (Y3, Y5, Y7, and a handful at Y9, plus Sixth Form). The biggest entry points are Y3 (60 students), Y7 (c.75 students) and Y12 (c.45 students). Beyond the academics, in Junior School (Y3-6), entry is assessed through activity days, whilst at Y7, students are assessed through online tests and an interaction day. Sixth Form entry is through interview only.

Students sit baseline tests in Y7, Y10, and Y12 – the average GLA CAT score for both the current Y7 and Y12 is 117. We have several students who have the assistance of our dedicated Learning Support Team, which works across Junior and Senior School.



Co-curricular Activities

At RGS, students can choose from over 170 co-curricular activities, ranging from music, drama, and sports to unique options like e-sports and knitting. All students are encouraged to discover what excites and inspires them.

Sport is also a central part of life at RGS, with students actively participating in a variety of activities including hockey, cricket, and basketball, from early morning until late afternoon. RGS views sport as a fundamental vehicle for students to develop lifelong skills, character, resilience – and, above all, a love for daily movement.

While it may seem tricky to balance schoolwork with so many exciting co-curricular and sporting activities, RGS has found that students actively engaged outside the classroom often perform even better academically. Both programs are designed to help students develop essential life skills, from self-awareness to decision-making and self-organisation.



Pastoral Care

We understand that all of our students are unique and different, and we strive to treat them as individuals, aiming to tailor our care to meet their needs.

That is why pastoral care is another critical cornerstone of RGS's holistic approach. Student well-being is embedded throughout school life, from a dedicated Form Teacher and an allocated Tutor to easy access to the school Medical Team and counsellors who work together to help students reach their full potential.

MAIN DUTIES AND RESPONSIBILITIES

Reporting to the Senior Deputy Head, the Marketing & Admissions Lead's responsibilities will include but are not limited to:

Leadership

- Facilitate co-ordination of the whole marketing and admissions journey, ensuring key colleagues are engaged, involved and supported.
- Develop and champion a culture of strategic and data led marketing and admissions at RGS; in particular, understanding the changing characteristics of our current and potential customers (both full fee paying and bursary families) and ensuring that all our marketing and admissions activities are aligned with these.
- In partnership with the Director of External Relations, monitor and analyse the external environment, for example national and regional competition/parental attitudes to independent education, changing demographics amongst the RGS catchment, areas of wealth in the region and economic changes, areas where we should be focussing our proactive bursary admissions activity.
- Develop and implement a rolling integrated marketing strategy in order to increase the quality of applications to the School and ensure that admissions targets are met.
- Formulate and develop parental surveys to monitor the School's admissions process, inform future marketing and admissions policies and strategies, as well as wider School plans.
- Track the performance and actions of competitors.
- Define and monitor a series of key performance indicators in respect of the efficiency and effectiveness of the School's marketing strategy and report on these directly to the School's SLT.
- Monitor trends in the independent school sector, both locally and nationally to inform strategy and plans.
- Liaise with the Senior Deputy Head, Head of Sixth Form and Head of Junior School to set and monitor admissions targets, to make recommendations to reach these targets and to report to the School's SLT in respect of them.



Staff Management

- Line-manage the Head of Admissions, and any subsequent additions to the team that may come in time.

Marketing

- Direct all admissions marketing activities.
- Visit and otherwise proactively foster relationships with feeder schools at all key entry points in order to promote the School to prospective parents.
- Identify new markets, nationally and overseas, and propose plans to develop such markets where appropriate.
- In collaboration with our External Relations Team, work with our advertising agency (and colleagues who can provide in-house production) and oversee the development of high impact marketing/advertising creative which can be used across a range of channels.
- In collaboration with our External Relations Team, work with media buyers and/or media owners to place marketing/advertising creative, monitoring and analysing the impact of investment and modifying campaigns as necessary.
- In collaboration with our External Relations Team, deliver impactful admissions marketing campaigns across digital, print, and multimedia platforms.
- Support the continued development of the admissions aspects of the School's website to ensure they are appealing, up to date, accurate and relevant.
- Be responsible for the creation of appropriate admissions marketing materials, including promotional material, professional-quality business documents and presentations.
- Manage marketing-related film production projects, ensuring high-quality content that reflects the school's ethos and offering.
- Develop strategies to increase the school's online visibility and engagement with parents and prospective families.
- Attend relevant School events and arrange any marketing or public relations aspects for such occasions.

Admissions

- Working closely with the Head of Admissions, oversee the work of the admissions department from enquiry to pupils taking up their place, with a view to maintaining capacity enrolment of pupils.
- Foster a culture of relationship-led admissions, proactively converting enquirers to full applicants and building strong relationships with prospective families to provide exceptional customer service.
- Working closely with the Head of Admissions, co-ordinate and manage entrance assessments, liaising with relevant departments / colleagues to ensure appropriate, efficient and accurate assessment of all applicants.
- Lead the organisation and implementation of all new pupil selection events and advise key colleagues on the final selection of students.
- Working closely with the Head of Admissions, be responsible for maintaining an accurate and up-to-date Admissions Register and ensure database records are consistently accurate and informative.
- Working closely with the Head of Admissions, lead on a suite of inspiring activities to showcase RGS, including tours, experience days, open morning, information evenings and other marketing and admission events as appropriate.
- Ensure that our offer process is efficient and fosters strong relationships, in particular ensuring that rejections are managed with humanity and that families with offers are persuaded to accept.



Finance

- Prepare the annual budget and work within an agreed annual budget.
- Work with the Finance Team to ensure timely payment of deposits and fees by new students, alongside the allocation of bursaries.

Other

- Ensure the School's admissions and marketing work is compliant with data protection legislation, including GDPR.
- Ensure the School's admissions data is ISI compliant.
- Work with the Head of Admissions to ensure compliance with UK Visa and Immigration requirements.
- Act as an ambassador for the school, promoting its benefits and building positive relationships with prospective families, feeder schools, and external stakeholders.



SKILLS, EXPERIENCE AND QUALIFICATIONS

All essential unless otherwise stated:

Qualifications & Experience

- Degree-level education or equivalent professional qualification.
- Ideally, CIM/IDM/CIPR/AMCIS or relevant marketing/admissions qualification.
- Proven experience in a fast-paced marketing or communications environment, ideally within education.
- Expertise in digital and traditional marketing, campaign management, and analytics.
- Proficiency in admissions and marketing systems, with a willingness to undertake training if required.
- Knowledge of UK Visa and Immigration requirements (or willingness to train).
- Experience in website development.



Skills & Attributes

- Outstanding interpersonal and communication skills, with the ability to engage a wide range of stakeholders.
- Strong project management skills, including the ability to set objectives, manage timelines, and influence others.
- High level of computer literacy, including Microsoft Office 365.
- Strategic and creative thinker with a proactive, solution-focused mindset.
- Ability to generate and implement innovative marketing and admissions strategies.
- A collaborative team player with excellent relationship-building skills.
- Understanding of the independent school sector and its unique challenges.

Personal Qualities

- Professionalism, integrity, and discretion.
- Energy, enthusiasm, and a sense of humour.
- Resilience and adaptability, with flexibility to work outside normal hours as required.
- Commitment to the values and ethos of RGS Newcastle.
- Awareness of confidentiality, legal compliance, and safeguarding responsibilities within an educational setting.



LIVING IN THE NORTH EAST

Whilst the North East is beloved and popular with so many, we know that not everyone will have had first-hand experience of it, so this is a short introduction to a city and region which we love, and believe you will too. Newcastle is a medium-sized city with an historic centre and a vibrant life of its own. There's culture and arts in the form of the award-winning BALTIC Art Gallery and The Glass House, alongside several theatres that attract national touring productions. There's music from classical to club and we are home to the Royal Northern Sinfonia. There's also a growing food culture with some fantastic restaurants.

If you like sport then there's certainly no shortage of top-class entertainment: from Premier League football being played at St James' Park and EFL at the Stadium of Light to first class cricket at Durham (a mere half hour away), and great rugby at the Falcons, not to mention basketball and even ice hockey, and then there is the annual Great North Run. The North East has also produced some of the country's finest athletes in track and field and there are clubs aplenty to get involved with, most famously in Gateshead.

The coast and the hills are minutes away from the city centre. By car you can be in the middle of nowhere in 45 minutes, the Scottish Borders is only an hour away and the Lake District an hour and a half. The coast is served by the Metro (our version of the Tube), but some of the country's best beaches are up the road in Northumberland, less than 40 minutes by car. There's mountain biking, road cycling, climbing, and endless hill walks in stunning countryside. There are green spaces all over the city too, with plenty of parks for children and dogs alike to run around.

There are three local teaching hospitals, two universities in the city with another three close by. Some pioneering medical work goes on at the RVI, Great North Children's Hospital and the Freeman Hospital.

History abounds with more castles than you could count and sites of interest for almost every period of English (and border) history. Add that to a proud, independently minded, and very friendly local population and we have most things you could want.

There are excellent primary schools in the region and city as well as some good secondary schools too, but staff do get a discount at the RGS. There are also a number of good competitor independent schools as well.



MAIN TERMS AND CONDITIONS

- The start date for this role will be as soon as possible following completion of the School's Safer Recruitment checks.
- The post will report to the Senior Deputy Head and sit within the School Operational Team.
- This is a permanent role with the school and the successful candidate will be employed on an all-year-round contract which includes attendance on all staff days and training days throughout the year.
- The successful candidate will also be expected to work the mandatory safeguarding training day in September each year, which is compulsory for all staff.
- The successful candidate may also be required to work limited special events in school (e.g. RGS Day) with advance notice being given by the school.
- As this is a senior role, the successful candidate will be expected to work flexibly to achieve the objectives of the Marketing and Admissions Lead role. The normal core working hours for the role will be 37.5 hours per week, 8.30am – 4.30pm (7.5 hours per day) unless the Marketing and Admissions Lead is involved in any specific role related duties which may occur outside of the normal working hours. Attendance to various key admissions events throughout the year, including but not limited to Open Day and Entrance Exams is expected. Such duties are considered an integral part of the Marketing and Admissions Lead role and will not attract overtime payments or TOIL.
- The salary will be in the range of 48k-52k gross per annum, and the actual salary will be chosen to reflect the experience and skills offered by the successful candidate.
- RGS staff salaries are reviewed on 1st August each year.
- The employee will be required to comply with a range of RGS policies, in particular, those regarding Data protection, use of ICT facilities, Child Protection, Staff Code and Health and Safety, a copy of which will be made available.



WHAT WE OFFER

- During term-time, staff are provided with a free lunch, if on site.
- For non-teaching staff we offer a support staff pension scheme, The Aviva Pension Trust for Independent Schools (APTIS). On receipt of a 6% employee contribution the school makes an employer contribution of 10%. There is also the option of a 3% employee and 5% employer contribution if preferred. This scheme is administered via Salary Exchange (also known as Salary Sacrifice) for those who are eligible. You can opt out of the Salary Exchange arrangement whilst remaining in the pension scheme. Further details of the scheme and salary exchange will be provided on appointment.
- Membership to life assurance scheme through Aviva which pays out 5x annual salary in the event of death in service.
- The employee will become eligible for sick pay under the RGS Support Staff Sick Pay Scheme after a qualifying period. Details of the scheme will be provided on appointment.
- The school offers an optional healthcare plan for all staff which includes optical, dental and physio cover, access to telephone GP consultations and a host of other benefits (terms and conditions apply). Further information will be available to the employee once in post.



- As with all RGS employees, the employee will be encouraged to become involved in the wider life of the RGS community.
- It is the school's policy to allow all eligible members of staff to educate their children at the school at concessionary rates, subject to their children meeting the academic entry requirements and subject to a place being available.

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Contact: Tom Keenan (Senior Deputy Head) t.keenan@rgs.newcastle.sch.uk

- Ongoing educational support and development of all staff with the provision of external and internal training courses, and our middle leaders training program for existing and aspiring managers.
- We offer an interest free travel loan for a corporate Metro travel pass after a qualifying period. Further information will be available upon starting in post.
- We offer a Bike to Work scheme for qualifying members of staff. Terms and conditions apply. Details will be shared upon starting.
- Opportunity to see free school productions in the Miller Theatre located in our Performing Arts Centre.



- Access to our onsite confidential counselling service.
- We offer access to the school medical team (1 doctor and 2 nurses) for triage medical advice and free flu vaccinations.
- Free use of a well-equipped gym, fitness suite and swimming pool at permitted times.
- Supportive and friendly community.
- Invitation to join staff clubs and wellbeing activities during term-time.
- Staff social events throughout the year.
- Access to the school's library service and a wide range of reading materials.

HOW TO APPLY

Candidates are advised to read the 'Information for Applicants' with particular care before applying.

Enquiries about this post should be made in the first instance to Tom Keenan (Senior Deputy Head) in the first instance. For an informal chat about the post, contact Tom Keenan on 0191 281 5711.

Please visit www.rgs.newcastle.sch.uk/join-us/work-with-us to access our application form and further information for applicants.

To apply for this post please submit the following to jobs@rgs.newcastle.sch.uk by the closing date.

1. A covering letter and
2. A fully completed RGS application form.

Note: You must complete the application form, even if you want to also attach a CV.

The closing date for this role is 9.00am Thursday 8th May 2025

Interviews will be held shortly after the closing date (provisionally Thursday 15th May). We will hope to make the appointment as soon as possible following interview, offering the post and gaining acceptance, so applicants should arrive for interview with a clear idea of what would be involved in moving to the area (if necessary) and working at the RGS.

Reasonable travel expenses will be considered to attend an interview if candidates live outside the local area. This is normally up to a maximum contribution of £100 on provision of receipts. If your expenses will be significantly higher than £100 and an overnight stay is required, please note all expenses will need to be booked and approved in advance. If you plan to claim expenses, please contact the Head's Secretary, Sandra Ellis S.Ellis@rgs.newcastle.sch.uk in advance of your interview, who will talk you through the policy and advise on eligibility for reimbursement.

Safeguarding and Safer Recruitment

RGS is committed to the safeguarding of children and promoting the welfare of children and young people and expects all staff, volunteers and those working in school to share this commitment. The school applies the Government's Keeping Children Safe in Education Safer Recruitment procedures to all candidates including appropriate pre-interview checks on shortlisted candidates and pre-employment checks pending any offer. More information regarding the checks can be found in our Information for Applicants [here](#), and 'Keeping Children Safe in Education' (September 2024)

Equal Opportunities

We are looking to appoint staff from a wide variety of backgrounds. Not just because it is the right thing to do but because at the RGS we recognise that those different experiences provide fresh perspectives, opportunities to challenge existing beliefs and provide opportunities to act as excellent role models for our diverse student body. We are committed to creating an inclusive and diverse school culture and our staff are at the heart of this. We are proud to be an equal opportunities employer, and all qualified applicants will receive consideration for employment regardless of neurodivergence, age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

We strive to achieve a diverse workforce, fully representative of our pluralistic society and the ethnic make-up of the student population in the UK. People of colour are under-represented on our staff team. We are keen to attract applicants from a diverse pool of candidates and determined to be a fully inclusive employer, and a great workplace for people of Black, Asian, and ethnic minority heritage as well as White heritage.

We encourage all candidates to complete an 'equal opportunities' form with your application. This will be sent directly to the HR team for monitoring purposes.

CONTACT DETAILS

Royal Grammar School, Eskdale Terrace, Newcastle upon Tyne, NE2 4DX

Tel: 0191 281 5711

General enquiries: communications@rgs.newcastle.sch.uk

www.rgs.newcastle.sch.uk



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