



Barrow Hills

SCHOOL

Appointment of a

Registrar and Marketing Officer (Full-Time)



Contents

- 03 Executive summary
- 04 Barrow Hills School - yesterday, today, tomorrow
- 05 Academic life and life beyond the classroom
- 06 Role description
- 08 Person specification
- 09 Terms of appointment and how to apply





Executive summary

This is an exceptional opportunity for a new Registrar and Marketing Officer to join a flourishing Preparatory School, set in 33 acres of Surrey Hills countryside.

As the Registrar and Marketing Officer you'll be responsible for the management and operation of all aspects of admissions, including encouraging interest from parents in the School, and from the initial enquiry through to the child becoming, and remaining, a Barrow Hills pupil and beyond. You will need to use patience and a range of skills to showcase the school to prospective parents and pupils building relationships and guiding families through an effective admissions process, including managing a range of school events, which will ensure that Barrow Hills recruits pupils who will thrive and grow under the school's care in optimal numbers.

In conjunction with the Bridewell marketing team, you'll also assist in the creation of marketing materials and collaborate with Barrow Hills and Bridewell staff to develop regular compelling and engaging content for the School's website and social media platforms and internal communications, and be responsible for the updating of content as appropriate.

With warmth and kindness, you'll be flexible and will significantly contribute to Barrow Hills' ongoing success, working with colleagues across the School in a friendly and supportive environment.



Barrow Hills – yesterday, today, tomorrow

Our School's position within Bridewell Royal Hospital allows families the possibility of continued education from nursery to university, and on a practical basis, allows children at Barrow Hills to access facilities beyond the reach of most stand-alone Preparatory Schools.

YESTERDAY

The history of Barrow Hills School stretches back 75 years, covering two sites and three sets of trustees. Initially an all-boys' boarding school, Barrow Hills was founded by the Josephites to be the preparatory school for their senior school, St George's Weybridge, and was located in a tiny hamlet near Weybridge. In May 1952 the boarders moved to their new site in the Surrey Hills countryside at Great Roke in Witley, near Godalming, where the School has remained ever since.

In the 1990s, as an independent charity run by Trustees, it became a co-educational day school. In 2015, the Governing Bodies of Barrow Hills School and King Edward's Witley announced a merger of the two Witley Schools' foundations and as a result Barrow Hills is now part of the Bridewell Royal Hospital.

TODAY AND TOMORROW

Barrow Hills is a lively, warm and aspirational school. Our idyllic woodland setting and a broad range of academic, co-curricular and social opportunities affords every child space to play, explore, feel connected and grow. Barrow Hills encourages its children to be curious; scholarly; compassionate; generous; brave; responsible; joyful and truthful. We prepare our pupils for greater things.

Children flourish here – academically, socially and emotionally. We balance the rigour of broad and deep academic outcomes with a really supportive system of pastoral care. Every child is known and understood as an individual. The Barrow Hills culture embodies curiosity, compassion, and confidence. We embrace critical thinking and challenge. We ensure our children enjoy the opportunity to become young leaders and to develop civic values. Our outcomes speak for themselves; "pupils are very successful within the formal curriculum and beyond " and "social development is of the highest quality." (ISI Inspection Report 2022).

The School's nurturing, progressive environment encourages children to thrive through a broad curriculum in which academic work plays a major role alongside music, art and drama. An outstanding range of sports aims to encourage every level and ability. Boys and girls leave Barrow Hills, usually at 13, to join the finest independent schools, including King Edward's Witley.

In 2024, the School once again celebrated a 100% pass rate in Common Entrance exams; over fifty percent of the children gained scholarships to senior schools. The School includes a caring Nursery and Pre-Preparatory School providing children with the same special, caring and nurturing environment that is unique to Barrow Hills. This ensures a consistent, stable and secure learning environment as the child progresses through the School, and the House to which they belong at Barrow Hills.



Academic life and life beyond the classroom

Situated deep in the Surrey Hills, tucked away amongst acres of private woodland, our School's renowned charm and family-centred spirit is unmistakable from first entry our gates. Whilst a small school of around 200 boys and girls, Barrow Hills has an enviable reputation for the academic performance of our children but above all, it is well-known for its intimate atmosphere and range of outdoor education opportunities where children can be children and learn without fear of failure.

Barrow Hills offers all the traditional academic subjects as well as foreign languages, forest school and weekly PSHE sessions as we strive to create informed young citizens, interested in the world around them and aware of the need for social and moral responsibility in the community. Our teaching incorporates the best of academic and creative practice and is delivered using state of the art technology. Our role as educators is to treat each child as an individual and provide support as they pursue their journey towards independence. Teaching at Barrow Hills is based on the understanding that children vary in academic ability, learn, and mature at different rates and discover areas of the curriculum which they enjoy and excel at. Our small class sizes allow for more individual attention from staff, who value and understand every child and spend quality time with them to enhance their learning and confidence.

Many subjects have their own dedicated space including a large communal art building with printing and kilning rooms, studio space for dance and theatre, and purpose-built laboratories in the science block.

The extensive outdoor grounds provide excellent facilities that encourage play and exploration – these include an Astro Turf, a swimming pool, sports field, and multiple playgrounds for different year groups. Our pupils are exposed to a variety of different sports as an important part of their development here and they will be supported with regular, specialist coaching and weekly fixtures. We also use the grounds and its multiple habitats and eco-systems for science, geography, history, art, biology and for many other curriculum applications such as field study and data collection. Throughout the school, we provide children with an environment in which to experiment and develop their talents.

Barrow Hills has an inclusive House system which is displayed on each child's badge, promoting a sense of teamwork and community across all year groups. There are activities and competitions between houses held all year-round including music, poetry, sports, and drama. Equally, children feel involved in the running of school through being elected by their peers to the School Council. From as young as Reception right up to Year 8, children represent their year groups in open meetings with School management where they are encouraged to express their views on school life. This helps them to feel empowered and confident, whilst strengthening the community spirit for which Barrow Hills is renowned.



Role description

MAIN DUTIES AND KEY RESPONSIBILITIES:

- advise on the management and maintenance of entry and waiting lists
- management and delivery of an efficient, warm and welcoming admissions programme, ensuring that a timely response and follow-up is carried out at all stages of the customer journey
- with the support of the HMAC, oversee all stages of the pupil journey, this includes:
 - ensure admissions data on the school's database is up to date, compliant and accurate
 - undertake regular communications with prospective and current parents
 - co-ordinate all visits from prospective parents, implement and host a programme of open days and events to encourage prospective parents and pupils to the School, providing reports on the success of these events
 - plan and implement each event ensuring they are managed effectively and that staff are aware of their responsibilities
 - plan and ensure the smooth running of school visits, assessments, interviews and taster sessions, assisting in the evolution of these activities
 - work with the Fees and Safeguarding Administrator regarding applications, fees, deposits etc.
 - ensure the smooth transition from prospective pupil to current pupil status, including the procedures for reference requests, offers, acceptances, new pupils' days and joining packs
- maintain effective relationships with Bridewell schools, to utilise resources, experience and facilities and in turn benefit our pupils
- assist parents with older children in their choice for year 7 and 8 pupils, who may wish to choose Barrow Hills or King Edward's Witley
- monitor the retention of children at Barrow Hills, with a focus on transitions between key points in the school, and highlighting of families who may wish to leave Barrow Hills to the HMAC and Head, BHS, and implement and plans to reduce attrition
- pro-actively support a joint Bridewell marketing, recruitment and admissions function as appropriate, in particular regularly liaising with the King Edwards admissions team and providing support to the team at identified points during the year
- in conjunction with the HMAC, the Head, BHS and other key staff, provide, analyse, forecast, and report on pupil data and statistics, to set ambitious, realistic targets for pupil recruitment
- understand the local and wider developments in admissions of competitor schools, and in conjunction with the HMAC and Head, BHS, make any necessary recommendations
- with the Bridewell marketing team, assist in the creation of marketing materials and collaborate with BHS and Bridewell staff to develop regular compelling and engaging content for internal communications, the Schools' website and social media platforms, including the updating of content



Role description *continued*

- creation of the weekly bulletin in collaboration with BHS and Bridewell staff
- with the Bridewell marketing team, ensure that open events are marketed appropriately and targeted as necessary
- through collaboration with the Bridewell marketing team, colleagues and external stakeholders, capture, edit and organise visual content (e.g. photos/videos) to support marketing initiatives
- ensure all recruitment methods are in accordance with ethical and legal practices, and that all necessary paperwork is completed and issued correctly, and in a timely manner whether in paper form or electronically
- be happy to take on any other duties, as would be expected in a small, busy prep school environment in order to support the School and Bridewell Royal Hospital (BRH), actively work with colleagues across both schools in contributing to BRH's overriding mission
- Develop and oversee the admissions events' strategy, including the planning and development of an innovative and targeted annual feeder school and nurseries programme, open days and school fairs
- maintain one's own continuing professional development
- maintain appropriate confidentiality of information relating to the school and its employees and compliance with GDPR
- adhere to the school's Health, Safety and Environmental policies at all times
- actively promote the school's Safeguarding Policy and be aware of personal responsibilities



Person specification

ESSENTIAL

- an appreciation and dedication to the importance of the Safeguarding agenda.
- a future-facing and forward-thinking individual with strong verbal and written communication skills, and with a real interest in people, attention to detail and great organisational skills
- experience of working in an educational environment, preferably in a prep school environment, within marketing and admissions
- an understanding of the prep school parental and child journey, including how prospective parents may be marketed to and how the admissions route to BHS will be optimised
- highly motivated and personable with the ability to work on own initiative.
- excellent written and oral communication skills.
- a proven track record in building relationships with key stakeholders.
- excellent, proven standards of customer care and attention to detail.
- sympathy with the ethos and aims of the school and of the Bridewell Foundation.
- ability to prioritise, organise and work to deadlines with a 'can do' attitude.
- a discrete nature, able to retain confidential matters relating to the school, its children, parents and colleagues.
- unflappable and highly flexible, a good team player
- excellent IT skills, particularly the use of Google as well as Microsoft Office packages, Word, Excel, Explorer, PowerPoint and Outlook.
- educated to Grade A*-C/9-4 GCSEs or equivalent in English and Mathematics.

DESIRABLE

- knowledge of Open Apply and/or Engage and/or ISAMS
- experience in managing professional social media channels, including the production and curation of content, linked to optimisation of web site content



Terms of appointment and how to apply

The role of the Registrar and Marketing Officer will attract a competitive salary in line with experience and benefits including substantially reduced school fees at Barrow Hills School, King Edward's Witley and Longacre.

Candidates should submit a fully completed Application Form and a covering letter which addresses the competencies outlined in the role description and person specification. Candidates may submit a CV in addition.

King Edward's Witley and Barrow Hills School are committed to safeguarding and promoting the welfare of children and young people and the Court expects all staff and volunteers to share this commitment.

Please refer our websites or ask HR for our child protection and rehabilitation of offenders' policy. We particularly welcome applicants from under-represented groups. The successful candidate must be willing to undergo child protection screening appropriate to the post.





Bridewell Royal Hospital

King Edward's Witley, Barrow Hills School and Longacre School are partner schools of Bridewell Royal Hospital.

