



St Christopher's Prep, Hove

A BRIGHTON COLLEGE SCHOOL



HEAD OF ADMISSIONS AND MARKETING

Closing date: 9th January 2026

Start date: *ASAP*

The School

A CO-EDUCATIONAL PREP SCHOOL IN THE HEART OF HOVE, DELIVERING A FIRST-CLASS ACADEMIC EDUCATION WITHIN A WARM, FRIENDLY AND SUPPORTIVE FAMILY ENVIRONMENT

St Christopher's primary aim is to provide all its pupils with a first-class academic education within a supportive family environment. As part of the Brighton College Family of Schools, we have a very close relationship with the College, and many of our pupils leave St Christopher's to attend the senior school. We benefit hugely from this relationship, through the sharing of knowledge and best practice as well as the use of facilities and termly visits for events and lectures.



St Christopher's children are bright, happy, inquisitive and kind with unique talents and interests. Our talented team of teachers ensure that each child is nurtured and challenged on every stage of their educational journey. We welcome committed and enthusiastic teachers and support staff to our cohesive and friendly team.

The school aims to enable its pupils to:

- learn the habits and rewards of hard work and careful study
- learn to take responsibility for their own actions and to consider the welfare of others
- enjoy discovering and developing their own talents and interests through different curricular and non-curricular activities
- appreciate the value of self-discipline and high standards
- be prepared in such a way as to enable them to gain places at Brighton College or the Senior School of their choice
- develop as individuals through moral and spiritual exploration

St Christopher's is very much a family school and we strive to maintain a caring environment in which kindness, good manners and respect for others is nurtured, encouraged and rewarded. Above all, we ensure that each child is happy and has the confidence to achieve their full potential. Our children are celebrated as individuals and are supported through their journey at St Christopher's by a dedicated and enthusiastic team of Form Tutors.



The City

St Christopher's holds a central location in the heart of Hove, well situated for easy access to some of the best sporting facilities, theatres and venues in the city.

The City of Brighton and Hove is a popular destination renowned for its diverse communities, quirky shopping areas, large and vibrant cultural, music and arts scene and has been called the happiest place to live in the UK! With an extensive beach and seafront, and proximity to beautiful rural areas including the South Downs National Park, the opportunities for recreation and leisure are varied and numerous.

Transport links are also excellent, Hove being within easy travelling distance of London and 30 minutes from Gatwick Airport. The school is an easy walk from either Hove or Aldrington train station. The beach is a 5 minute walk away and the school is conveniently situated close to shops and buses.

Many of our staff walk or cycle to work and benefit from school lunch during term time, a generous pension scheme and school fee remission for children of teaching staff.



The Role



This is a key and strategic position within St Christopher's Prep School. The Head of Admissions and Marketing is a member of the extended Senior Leadership Team (SLT) responsible for all aspects of pupil recruitment and retention. The role demands high standards, exceptional people skills, customer focused attention to detail, energy and enthusiasm, and the willingness to go the extra mile. This role encompasses all aspects of recruitment and retention from Reception to Year 8 (ages 4 to 13) and management responsibility for marketing activities through the school's Head of External Marketing.

The successful candidate will be the senior professional responsible for leading the Admissions Department, driving pupil growth through innovative strategies, whilst cultivating strong relationships with prospective families, current families, feeder schools, educational consultants (where necessary), Brighton College, and expanding St Christopher's presence in the independent schools sector.

The role will include line management of the School's Head of Internal Communications and Head of External Marketing.

Accountabilities:

- **Strategic Leadership:** create an admissions and retention strategy which effectively differentiates St Christopher's from its competitors; to implement the strategy in consultation with the Head, Senior Colleagues and the Head of External Marketing. Develop and communicate an action plan to support the strategy.
- **Team Leadership:** ensure high standards of professionalism and customer service; employ efficient working practices to increase quality, service and productivity; attend designated senior team meetings; develop initiative and technical skills; assess resources and ensure effective departmental planning; manage performance.

The Role (continued)



- **Relationship Management and Customer Service:** act as the main point of contact for prospective parents and pupils; engage with current parents to support word-of-mouth referrals and retention; oversee all internal communications to current parents; maintain excellent relationships with all colleagues. Liaise with Brighton College to ensure alignment with the Brighton College family of schools and attend Brighton College events as required.
- **Data Management and Analysis:** accurately collect and input all admissions data in the Admissions and School's MIS systems, follow process and procedural guidelines to ensure data is captured throughout all points of the admission process; provide regular reports and analysis on pupil recruitment and retention; use data to inform the admission and retention strategy and market development; monitor conversion rates from enquiry to acceptance, identifying areas for improvement.
- **Feeder Schools and Outreach:** maintain excellent relationships with feeder nurseries and schools, their leaders and influencers; ensure feeder school outreach programme is varied, innovative and effective; support colleagues in the execution of departmental events; evaluate the effectiveness of the outreach undertaken and adapt accordingly.
- **Admissions Training:** working with senior colleagues and external providers, develop a training programme for the staff and pupils involved in the recruitment of pupils; annually review the programme to ensure it continuously improves and meets market needs.
- **Compliance:** ensure compliance with ISI Regulations relevant to Admissions; ensure compliance with GDPR and safeguarding policies in the handling of pupil data; ensure compliance with UKVI (UK Visas and Immigration as required) regulations for international pupils, where applicable.

Person Specification



Person Specification:

The successful candidate is likely to have:

- A good honours degree or significant experience and proven track record in a similar role
- Experience of leadership of an admissions/sales (or similar) department
- Demonstrable track record in strategic planning
- Demonstrable experience leading and motivating a team through a period of change and development
- A winning mentality with an outstanding track record in delivering sales targets
- Strong IT skills, especially in data-handling and analysis
- Knowledge of, and passion for, the independent school sector
- Proven experience of innovation and imagination

Additional requirements:

- Strong communication skills, both interpersonal and in public
- Confident and effective public speaker
- Decisive and confident
- Possessing the capacity to analyse and improve systems within departments
- Personable, supportive, and able to motivate and work in a team

Welcome from the Head



Welcome to St Christopher's! I am delighted that you are interested in joining our wonderful school. I would encourage you to make an application and see for yourself what makes us special. Please read on for a flavour of the type of person we are looking for.

Our staff are positive, caring and ambitious. We strive to:

- Promote a learning environment where children are safe, happy and show consideration for others at all times so that they learn and achieve
- Promote good behaviour at all times, implementing the school's behaviour policy consistently and fairly
- Plan, prepare and deliver a broad and balanced activity based curriculum
- Assess children's learning to celebrate achievements and inform future planning using relevant national and local guidelines from appropriate sources
- Help children learn the habits and rewards of hard work and careful study
- Help children learn to take responsibility for their own actions and to consider the welfare of others
- Facilitate discovering and developing children's talents and interests through different curricular and non-curricular activities
- Create an atmosphere of trust and co-operation between home and school by working and communicating with parents/carers
- Create a welcoming, respectful and safe environment for all members of our community and to uphold these values to ensure an inclusive working environment where diversity is celebrated and everyone can contribute and thrive.

In our ISI Inspection 2025, Inspectors commented that:

"Pupils take pride in their work and are keen to achieve highly".

"Pupils support the school rules, reject bullying, value rewards and understand the reason for their behaviour and try to put things right".

"Pupils consistently demonstrate mutual respect".

"The importance of kindness is emphasised as being the foundation of the school community".



Application Process

Timescales:

Please apply by Friday, 9th January 2026 via email to headspa@stchristophershove.org.uk or via TES.

First round interviews are likely to be held during week beginning 12th January.

St Christopher's Prep School reserves the right to interview and appoint before the published closing date.

To enable us to make any reasonable adjustments, please let us know if you have any special requirements when you submit your application.



Terms and Conditions

St Christopher's Prep is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All applicants will be required to comply with all safeguarding procedures including an Enhanced DBS check. Successful candidates will also be subject to a social media check.

St Christopher's Prep 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. Please contact us for a copy of our Equal Opportunities Policy.

Salary and Benefits:

The role attracts a generous salary commensurate with experience. A free school lunch is available during term time and fee remission may be available at the discretion of the Head. We are committed to professional development and are a flexible employer. There is a contributory pension scheme.

This is a full time position, employed all year round. In addition, approximately 6 Saturday mornings per year and a number of evening commitments. This role has 4 weeks holiday per year plus public holidays, rising to 5 weeks after 2 years (holidays to be taken during school holiday periods). This role is subject to a one year probationary period.

Further information about the school can be found on our website www.stchristophershove.org.uk. Thank you for your interest in St Christopher's Prep, Hove. We look forward to welcoming you to the school.

