

Head of Admissions and Marketing Beeston Hall Preparatory School

Radley Schools Group



BEESTON HALL SCHOOL



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INTRODUCTION

I am delighted to have joined Beeston Hall, and to begin the next chapter in the life of a very special school. Beeston has a distinct character. Our pupils are happy, confident and well-rounded; they are encouraged to be ambitious, adventurous and kind, while learning the importance of listening to others, valuing relationships and contributing to the community around them. All of this takes place in an extraordinary setting on the North Norfolk coast, where children have the space and freedom to enjoy their childhood.

Since September 2025, Beeston has been part of Radley Schools Group, giving the school the strength and support of a wider family of schools while preserving the individuality, traditions and sense of community that make Beeston what it is.

I am enormously excited about Beeston's future. Central to our ambitions is telling the Beeston story with confidence and authenticity so that the Beeston community - past, present and future - appreciates the warmth, energy and distinctive character that make it such a special place.

The Head of Admissions and Marketing will therefore be a key member of the senior leadership team. Working closely with me, they will shape and deliver our approach to pupil recruitment, admissions, marketing and communications, building on Beeston's strong reputation in Norfolk while extending our reach further afield. They will combine strategic thinking with the warmth and personal touch that are so important in a school such as ours.

This is a wonderful opportunity for someone who understands that successful admissions and marketing in a school begins with relationships. We are looking for an energetic, imaginative and highly personable individual who can articulate what makes Beeston distinctive, build lasting relationships, and help us realise our ambitions for the years ahead.

Dougal Lyon, Headmaster



THE SCHOOL

‘Let Confidence Flourish’

Beeston is arguably one of the most idyllically located prep schools in the country and boasts wonderful facilities. The school’s beautiful campus in North Norfolk is surrounded by 700 acres of National Trust woodland and sits a short walk from West Runton beach, a setting that gives children space and freedom to grow at a natural pace.

Founded in 1948, Beeston has flourished as one of the leading prep schools in the country, defined by academic ambition, outdoor learning and strong community values. Having opened a Nursery in September, Beeston now educates boys and girls aged 2-13, and offers full, weekly and flexible boarding for children in Year 3 and above.

Beeston remains the only independent prep school in Norfolk with a truly national reach, sending Year 8 pupils on to top schools such as Harrow, Eton, Oundle, Radley and Wycombe Abbey. A remarkable 71% of Year 8 pupils gained a scholarship to their senior school last year, and half of its 2022 leavers are now prefects or house captains at their senior schools.

Recognised nationally for its distinctive offering, Beeston won Greatest Country Prep by The Week’s 2026 Independent Schools Guide and was commended in the Small School category in the Independent School of the Year Awards 2026.

The school’s ISI inspection highlighted the ‘high quality teaching’ in a ‘culture of harmony and inclusivity’ where ‘happy children build self confidence in an atmosphere of mutual support and collaboration.’



KEY RESPONSIBILITIES - ADMISSIONS

Admissions Strategy

- Lead the full admissions process from first enquiry to first day, ensuring a warm, professional, and personal experience.
- Develop and implement a strategy for future pupil recruitment, in line with our aims and ethos, and analyse success using key admissions data.
- Working with the Head, take responsibility for meeting pupil recruitment targets across the School.
- Build strong relationships with prospective families, acting as their main point of contact throughout.
- Identify and predict trends relating to the sector.
- Act as the face of admissions at public events.
- Oversee all admissions operations and administration, ensuring continuous improvement and excellent, timely and efficient customer service throughout.
- Track and analyse admissions data to improve conversion rates and inform future strategy.

Events

- Oversee the planning, organisation and implementation of admissions events such as open mornings, taster days, and individual tours.

Process and Data

- Management of the admissions database (iSAMS).
- Analysis and forecasting of pupil numbers including the monitoring of pupil recruitment and balances.
- Manage the administration of Child Student Visa applications for international students, acting as a Level 1 user of the UKVI Online Sponsorship Management System and ensuring Beeston remains up to date and compliant with all relevant processes and legislation. The school engages Sable International to assist with this.
- Review and update the admissions processes and policies to ensure that they are truly inclusive and accessible to pupils and their families from all backgrounds and cultures.
- Ensure an effective transfer and induction of new pupils, including sharing relevant information with the pastoral and academic teams.

KEY RESPONSIBILITIES - MARKETING

Marketing and Communications Strategy

- Develop a short, medium and long term marketing and communications plan.
- Lead the creation of dynamic, integrated content across digital, social, and traditional channels – including website, prospectus, video, photography, and print materials.
- Plan and deliver targeted campaigns to support and drive admissions.
- Establish and maintain good working relationships with colleagues across the School.
- In partnership with the Head, manage marketing budget effectively to support strategic priorities.
- Be flexible and collaborative, contributing to school life beyond core responsibilities where needed.

Digital

- Take overall responsibility for the school's website and lead on its future development.
- Commission, generate and produce content to ensure the website remains fresh and innovative.
- Take overall responsibility for the School's social media output, ensuring that content reflects the ethos, values and aspirations of Beeston.
- Work with Radley College's Video Unit to develop engaging video content that helps to fulfil communications objectives.
- Lead on digital marketing campaigns that drive enquiries for key admissions initiatives.

Brand

- Ensure marketing and communications activity is consistent, high-quality, engaging and authentic.
- Be an ambassador for, and guardian of, the school's brand identity — ensuring the brand is applied consistently.

Press

- Where appropriate, seek news coverage for Beeston in the local, national and trade press, maintaining positive relationships with journalists and editors.

SKILLS AND EXPERIENCE

- Proven experience in marketing and admissions, ideally in education or a customer-focused environment.
- Track record of leading and delivering successful marketing strategies.
- A marketing and communications generalist; comfortable across the mix and willing to develop new skills in line with the role.
- Strong IT and digital marketing skills. Extensive experience of using information management systems and willing to embrace new technologies.
- Copywriting, design and photography skills.
- Confident in managing events and engaging with parents and stakeholders.
- An understanding of the complexity of school admissions, sector codes of conduct and GDPR.
- Strong understanding of the independent school sector.





PERSONAL QUALITIES

- A warm and personable nature who builds relationships easily.
- High standards, a commitment to excellence and comfortable working under pressure.
- Diplomatic with a professional work manner.
- Outstanding command of the English language.
- Innovative mindset, seeking new ways to communicate messages effectively and creatively.
- A strategic, pro-active approach.
- Flexible with a can-do attitude.
- Ability to analyse and present data.
- Eye for detail with strong organisational skills and the ability to manage multiple priorities.
- An empathy for Beeston's ethos and heritage.



Beeston Hall is a buzzy, grounded school, where its coastal location really is its super power. The whole location is a classroom, with not only many lessons outside and masses of sport, but also a chance for children to let off steam outside, be it climbing trees, swinging from the monkey bars, huddled around a campfire or taking on the waves during surf school.

TATLER 2027

HOW TO APPLY

Applications should be submitted using the link [here](#).

The deadline for applications is midday on Monday 26th October 2026, but we reserve the right to consider applications as they arrive.

Applicants are encouraged to contact Sophie Langdale, Director of Admissions & Communications at Radley College, to learn more about the role. Please get in touch via sll.langdale@radley.org.uk or +44 (0) 1235 548570.

We are an equal opportunities employer and welcome applications from all backgrounds. Please let us know if you require adjustments during the process.

We will reward the candidate with a competitive salary and benefits package which includes 50% staff fee remission.



Beeston Hall has a deserved reputation for nurturing friendly, confident pupils who go on to do very well at their senior schools. Down-to-earth, happy, with lots of fun and challenge - all a country prep should be.

GOOD SCHOOLS GUIDE





Radley Schools Group, launched in September, brings together eight schools – Radley College, Barfield, Beeston Hall, Chandlings, Cothill, Kitebrook, Mowden Hall and West Hill Park.

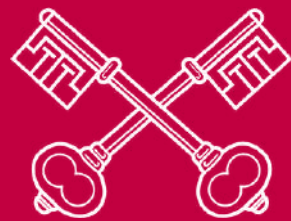
Radley Schools Group believes in the timeless and authentic values of outstanding charitable independent education. Through the strength and stability of our group, we are committed to providing exceptional educational opportunities for all our pupils throughout their childhood. Blending the very best of tradition and innovation, we seek to develop young people of outstanding character and purpose for generations to come.



Innovation lives alongside tradition, as proven by the budding entrepreneur club; or the music school, which has been redeveloped to incorporate dance and recording studios; or the brand-new nursery.

TATLER SCHOOLS GUIDE 2027





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