



## Cheadle Hulme School

### **Appointment of Director of Admissions & Outreach**

#### **The School - A Background**

Founded in 1855 by a small group of Victorian philanthropists in Manchester, Cheadle Hulme School began its life educating the “orphans and necessitous children” of warehousemen and clerks during the Industrial Revolution.

Over the years since its inception, the School has grown in ways far beyond the imaginings of its Founders: the introduction of fee-paying day pupils was the first step towards the School becoming, as it is now, a very successful, independent, co-educational HMC day school, providing high quality education to boys and girls, aged 4 to 18, from all over the North West.

The School currently has 1414 students and is truly co-educational: there are 631 girls (45%) on the school roll and 783 boys (55%).

The School is committed to honouring the original intentions of the Founders by providing bursaries for students whose financial background would otherwise preclude them from a CHS education.

The School has a Ten Year Strategic Plan (2011-2021) which informs its future aspirations and priorities.

#### **The School's Aims**

- That each student experiences a challenging, dynamic and relevant education which enables them to reach their full academic potential and flourish in a rapidly changing world;
- That each student develops a love of learning that extends beyond the confines of examination courses, and is able to work effectively in a variety of settings;
- That each student develops a strong set of personal values and learns to value themselves and others, appreciating difference and individuality and supporting those in need or less fortunate than themselves;
- That each student discovers and develops a broad and relevant set of skills and aptitudes which enable them to undertake useful and effective roles in their communities.

## **Curriculum**

Cheadle Hulme School is an academically selective school which prides itself on providing a challenging academic curriculum, aiming to stretch and develop the intellectual capacities of each student.

The School offers a broad curriculum, which begins in the Junior School, where from Reception, children are gradually introduced to the study of particular subjects, with the emphasis on literacy and numeracy. From Year 3, students follow a subject-based curriculum which includes ten subjects.

In the Senior School the curriculum is broader. In the first two years (Years 7 & 8), all students gain experience in: English, Mathematics, General Science, French or Spanish, German (Year 8), Classical Civilization, History, Geography, Religious Studies, Latin, Computing, Design Technology, Art & Design, Music, Food & Nutrition, Drama, P.E., Swimming and Games. In Year 9 General Science is replaced by Physics, Chemistry and Biology.

All students take nine subjects at GCSE/IGCSE which include English Language, English Literature, Mathematics and a Modern Foreign Language. Students can take either separate sciences or Dual Award Science. They choose their other courses from a wide range of options. IGCSE is currently taken in Biology, Chemistry, Drama, English Language, English Literature, French, German, History, Mathematics, Science (Dual Award) and Spanish. In the last two years, both GCSE PE and Computer Science have been included in the range of subjects available, whilst Further Maths and Greek are available as additional subjects. Alongside the academic curriculum, students have lessons in Well Being, Physical Education and Games from Year 7 through to Year 11.

At post-16, CHS offers both Advanced Level and Cambridge Pre-U examination courses. Students in the Lower Sixth will most commonly take four subjects; reducing to three in the Upper Sixth. An increasing number of students complete an Extended Project Qualification in addition to their A Level and Pre-U courses.

At Advanced Level, the School offers: Art & Design, Biology, Chemistry, Classical Civilisation, Design & Technology, Drama & Theatre, English Language, English Literature, Further Mathematics, Music, History, Latin, Mathematics, Politics, Physical Education, Physics and Psychology.

Pre-U courses are followed in Business & Management, Economics, French, Geography, German, Philosophy & Theology and Spanish.

Alongside the academic curriculum, students take part in Sixth Form Enrichment and Games Programmes. In the Upper Sixth, students take a weekly Extension Class in the subject area for which they will be applying at university.

## **Pastoral Care**

Cheadle Hulme School has a reputation for outstanding pastoral care; the School's motto 'in loco parentis' is as relevant today as it has ever been and the welfare of every student remains a priority.

Whilst the Head has ultimate responsibility for all aspects of the School's running, the Deputy Head (Pupil Progress and Welfare) leads and manages the delivery of the School's pastoral vision and through the pastoral team, monitors the progress made by every student in the areas of academia, co-curricular and personal development to ensure that the School ensures the attainment of its Aims for every child.

The Senior School is divided into three smaller Schools; The Lower School – Years 7 and 8, The Upper School – Years 9, 10 and 11 and The Sixth Form – Lower 6 and Upper 6, to allow students to feel part of a smaller community and to ensure that every student is known and feels valued.

An enhanced tutor system, which places the Form Tutor as a mentor at the centre of the student's school life, provides students with the guidance that they need to build on their skills and further develop their academic profile over the course of their education. The Form Tutor is a fundamental person in the life of each student and is the first point of contact for parents.

Overseeing each team of Form Tutors is a Head of Year, who is responsible for leading and managing that Year group to enable each student to work positively towards achieving their potential in academic, pastoral and co-curricular fields. Heads of Year are supported by the relevant Assistant Head who is responsible not only for the strategic development of their School, but also for the tracking of student progress and monitoring and reviewing the pastoral care within their area. The three Assistant Heads work closely together to ensure consistency across schools and to facilitate a smooth transition between Schools.

The School has dedicated Safeguarding Officers, a Head of Learning Support, a Head of Well-Being, and a medical team comprising of highly trained First Aiders, a School Nurse and a School Counsellor where students can be referred or self-refer where appropriate. Senior students also take an important role within the pastoral support system of CHS, acting as Peer Mentors to younger students and mentoring individuals. The School has a proactive Careers Department who provide guidance and advice to students throughout the different stages of their education.

Pastoral Care is central to everything at CHS and is promoted in many different ways; through the positive School environment and ethos, through a coordinated pastoral programme involving assemblies and tutor time activities, the numerous opportunities to be involved in charity events, the delivery of discrete Well-Being lessons, student mentoring and leadership and the extensive co-curricular programme to name but a few.

### **Co-Curricular Activities**

Great emphasis is placed on co-curricular activities; we believe in the value that the students derive from learning beyond the classroom, of developing their talents and improving their social skills through diverse activities.

A House system has been recently re-introduced and there are numerous House activities encouraging participation in sport, music, drama, charitable events and academic competitions. The House structure also provides many opportunities for leadership.

All students participate in the Games programme as part of their curriculum, through which they sample all the major sports. Beyond this, pupils are able to engage with a wide range of further sporting opportunities through social and team practices.

The School has a justified reputation for the quality of its Music. Young musicians have a chance to play or sing in a range of choirs, the Big Band, the Concert Band, the Orchestra and numerous other ensembles.

We have a long and proud tradition of dramatic productions: two major productions are staged each year as well as there being GCSE and Advanced Level showcase evenings. There is a flourishing Musical Theatre Club pupils and an annual Sixth Form self-directed production.

Lunchtime and after-school clubs and societies exist to give every student the opportunity to broaden themselves and their education. A wide range of educational trips are also offered with some day trips taking place during curriculum time and many longer residential visits undertaken in the holidays. Comprehensive details of these can be found in the 'CHS Life' section of the School's website.

### **School Leadership Structure**

The principal leadership positions in the School are currently the Head, the Second Master, two Deputy Heads (Teaching & Curriculum and Pupil Progress & Welfare), the Head of the Junior School, the Chief Operating Officer and the Director of External Relations. The Director of Admissions & Outreach will join the Senior Leadership Team.

### **The Appointment:**

We seek a highly-motivated and charismatic Director of Admissions & Outreach who will work as a member of the School's Senior Leadership Team to lead the School's Admissions strategy and expand the School's outreach programme. This is a non-teaching position, and requires the post-holder to work full-time, all year around.

The role would suit someone who understands the ethos and value of the independent education sector, who believes in the School's charitable foundation and who seeks a pivotal role in the future of the School. The successful candidate must possess proven strategic ability, outstanding interpersonal skills and high levels of organisation.

Please find the Job Description and Person Specification enclosed at the end of this document.

### **Remuneration package**

The successful candidate will be offered an attractive salary package in the region of £55,000 to £65,000 per annum, commensurate with experience. Please see the full list of benefits on our website under Why CHS/Working at CHS.

## Application procedure

We require two documents to be submitted in support of your application for the role of Director of Admissions & Outreach, as outlined below:

- A completed Application Form, within which **Section 7 needs to clearly detail why you believe you are a strong candidate for the role ie your suitability;**
- A **separate document** (500 words maximum) answering the following question:  
*‘Why should Cheadle Hulme School contribute to improving educational outcomes for all young people through its Outreach programme?’*

Please send both documents before 9am on Friday 24 February 2017, to the Human Resources Department, Cheadle Hulme School, Claremont Road, Cheadle Hulme, Cheshire, SK8 6EF. (Tel 0161 488 3330). First round interviews will take place on **Thursday 9 March 2017**, with second round interviews taking place on Monday 13 March 2017. Unfortunately if you have not heard from the School in response to your application by Thursday 2 March 2017, you will not have been short-listed for the first round of interviews.

Email applications are welcome to [humanresources@chs.school.co.uk](mailto:humanresources@chs.school.co.uk)

*(Cheadle Hulme School is committed to safeguarding and promoting the welfare of young people and expects all staff and volunteers to share this commitment. All appointments at Cheadle Hulme School are subject to clearance by the Disclosure & Barring Service and to identity and qualification checks).*

*Cheadle Hulme School is an equal opportunities employer and values a diverse workforce; we welcome applications from all sections of the community.*



## Cheadle Hulme School

### Job Description

Job Title: Director of Admissions & Outreach

Reports to: Head

Manages: Senior School Registrar and Junior School Registrar

#### **Job Purpose:**

The Director of Admissions & Outreach has responsibility for the successful recruitment of pupils throughout the School (4-18) and the strategic development and delivery of the School's Outreach programme.

The post-holder will lead an Admissions team focused on the recruitment of capable pupils who will flourish in, and contribute positively to, the academic, pastoral and co-curricular life of the School. Of equal importance is the development, growth and implementation of the School's Outreach work, to support the School's philanthropic aims.

The Director of Admissions & Outreach will be a member of the School's Senior Leadership Team (SLT) and will be expected to take a lead in generating and delivering outstanding admissions strategies, building upon and expanding the School's outreach work and developing and maintaining excellent relationships with all key constituents, including the Head, staff, pupils, prospective parents and other institutions. This is a non-teaching position, and requires the post-holder to work full-time, all year around.

The Job Holder must be in sympathy with the aims of the School, understanding its ambitions and direction as set out in the Ten Year Strategic Plan; as part of the School community, the successful applicant must take general responsibility for promoting and safeguarding the welfare of children and young persons, and be a positive and helpful member of the School staff.

#### **Key responsibilities:**

##### **Strategic direction and development**

- As a member of the SLT, play a significant role in devising and delivering CHS's overall strategy, in line with the Ten Year Plan, and looking beyond 2021.

## **Admissions:**

- Working closely with the Head and the Head of the Junior School develop a strategic plan for Admissions throughout the whole School;
- Understand the local area including its demographics, economic and social profile and school provision to inform the CHS Admission strategy and tactics;
- With the Director of External Relations develop marketing strategies to support the Admissions strategy to attract strong fields of applicants;
- Regularly review and monitor the effectiveness of the Admissions strategy and process in order to continuously improve;
- Identify trends in applications and use this understanding to shape future policy, priorities and actions;
- Strengthen our relationship with and understanding of feeder schools to ensure CHS is well-positioned in their thinking;
- Understand prospective parents' perceptions of CHS and with the Director of External Relations, use this information to inform our PR strategy;
- Work with the Marketing and Communications Manager and Admissions Team to assess the success of our advertising strategy, using this information to inform future tactics.

## **Outreach:**

- Lead CHS's Outreach and partnership programmes;
- Articulate, implement and evaluate a strategy for the future development of Outreach, embedding the strategy into the thinking and operations of the School;
- Ensure clear and effective communication about CHS's Outreach and partnership programmes, both within the School and beyond;
- Be proactive in developing valuable and productive partnerships with other schools and organisations for the benefit of young people;
- Assist the External Relations Department in making the case for support in relation to raising money for bursaries.

## **Leadership**

### **Admissions:**

- Ensure that the Admissions Office is fully integrated and engaged with all aspects of CHS life;
- Line manage the School's Admissions Team (Senior and Junior School Registrars);
- Work closely with the Registrars to plan for and deliver the Admissions process;
- Be responsible for all policies which pertain to Admissions and entry to CHS;
- Represent CHS at the Manchester Consortium meetings;
- Take responsibility for the entry procedures at 4+, 7+, 11+, 12+, 13+ 14+ and 16+, working closely with key CHS staff;
- Be responsible for all Open Mornings and Open Events, working with SLT, the External Relations Team, Assistant Heads and teaching staff to deliver events which engage visitors and promote the School in the best ways possible;
- Work with the Assistant Head (Co-curricular), Director of Music and Director of Sport to develop CHS Scholarships (Music and Sport) in order to attract the strongest candidates;
- Review the current model of scholarships and exhibitions to gauge its effectiveness in attracting the right pupils to CHS and if necessary propose and implement improvements;

- Work with the Head and COO to agree the amount of money available for financial rewards, including bursaries, and with the Bursary Team, allocate this money during / through the Admissions process;
- Develop and maintain staff awareness of the importance of Admissions and their responsibilities within its process;
- With the Registrars, arrange visits, tours and interviews for all prospective parents and pupils across the academic year;
- Work with the Deputy Head (Teaching & Curriculum) and the Assistant Head (Academic) to monitor the effectiveness and appropriateness of CHS entrance exams;
- Use all available performance data to improve and enhance the School's recruitment and admissions process;
- Work with the Assistant Heads of School (Senior School) and JLT to ensure the successful transition of pupils into CHS at each entry point;
- Manage and monitor the Admissions budget.
- Represent CHS at events at feeder schools;
- Develop, plan and deliver Taster Days for Year 5 prospective pupils.

#### **Outreach:**

- Foster and develop excellent relationships with feeder-school Heads, prospective parents and relevant staff through communication of the School's vision, values and ethos;
- Promote the importance and value of outreach to the CHS community, recruiting staff, parents, alumni and students to support the School's work in this area;
- Facilitate visits to and from feeder schools and their Headteachers.

#### **Marketing**

- Work with the Director of External Relations on all admissions marketing materials to ensure key messages are communicated and CHS is positively promoted;
- Ensure the CHS brand is used appropriately and communicates the vision and values of the School in all Admissions and Outreach activities and events;
- Work with the Marketing and Communications Manager to understand the key target markets of prospective parents and feeder schools;
- Work closely with the Head of the Junior School, Junior School staff and the Director of External Relations in promoting the Senior School amongst Junior School pupils and parents;
- Be the primary 'face of CHS' by offering one to one meetings with all enquiring families;
- Advertise, select and organise the CHS Ambassador team;
- Work with the Director of External Relations to promote CHS Scholarships.

#### **Other responsibilities**

- Present updates on and oversight of Admissions and Outreach to Governors and SLT, as well as other relevant stakeholders as required;
- Undertake additional duties as requested by the Head.

This is not an exhaustive list, and will vary as the School's requirements change. Flexibility regarding working hours will be expected from time to time.



## Cheadle Hulme School

### Person Specification – Director of Admissions & Outreach

#### **Suitability**

This is a crucial leadership role in the School: the selection (and ongoing recruitment) of outstanding children is fundamental to the on-going success of the School whilst the development and growth of the School's outreach programme ensures that the School's founding principles flourish in the modern setting. It is a job that requires great vision, imagination and empathy.

This post is therefore suitable for a dynamic individual who is committed to recruiting the best pupils for CHS – pupils who aspire for excellence throughout their academic, pastoral and co-curricular lives - and who recognises the importance of CHS playing a key part in supporting the educational outcomes of children in the local community. The post is a demanding one, requiring high levels of organisation; a willingness and ability to plan strategically and ensure delivery; excellent communication skills; the ability to build fruitful and positive relationships with a broad range of people (whose relationships with the School will vary); the ability to galvanise staff and current pupils; diplomacy and creativity. This post would suit someone who is keen to promote CHS to a broad audience, who understands and believes in the School's charitable foundation and who seeks a pivotal role in the future well-being of the School.

#### **Requirement**

##### **Qualifications/Education/Training**

- Educated to degree level or equivalent.

##### **Experience**

- A proven track record of successful leadership in the education world, together with experience of leading effective communications;
- Understanding of the Admissions process and significant experience in pupil recruitment;
- Understanding of the marketing environment in a school context;
- Evidence of having designed and delivered new initiatives that have positively impacted upon individuals / groups / an organisation;
- Evidence of management experience.

##### **Must be able to:**

- Think strategically at a whole-school level;
- Balance effectively the priorities of the School;

- Operate independently under broad direction;
- Be creative in your thinking, able to design solutions to challenges and consider new ways of operating;
- Be an outstanding communicator (both orally and in writing) with exceptional interpersonal skills, relating well to adults and children
- Speak in an engaging and persuasive manner in public;
- Work collaboratively with others;
- Show initiative and able to make things happen;
- Be proactive in all areas of responsibility;
- Meet deadlines and thrive under pressure;
- Demonstrate a high level of organisation and excellent time management.

**Must have:**

- Commitment to CHS, its founding principles and the School's ambitions for the future (currently sent out in The 10 Year Plan);
- Excellent listening skills;
- Proven ability to persuade and influence staff;
- High level of integrity and confidentiality;
- Resilience;
- Thorough approach;
- Energy;
- Positive attitude and approach to change and development;
- Strong sense of self-awareness and a willingness to learn.