



**Admissions &
Marketing Assistant**

Information for Candidates

www.gadshill.org

An exciting opportunity to join our admissions and marketing team in this ambitious and growing 3-16 independent day school set in beautiful surroundings and extensive grounds. The successful applicant will support and, as appropriate, deputise for our Admissions, Marketing and Communications Manager in all elements of our admissions process, including the personalised care of all our prospective and newly-joined families.



IMPORTANT INFORMATION REGARDING WORKING TIMES

The hours we require this post to be worked are as follows:

**6 hours per day (to be agreed but most likely 8:30am to 2:30pm to include a 20 minute break),
4 days per week: Monday, Tuesday, Thursday and Friday. Very occasional weekend and evening work is required.**

52 weeks per year

Annual leave to be taken as approved from time to time by the Admissions, Marketing and Communications Manager.

The Gad's Hill Curriculum

Gad's Hill is an independent day school for boys and girls aged three to sixteen years, located near Rochester, Kent. Based within the former home of Charles Dickens, the School is ideally situated with easy access to the M2 motorway and high-speed rail connections to London. The School combines modern facilities with timeless values. The Kindergarten and Junior School occupy purpose-built accommodation opened in 2013. The Senior School occupies Charles Dickens' former home, along with a range of other buildings including accommodation for specialist and practical subjects. At the present time, the School has just over 360 pupils on roll and employs around 90 staff, approximately 40 of whom are qualified teachers.

Our Mission

Our mission is to enable our students to enjoy school, to achieve good academic qualifications and to develop those personal attributes and qualities which will guide them on their journey through life.

Our Vision

Our vision is to be the first choice independent school for families in Kent who value a well-rounded education for their children. It is our intention that our pupils leave Gad's as confident, mature, articulate, pleasant and self-reliant young people who are well equipped to enter the world through a university education or career of their choice.

Our Values

We value **excellence**, **enthusiasm**, **friendship** and **success**. These attributes underpin all that we do. Our mission, vision and values are shaped by our commitment to educate children holistically, as articulated by our school motto: "*First to thine own self be true*".

Our Ethos

We believe that children do well when they are happy at school and at Gad's we pride ourselves on providing a friendly environment, where enthusiasm and hard work are the foundations for achieving success.

There is more to life than exam results alone and while Gad's enjoys the reputation of receiving good GCSE results this is not our sole focus. We want to offer our pupils a foundation in life, working with them to become confident, motivated and articulate young people ready for the next stage in their education and life beyond.

Structure and Nomenclature

The School is structured as follows:

Section	Year Name	NC Year
Kindergarten	KN	Nursery
	KR	Reception
	K1	Year 1
	K2	Year 2
Junior School	J3	Year 3
	J4	Year 4
	J5	Year 5
	Remove	Year 6
Senior School	Shell	Year 7
	Lower 4 th	Year 8
	Upper 4 th	Year 9
	Lower 5 th	Year 10
	Upper 5 th	Year 11

The Gad's Hill Curriculum



Our History

Gad's Hill Place is world-famous as being the former home of author Charles Dickens, who lived here from 1856 until his death in 1870. It is here that he penned his classic novels "*Great Expectations*" and "*A Tale of Two Cities*".

In the 1920s Gad's Hill Place was converted into a school for girls and in September 2001 the school became fully co-educational, admitting boys throughout. Gone, however, are the days when the school could be housed solely in an 18th century country manor house. In recent years the School has developed the site, against the backdrop of the historic house. After a lengthy process, planning consent was finally secured in July 2010 to develop entirely new accommodation for the whole School.

Phase I (built) is the Kindergarten and Junior School along with a number of whole-school facilities. Phase II (not yet under construction) will be new accommodation for the Senior School.

The Present

Our new building is now the established home of Kindergarten and Junior School, along with a number of facilities used by pupils of all ages: a music suite, sports hall, assembly hall and catering and dining facilities. These facilities provide future generations of pupils, aspiring sports stars, budding young musicians and actors with the resources that they need to thrive and excel.

The Future

It is hoped and anticipated that the second phase of the project will see the demolition of a mix of buildings erected through the School's history, and the construction of a new Senior School. In recent months, some consideration has been given to working up a more phased approach to delivery of the new Senior School buildings. Once the new Senior School is complete, the historic house will be leased to a charity established to see the building used as a heritage and educational resource, celebrating the life and work of Charles Dickens.

The Gad's Hill Curriculum



The School

Gad's Hill School operates as three distinct departments within one school. The Kindergarten takes children from age three into the Nursery through to Year 2. Pupils follow the National Curriculum although there is a strong emphasis on play, physical education, music and drama with all pupils performing in a number of short productions each year. The school places particular emphasis on communications and therefore pupils from Reception upwards receive twice weekly lessons in Spanish and also ICT.

The Junior School is currently growing in size and became two-form entry throughout Years 3-6 in Autumn 2019. Our Junior pupils receive a high proportion of lessons with subject specialists; in particular Modern Languages (Spanish), DT, ICT, Art, Music, Science & Games.

By Years 5 and 6 a great number of lessons are delivered by specialist tutors. There is a particular emphasis upon team games and almost all of our students have the opportunity to represent the school in fixtures against other schools.

The Senior school has a two-form entry. The curriculum is relatively broad, with all pupils taking a spread of subjects including Art, DT, Food & Nutrition, Spanish, Computer Science, Music and Drama. Students choose a range of options at the conclusion of Year 8. They follow a core of Maths, English (Literature & Language), Combined Science and CCF (BTEC – Teamwork & Personal Development). As options they may choose from History, Geography, Spanish, Art, Food & Nutrition, DT, Computer Science, Music, Drama and PE. Our GCSE curriculum is broad, suits most pupils and provides a firm foundation for sixth form and university entry.

At present there is no sixth form education at Gad's and pupils currently depart to a variety of onward destinations. The majority will study at local grammar schools, but others attend other state or independent sixth forms or colleges. In the last two year we have partnered with the University for the Creative Arts and several of our leavers have commenced Extended Diploma courses with them.

The school operates a good number of after school activities and would welcome new additions to the extra-curricular programme.

Admissions and Marketing Assistant: The Post

The Ethos

The Headmaster, Mr Paul Savage, was appointed in August 2018, having previously occupied the role of Head of Seniors. His vision is to provide generations of pupils with all the opportunities and individual care and guidance that an independent school can provide but underpinned by a passionate commitment to the evaluation and refinement of quality teaching and learning, based on the latest educational research.



The school achieves good academic results with the vast majority of pupils leaving Gad's to attend their first-choice sixth form destination. In 2019, we enjoyed a 100% pass rate in GCSE Maths and English Literature and in several option subjects, 93% in Science and 83% in English Language.

Gad's is not an academic hot-house above all else. We place a priority on our children enjoying school and one way in which we do this is to ensure that there are ample opportunities to experience drama, music, competitive games, swimming, trips, visits and CCF to keep our children occupied, challenged and inspired. Most of these things never appear in a league table but we believe that by ensuring children enjoy their time here they are much more likely to contribute in all aspects of their school life and this benefits the academic side too.

At Gad's we pride ourselves on being a small friendly school, where academic success is valued along with the recognition that there are many other attributes which a good school will offer to best prepare a child to live their lives. The joy and agony of team games, the discipline and concentration of learning an instrument, the confidence and challenge of performing to an audience, the awareness of the complex world around them, the care and concern for others and the opportunity to shape their destiny.

Our Curriculum Intent

Gad's Hill School's One Curriculum is an ambitious and challenging curriculum for a child's educational journey from 3 to 16. It is designed to deliver strong outcomes in a broad range of GCSE subjects and other valuable areas of achievement, allowing leavers to progress to their first choice of further study and equipping them with the teamwork, independence and leadership skills necessary for rewarding careers and adult life.

The One Curriculum covers issues of critical importance on a global scale, as well as reflecting the rich history and cultural diversity of Medway, Kent and the South East of England. The curriculum favours opportunities to make learning enjoyable and incorporates significant opportunities for speaking and listening to produce articulate and thoughtful young people who are capable of empathy for others and keen to serve their community.

The curriculum allows for learning to be supportive and personalised, taking advantage of the high levels of expert guidance within each classroom, while still offering excellent value for money in its delivery. Through the school's curriculum, children learn how to look after their own wellbeing and develop compassion for the wider world.

Admissions and Marketing Assistant: The Post

The Purpose of the Role

The school roll continues to grow. Now, perhaps more than ever, parents recognise the value of a nurturing learning environment where a personalised level of care enables children to thrive academically and socially.

Consequently, we are in the fortunate position in which we seek to appoint a proactive and organised Admissions and Marketing Assistant with outstanding people skills, to support our Admissions, Marketing and Communications Manager (“AMCM”) in every stage of our marketing and admissions processes, and to deputise for her as appropriate in her absence.



The hours we require this post to be worked are as follows:

6 hours per day (to be agreed but most likely 8:30am to 2:30pm to include a 20 minute break), 4 days per week: Monday, Tuesday, Thursday and Friday. Very occasional weekend and evening work is required.

52 weeks per year

Annual leave to be taken as approved from time to time by the Admissions, Marketing and Communications Manager.

The successful applicant will respond to enquiries and welcome prospective families to the school, as well as assisting with the administrative duties of the department and participating in the marketing of the school and its open days.

As the first point of contact for families engaging with the school, the post-holder should be enthusiastic with a warm and welcoming personality. A confident and friendly phone manner is essential. First class organisation and administrative skills are also vital, with a strong focus on attention to detail.

Key Accountabilities

1. Assist as directed with the organisation of the school open days, new pupil induction evenings and other events which involve the marketing of the school for example by:
 - a. Preparing and distributing flyers.
 - b. Attending events and assist with queries.
2. Supporting the AMCM with admissions procedures in line with the school’s policies and procedures, for example by:
 - a. Preparing and sending prospectus packs.
 - b. Maintaining databases and electronic systems as required.
 - c. Processing registrations and supporting the AMCM with the planning of taster/assessment days for prospective pupils.
 - d. Welcoming prospective parents and children to the school.
 - e. Answering in person, telephone and email enquiries.
 - f. Accepting and progressing scholarship and other fee assistance applications as appropriate.
 - g. Updating the legally required official registration book as directed.
3. Supporting prospective families throughout the application process and where they join us supporting new families in their first few weeks at the school recognising particularly that for many this may be their first experience of independent education.

Admissions and Marketing Assistant: The Post

4. Managing and maintaining student files, admissions and marketing data (electronic, hard copy and so on), for example by:
 - a. Obtaining files and information from pupils' current and previous schools.
 - b. Confirming future school enrolment dates and destinations for leavers.
 - c. Copying and forwarding relevant documentation to future schools from leaver files.
 - d. Compiling, keeping up-to-date and supporting staff use of a catalogued and curated collection of school photographs to support the School's various activities as required.
5. Under the direction of the AMCM, to keep appropriately updated the School's various electronic presences (website, social media, TV display screens etc) with accurate, appropriate, timely and attractive content.
6. Such other duties as may reasonably be required from time to time by the AMCM, Bursar and/or Headmaster.
7. At all times, complying with relevant legislation and school policies, and being particularly conversant with requirements relating to:
 - a. Safeguarding
 - b. Equality
 - c. Special Educational Needs & Disabilities
 - d. Appropriate recording and handling of cash, cheque, card and other forms of payment made to or by the School.

Essential Qualities

- Confident, friendly manner
- Strong organisation and eye for detail
- A keen interest in the wellbeing, development and holistic education of children
- An understanding of the decisions and challenges parents face, along with a strong empathy with the various reasons families may have for considering independent education
- Proficient in widely-used ICT systems – email, Microsoft Word and Excel and so on

Desirable Qualities

- Previous experience of working in a school

The Process

Completed application forms are to be received by **email only** to the Headmaster, Mr Paul Savage, via his PA, Mrs Tracy Barker: t.barker@gadshillschool.org.



Completed applications must be received by the School no later than **4pm on Friday, 28th January 2022**. Please note that if you do not receive an acknowledgement of your emailed application by this time **please contact the School as a matter of urgency as you should assume your application has not been received**.

Interviews are planned to be held at the School in the week commencing Monday, 7th February and it is hoped that the selected candidate will be able to commence employment on the 21st February or as soon as their situation allows.

Gad's Hill is committed to safeguarding and promoting the welfare of children and we expect all staff to share this commitment. All posts are subject to enhanced Disclosure & Barring Service checks (DBS) and pre-employment checks will be undertaken before any appointment is confirmed. An overseas police check will be required by candidates who have worked or resided outside of the UK, in the last 5 years.

Admissions and Marketing Assistant: The Post

Key Details

Contract: Permanent, Part-time as set out above

Salary: up to £12,480 per annum

The Benefits

A positive and close-knit team, working in attractive settings, alongside polite, friendly children make for a hugely rewarding place to work. Parking is provided on-site and a subsidised, home-cooked lunch is available each day in term time.

Children of all staff receive significantly subsidised education at Gad's Hill, subject to our policy and standard entry requirements.

And Finally...

We thank you for your interest in this exciting opportunity and look forward to receiving your application.