



DUCHY COLLEGE

HARROGATE



Director of Marketing
and Admissions
Candidate Information

From the Principal

Welcome to Duchy College

Thank you for your interest in the role of Director of Marketing and Admissions at Harrogate Ladies' College, soon to be Duchy College.

The School is going through an extraordinary period of transformation and I am delighted you are interested in joining us on our exciting adventure. We are continuing our history of making bold decisions, from moving to girls only education 130 years ago, to extending our current co-educational prep provision to the senior school in September 2026.

Our school has a proud heritage, a strong academic and co-curricular offer, excellent pastoral provision and a happy, welcoming campus shared by our family of schools. It is an environment that inspires and motivates on a daily basis.

We are a school with clear ambition – for our pupils, our staff and our wider community. Independent education is evolving rapidly, shaped by changing parental expectations and an increasingly competitive landscape. We are, therefore, focused on ensuring our pupils continue to gain the knowledge, skills and experiences they need to flourish in a constantly evolving world.

As we prepare for the opportunities ahead, we are looking to recruit an exceptional Director of Marketing and Admissions. The successful candidate will report directly to me and be a key member of our dynamic Executive Team; they will help to lead and shape our future. As an Executive Team, we recognise the critical role outstanding marketing, communications and parent experience play in today's independent schools' market. We are, therefore, seeking to appoint someone with significant and appropriate experience.

The successful candidate will be expected to think outside the box, implement new and exciting initiatives and provide inspirational leadership for the Marketing and Admissions teams. Working closely with the Principal, they will help to shape the vision and strategy for marketing our school and further develop our effective approach to fostering relationships with families from the first point of contact.

I hope this pack provides you with the sense of opportunity that lies ahead and will encourage you to discover what makes our community unique. I look forward to receiving your application and learning more about your vision for the role.



Principal





About Duchy College

The new name of Harrogate Ladies' College

Harrogate Ladies' College and Highfield School are a family of leading independent schools for children from 2 - 18 years of age. The schools are united by a shared ethos to develop a passion for learning and encourage individuality. Our pupils are encouraged to embrace challenge, discover their talents, to respect themselves and others and to understand the wider world.

From September 2026, Harrogate Ladies' College will be known as Duchy College and will begin a phased transition to a co-educational provision. This will begin with welcoming boys into Year 7 and Year 12 from September, gradually progressing through the school to form a fully integrated cohort by 2030. Due to this, the school is navigating a time of extraordinary change.

The school enjoys an internationally recognised reputation for excellent pastoral support, academic success, extra-curricular opportunities and boutique-style boarding. The boarding community comprises around one third of the school community and underpins the school's ethos. With this community comes a unique sense of togetherness and inclusion, only found in British boarding. We partner with agents and work with international families, as well as British parents, to provide a home-away-from-home for their children.

The school has a vibrant culture of inclusivity and support, both from the staff and the pupils themselves. Pupils leave us as well-rounded, kind and considerate individuals, typically with results at least one grade higher than their baseline predictions. Our A Level pupils depart for destinations such as Oxbridge, US Ivy League, Russell Group and beyond.

The Role

Director of Marketing and Admissions

In September, we will begin the transition to becoming fully co-educational and will change our name to Duchy College. We are, therefore, looking for an individual who is equally comfortable developing strategy and delivering it effectively.



The successful candidate will report directly to the Principal, be part of the Executive Team and will manage a team of professional, experienced individuals across our combined team of marketing, admissions and alumni. They will be responsible for developing a multi-channel marketing strategy that not only drives admissions across the whole school, but also builds our profile and advocacy among parents, alumni and stakeholders. It is a pivotal leadership role which is key in helping to shape this exciting new phase and future for the School.

The School is looking for a dynamic leader who will inspire and provide strategic direction for the team of marketing and admissions professionals and the alumni officer. Excellent communication skill will be essential to navigate, influence and collaborate with a wide range of internal and external stakeholders. The role has strategic oversight so the successful candidate will be an effective and experienced strategic marketer. They will have a professional skillset and demonstrable track record in strategic marketing, communications and customer relations gained, preferably, from within or outside the education sector. They will have an innate understanding of the independent education sector and the relational and creative skills to thrive in this exciting role.

Key Responsibilities

Strategic Leadership

- Lead, motivate and develop the Marketing, Admissions and Alumni team members, setting high expectations and monitoring performance against objectives
- Regularly evaluate the success of the School's plans for marketing and pupil recruitment, initiating proactive interventions as appropriate, to meet agreed targets
- Ensure recruitment targets are achieved
- Effectively manage the Marketing and Admissions budget
- Be well-informed about educational and economic trends both in the UK and internationally
- Ensure the Executive Team and the Governors are fully updated on marketing activity and recruitment performance
- Be a visible member of the school community, known to staff, pupils and parents
- Collaborate closely with feeder schools and proactively develop relationships to enhance the School's reputation with current and prospective feeder schools
- Work with the Principal, Governing Body and others to embed a shared, strategic vision and plan for the School's long-term sustainability;
- Ensure all admissions, marketing and communications policies and procedures comply with relevant legal and regulatory standards;
- Keep updated with the education and economic trends both in the UK and internationally;
- Analyse the boarding, weekly boarding, day and international pupil markets to inform and refine planning
- Be an excellent role model for all members of our community in all aspects of school life;
- Support the retention of pupils within the school;
- Develop the School's links in the wider community;
- Represent the School and the Principal at home and overseas;
- Embrace and respond to the challenges of working in a highly competitive global market;
- Provide data analysis as required in all areas of responsibility to the Principal and present the same information at Governor meetings;
- Ownership of information systems which enable analysis of data, and informs decision making and strategy; and
- to work with other Senior Leaders to develop and evaluate the whole school Strategic Development Plan.
- Responsible for the overall strategic leadership, management and development of the Admissions, Marketing and Alumni departments

- Develop and lead a comprehensive marketing, admissions and communications strategy which aligns with the School's strategic objectives, taking into account market trends and economic contexts
- Oversee the development and implementation of an effective and dynamic pupil recruitment strategy, including international recruitment, to support long-term growth
- As a member of the Executive Team, the post holder has a key role in overall strategic development so it is vital that they maintain a deep understanding and appreciation of the character and qualities of the school
- Develop the marketing and communications strategy that promotes the School across multiple platforms, ensuring consistency with the School's vision and goals
- To act as brand guardian for the School
- Lead on building relationships with alumni and formulating a development strategy
- The post holder is the School's UKVI authorising officer

Safeguarding and Welfare of Children

Duchy College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. You will undertake your role and responsibilities in accordance with the School's Safeguarding and Child Protection Policy, which can be found [here](#).

All staff are expected to comply with the School's Health and Safety policies in the performance of their duties.





Person Specification

This is a high-profile leadership position at a time of extraordinary momentum for the School. The post will appeal to an experienced professional, most likely from the independent education sector, with a track record of success in strategic marketing, communications and pupil recruitment. Alternatively, the role might suit an exceptional individual with commercial marketing and communications experience gained outside the sector, but who can demonstrate an understanding of, and empathy with, independent education and the School's ethos and values.

Qualifications, Experience and Skills

- Educated to degree level or equivalent
- Demonstrable success and broad experience in marketing and communications
- Clear and demonstrable understanding of the independent schools market
- Proven experience of leading and developing a team of professionals effectively
- Responsibility for planning and managing change and whole school/organisation issues
- Excellent interpersonal skills and management of stakeholder relationships
- Experienced marketer with a strong understanding of communications, PR, digital and advertising
- Understanding of the critical importance of branding, image and style
- Strong commercial awareness and analytical skills
- Track record of devising and implementing marketing strategies, especially in times of change
- Strong organisational, budgetary and administrative skills

- Understanding of the challenges of Alumni and fundraising in the education sector would be desirable
- Excellent IT skills and the ability to understand the potential in emerging technologies

Personal Attributes

- Confident and motivational leader with a collaborative approach, able to nurture and grow individual team members
- Proven influencing and networking skills, building trusted relationships with a wide variety of stakeholders
- Dynamic and keen to make an impact
- Highly motivated, forward thinking and eager to achieve
- Strategic thinker, able to drive change and bring others with them
- Resilient and adaptable, with a good sense of humour and the ability to cope with the excitements and challenges of working within the independent education sector
- Vision and creative flair, with a strong eye for quality
- Relentless determination to achieve the best outcomes for the School
- Tact, diplomacy, energy and perseverance
- Willingness to travel in the UK and overseas
- Values and promotes diversity and inclusion
- Self-confidence, determination, energy and enthusiasm
- A clear commitment to delivering best practice in safeguarding.



Terms of Appointment

A highly attractive remuneration package is offered, reflecting the seniority and significance of the role. The salary offered will depend on skills and experience.

This is a full-time role. The Director of Marketing and Admissions will play an active and visible role in the life of the school. This will involve attending some evening and weekend events.

Benefits

- Annual holiday entitlement of 30 days plus statutory bank holidays
- Contributory pension scheme up to 7%
- Employee Assistance Programme by Health Assured
- Staff discount on school fees
- Free school lunch (term time)
- Free eye tests and contribution to eyewear through Specsavers
- Ongoing training and development

Duchy College is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

The School is committed to the principles of equal opportunity, diversity and inclusion. It seeks to attract and retain the very best staff, ensuring our staff body reflects the diversity of our pupils and the local community.





Application Process

Interested candidates may contact our HR team for an informal and confidential discussion: recruitment@hlc.org.uk

Applications should be sent electronically to the above email address. Please submit the following documents:

- A completed application form (available [here](#))
- A covering letter addressed to the Principal, Mrs Joanna Fox. The letter should be a maximum of two pages and should explain your reasons for applying and outline your suitability for the role

Closing date for applications: 5pm on Monday, 4th May 2026

The process is as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement your application has been received within two working days, please contact the HR Team on 01423 504543
- Longlist interviews will take place on Monday, 11th May; shortlisted candidates will be interviewed on Tuesday, 12th May



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