



## Candidate Pack

Director of Marketing and Admissions

Chafyn-Godolphin School



**United Learning**  
The best in everyone™

# Welcome

## Thank you very much for your interest in the role of Director of Marketing and Admissions.

From September 2026, two of Wiltshire's most successful and respected schools, Chafyn Grove and Godolphin, are uniting to create something extraordinary: Chafyn-Godolphin. Together, they will form Wiltshire's leading all-through co-educational day and boarding school for children aged six months to 19, offering an outstanding education in the heart of Salisbury.

With a history stretching back over 300 years, excellent academic, pastoral and co-curricular provision, and an extensive campus across two neighbouring sites just a few minutes' walk from the historic centre of Salisbury, this is an exceptional opportunity for an experienced marketing professional to shape the brand and create an inspirational narrative for this outstanding school.

### Our values reflect our purpose:

**Ambition** – We dream boldly and set brave goals, pursuing them with heart and resilience to be the very best version of ourselves.

**Courage** – We step forward with confidence, believing in ourselves and embracing challenge knowing that growth often begins at the end of our comfort zone.

**Compassion** – We lead with kindness and act with integrity in a community where everyone feels seen, valued and respected.

As part of the United Learning group, which includes thirteen independent schools, you will benefit from being part of a strong professional network, extensive development opportunities, and the support of a central team.

This is a vital role for us, so if you're interested in finding out more before you apply – whether you want to learn more about the role, the team, or whether this is the right next step for you - I would welcome a conversation.

I look forward to hearing from you.



Hannah Hamilton, Director of Marketing  
United Learning

# The Role

**Reporting to and working closely with the incoming Head, Chris Eades, you will develop and ensure delivery of comprehensive, high-impact marketing and pupil recruitment strategies. You will create a compelling narrative to position Chafyn-Godolphin as the independent school of choice in the Salisbury area, and to grow a thriving domestic and international boarding community. You will develop a sector-leading customer service provision for prospective families that maximises conversion, and support the marketing of the school's broader commercial activities.**

**This is a high-profile role, working with colleagues at all levels at Chafyn-Godolphin, and with the central marketing and independent schools teams at United Learning. This role offers you the opportunity to own the marketing strategy and make a direct and demonstrable impact as a marketing professional, in an environment and community whose shared purpose is to improve life outcomes for young people.**

**You will be required to work on-site in term time, with some flexibility to work from home in school holiday periods. Some evening and weekend working, particularly to support recruitment events, and local and international travel, are required. We are open to flexible working for the right candidate, where operational need allows.**

## The main responsibilities of the role are:

- Develop effective marketing strategies that drive pupil recruitment at all stages;
- Establish a sector-leading customer experience across recruitment and admissions activity;
- Ensure delivery of all day-to-day marketing and admissions activities;
- Manage the marketing and admissions budget, and optimise all activity to achieve value for money;
- Monitor and report on all marketing activity and its impact on pupil recruitment, and use data to inform ongoing strategy development;
- Provide marketing and communications support for internal retention and commercial activities;
- Develop excellent relationships with external agencies and suppliers, to optimise quality, impact and value for money;
- Act as brand guardian, ensuring quality and consistency across all platforms to build awareness and reputation;
- Provide general marketing and communications support to the Head and Senior Leadership Team as required;
- Oversee a light-touch alumni relations programme;
- Line manage the marketing and admissions team.

# The Person

You will have previous experience leading and delivering highly effective multi-channel marketing and customer relationship strategies. Communication, problem-solving, and organisational skills are essential.

A clear, persuasive communicator, you will possess exceptional strategic and critical thinking skills and the ability to react quickly and seize opportunities as they arise. A motivational leader, you will be committed to continuous professional development for yourself and your team. A great team player, you will enjoy building positive relationships with colleagues and stakeholders.

## Experience, knowledge and skills

- Experience leading and delivering effective marketing strategies;
- A powerful communicator, skilled at building compelling propositions and driving customer action, and the ability to write with flair and tailor content to suit different audiences;
- Excellent knowledge of data and analytics platforms, with the ability to identify the key insights that underpin strategy development;
- Creative, with an excellent eye for great design and photography, and the ability to get the most from your partner suppliers;
- A very high standard of IT literacy. Comfortable using AI where it can add value to operations, and naturally curious about emerging technology;
- Self-motivated and highly organised, with the ability to manage your workload efficiently and work to deadlines;
- A confident, experienced manager with a strong interest in staff development;
- **Desirable** – Experience of working in the independent schools sector, and in international boarding recruitment.

## Personal qualities

- An exceptional team player, with the ability to build strong relationships with others;
- A lifelong learner, committed to developing professionally;
- Leads positively by example, with the ability to inspire and motivate others;
- Demonstrates a sense of responsibility and ownership of the success of your work;
- Has the highest expectations for personal performance and encourages the same level of excellence in others.

## Other criteria

- Commitment to the safeguarding of staff and students.

# Our Ethos

Our approach to education is underpinned by a sense of moral purpose and commitment to doing what is right for children and young people. We believe in supporting our colleagues to achieve excellence and in acting with integrity in all our dealings within and beyond the Group. We believe the safety and welfare of all children and young people is paramount. We summarise this ethos as 'the best in everyone'. This ethos underpins our core values:

**Ambition** – to achieve the best for ourselves and others.

**Confidence** – to have the courage of our convictions and to take risks for the right cause.

**Creativity** – to imagine possibilities and make them real.

**Respect** – of ourselves and others in all that we do.

**Enthusiasm** – to seek opportunity, find what is good and pursue talents and interests.

**Determination** – to overcome obstacles and achieve success.

Our values were selected in consultation with United Learning students and staff across the country. As a single organisation, we seek to bring together the best of independent and state sectors, respecting both traditions and learning from each. We believe that each of our schools is and should be distinctive – each is committed to developing its own strengths and identity while sharing our core values as institutions which promote service, compassion and generosity.

As part of United Learning, Chafyn-Godolphin School shares the objective of bringing out 'the best in everyone', enabling each pupil to become a balanced, happy and articulate person with intellectual freedom, confidence, compassion, integrity and a lifelong love of learning.

Further information on each of the Schools may be found at [www.chafyngrove.co.uk](http://www.chafyngrove.co.uk) and [www.godolphin.org](http://www.godolphin.org).

Further information on United Learning may be found at [www.unitedlearning.org.uk](http://www.unitedlearning.org.uk)



# Rewards and Benefits

- 26 days holiday, plus bank holidays;
- Salary in the region of £60-70,000, commensurate with experience;
- Contributory pension scheme, meaning we will save together for your retirement;
- Occupational sick pay, protecting you and your family;
- Competitive maternity, paternity, and adoption benefits;
- Health cash plan, giving you money towards essential medical treatment;
- Access to exclusive staff benefits through our partners Westfield Health, including savings on shopping and leisure, holidays and gym memberships, car leasing and Cycle2work schemes;
- Continuous Professional Development options that will be tailored to your needs;
- A supportive professional network;
- Options for flexible working.



# How to Apply

We are delighted that you wish to apply for this vacancy.

Please apply online at:

[www.godolphin.org/about-us/work-with-us](http://www.godolphin.org/about-us/work-with-us)

Please note, we do NOT accept application by Curriculum Vitae.

The closing date for applications is Thursday 19 March 2026 at 11.59pm

We welcome a conversation in advance with qualified candidates: to arrange a time please contact Hannah Hamilton, Director of Marketing, United Learning at [hannah.hamilton@unitedlearning.org.uk](mailto:hannah.hamilton@unitedlearning.org.uk)

We wish you all the best with your application.

## The Selection Process

We may invite you to complete a short informal Teams call with Hannah Hamilton, Director of Marketing, as part of the short-listing process.

Interviews will take place on **Friday 27 March 2026** at Godolphin School. Short-listed candidates will be given feedback on their application and/or interview.

## Important Information

Chafyn-Godolphin is committed to safeguarding and promoting the welfare of children and young adults and expects all staff to share this commitment. An 'online search' will be conducted on short-listed candidates and the successful applicant will be subject to an Enhanced Disclosure and Barring Service (DBS) and Barred Lists check (Adult and/or Children's Workforce), plus registration with the DBS Update service will be required. Staff are prohibited from promoting extremist/radical religious or one-sided political views whilst working at Godolphin and /or whilst participating in activities associated with their employment within Godolphin.

Chafyn-Godolphin is positive about disability and encourages applications from disabled people. All disabled applicants who satisfy the minimum criteria will be offered an interview if they state this prior to short-listing. If you consider that the provisions of the Equality Act 2010 apply to you, or if you require assistance at any stage of the process, please contact the HR Department, **telephone 01722 430569** or **email [hr@godolphin.org](mailto:hr@godolphin.org)**

Chafyn-Godolphin values diversity and inclusion and is committed to creating and sustaining a more diverse workforce. We welcome applications from professionals of minority ethnic origin and from majority ethnic professionals who share our commitment to inclusion and diversity. We always appoint on merit.

The School's Recruitment, Selection and Disclosure Policy and procedure is available for your information on at [www.godolphin.org](http://www.godolphin.org)





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