



# Heathfield School Ascot

*Appointment of*  
Admissions Executive  
Term Time plus 7 weeks (40 weeks)

# Welcome to Heathfield

Thank you for your interest in Heathfield.

Heathfield is a warm and welcoming school, an inclusive community which puts its students at its heart. As an intentionally smaller school, we can genuinely focus on individuals, supporting and inspiring them to strive and achieve. Everyone is known and important here, and the school celebrates the achievements of every student. The greatest asset of any school is its staff. We are building a team of extraordinary people, a community united in its mission to do the very best for every student. Our personalised and individual approach is central to making sure that every student is happy, confident and ambitious. This is what enables them to reach their academic, social and emotional potential.

Our academic results show exceptional value-added scores, and our co-curricular achievements continue to punch well above our weight. Most importantly, we have maintained our defining characteristic - being a close-knit community where every student is known, valued and empowered to discover their unique talents.

The Admissions Executive is an exciting and key position within Heathfield. If you are passionate about education and want to play a pivotal role in a prospective student's journey from enquiry to enrolment, this is the opportunity for you.

All the very best,

Jonathan Williams  
Headmaster



## Heathfield School



Heathfield is a vibrant independent boarding and day school for girls, introducing a co-ed Sixth Form in 2026. It is a member of GSA and BSA. There are approximately 200 students, aged 11–18, approximately 60% of whom are boarders. Recent developments in the boarding model have created a modern, integrated community of full and weekly boarders, alongside day girls. The result is a warm, inclusive and friendly community, where all can flourish.

The School occupies an attractive, 36 acre site on the edge of Ascot. Extensive outdoor spaces and woodland provide an inspiring, rural environment, though only half an hour from Heathrow airport and on a direct train line to Central London.

Resources for learning are excellent and constantly evolving. A modern theatre was completed in 2009, followed by a STEM Centre in 2015. Most recently, the new, multi-million pound Cadogan Sixth Form Centre has provided dedicated learning accommodation for A Level students, alongside the most modern of social spaces.

Technology is embedded within the academic life of the school, including through a multi-media recording studio.

There are extensive facilities for sport and exercise. In addition to playing fields, there is a Sports Centre including modern fitness gym, dance and spin studios alongside a 25m indoor pool. Wellbeing has a high profile in the life of the community.

There is an extensive programme of co-curricular activities, in which all students are encouraged to take part. This includes a vibrant and varied programme of weekend activities in which both boarders and day students participate.

# The Role

## Admissions Executive

**Department:** Admissions and Marketing

**Reporting To:** Director of Marketing & Admissions

**Direct Reports:** None

The Admissions Executive is responsible for student recruitment and the admissions process, in line with the School's policies, ensuring a smooth transition into school life for every student, whilst delivering an exceptional level of service and providing a welcoming and professional experience for prospective families.

This includes handling enquiries and applications, coordinating admissions events and supporting marketing communications. The role also involves assisting the Director of Marketing & Admissions in delivering engaging events to prospective students, their families and other stakeholders. Occasional evening and weekend work will be required.

## Key Responsibilities

### Admissions Enquiries, Applications and Visits

- Act as the key point of contact for all admissions enquiries.
- Efficiently and accurately process, record and acknowledge all enquiries for both UK and international applications.
- Respond to requests for prospectuses and follow up accordingly.
- Ensure all enquiries are promptly entered into our Engage database and the MHEG database to maintain accurate records. Provide status of enquiries when requested.
- Plan and deliver Open Mornings, Meet the Head events, New Joiners events and other admissions-related activities.
- Manage bookings and communications for Open Mornings and Meet the Head events.



## Key Responsibilities Continued

- Organise and manage individual visits by prospective families and agents including appropriate follow-up actions.
- Confirm receipt of registrations and offer appropriate follow up actions.
- Follow up with all visitors, providing appropriate information and advise next steps.
- Provide regular updates on admissions activity to Director of Marketing & Admissions.
- Develop and maintain a full understanding of target audiences, competitors and the dynamics and trends in the sector and of the market-place.
- Seek to improve the implementation of admissions processes in order to maximise conversion rates and target high quality candidates in line with the School's recruitment objectives.
- Ensure the collection, management and reporting of admissions data and provide forecasts for student numbers to support financial planning and budgeting.

### Guiding families through assessment and offers

- Organise and manage the annual group 11+ and 13+ assessment days plus ad hoc individual assessments that take place throughout the rest of the year.
- Request student reports from feeder schools and maintain strong relationships with their Heads, Year 7 and 9 Prep teachers who advise their families on their next schools.
- Allocate applicants to assessment dates and liaise with IT/facilities for setup and equipment.
- Manage test software installation with Cambridge Insight.
- Arrange interviews with appropriate staff, including EAL, SEN and Sixth Form.
- Coordinate Zoom interviews with overseas applicants and agents.
- Produce scholarship schedules; liaise with relevant staff and provide the results spreadsheets.
- Coordinate the marking process, collate results and support decision-making ahead of sending out offers of a place. Communicate outcomes to feeder schools and parents.

- Provide results data and interview feedback to relevant staff.
- Liaise with academic and boarding staff to share timely and accurate information about new students including SEND, medical, academic, pastoral and other relevant information.
- Liaise with Newland Chase regarding visa applications, collating the necessary paperwork from the relevant sources.
- Prepare welcome packs for new joiners and ensure all required documentation for each new student is received prior to their arrival.
- Manage prospective student files, archiving when appropriate.

### Prep School relations and promotional events

- Set up and coordinate visits for our Head to visit feeder schools and for feeder school Heads to visit Heathfield.
- Organise taster events and outreach to Prep Schools, including coffee invitations and meeting requests.
- Attend evening Prep School fairs and provide support for exhibitions and marketing events.
- Support the Prep School communication programme, including feeder prep school database updates and mailings.
- Organise dates and logistics for admissions events well in advance.
- Liaise with relevant staff across departments (academic, maintenance, housekeeping, catering, room bookings) to ensure smooth event delivery.
- Develop and manage student forecasts and maintain admissions pipeline records from enquiry to acceptance.
- Generate regular admissions activity reports.
- Support the wider Marketing and Admissions department as needed, including covering duties during staff absences.
- Undertake any other reasonable tasks as directed by the Director of Marketing & Admissions.

## Person Specification

- Exceptional administrative and organisational skills, with strong attention to detail.
- Strong verbal and written communication skills, with a high standard of literacy.
- Excellent interpersonal skills with the ability to build warm, trusted relationships with prospective families and represent the school with confidence and professionalism.
- Ability to prioritise workload, work flexibly under pressure and meet tight deadlines while maintaining a positive outlook.
- Capable of working both independently and collaboratively within a team.
- Proficient in Microsoft Office; experience with Engage and ISAMS is advantageous.
- An understanding of the independent schools market, including trends in parental choice and enrolment cycles.
- A commercially aware mindset with a focus on conversion, retention and enrolment targets.
- Good analytical skills with the ability to interpret and act on admissions market intelligence and competitor benchmarking.
- Previous experience in a school admissions environment is preferred.



## Terms

### Salary

£31,000 p. a. for Term time plus 7 weeks - 40 weeks a year, 37.5 hours per week.

### Pension

Eligible staff will be automatically enrolled onto the contributory pension scheme.

### Meals and Refreshments

We provide a nutritious lunch in the Dining Hall during term time and refreshments are available throughout the day, both are free of charge.

### Personal Accident Insurance Scheme

The School currently participates in a Personal Accident Insurance Scheme.

### Fee remission

The School offers a generous discount on fees should their daughter(s) attend the School.

### Parking

Free parking is available on-site.

### Welfare and Other Benefits

Welfare initiatives available include the use of the School's swimming pool and gym (at set times), access to discounted massage and reflexology sessions and yoga classes. The School has medical care with the addition of access to a counsellor. Staff also have access to the Employee Assistance Programme which provides caring and compassionate advice and support on professional and personal matters. We also offer the cycle-to-work scheme.

### Equality and Diversity

Staff are expected to promote equality of opportunity for all pupils and colleagues, both current and prospective, and support an environment that values diversity.

### Promoting British Values

Heathfield recognises the importance of placing emphasis on fundamental British values in the curriculum and all other aspects of School life. These values reflect the ethos of the School and all members of the community have a role to play in delivering the values of democracy, the rule of law, individual liberty, mutual respect and tolerance of those with different faiths and beliefs. All staff are responsible for promoting these values when opportunities arise.

## Application Process

Applications should be submitted on the school's forms, which can be accessed by [clicking here](#). The completed form should be accompanied by a letter of application and CVs submitted by email to [recruitment@heathfieldschool.net](mailto:recruitment@heathfieldschool.net).

Closing date for applications: **Noon on 16 January 2026 \***

**Interviews: w/c 19 January 2025.**

*\*We will be conducting interviews on a rolling basis, and the position may be filled before the application deadline.*

Applications will be acknowledged and will be evaluated against the selection criteria. We reserve the right to call suitably qualified candidates to interview before the closing date. Early applications are therefore encouraged. Heathfield School welcomes applications from all sectors of the community. Right to Work in the UK is essential.

### Disclosure and Barring Service (DBS)

Heathfield School 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 Enhanced Disclosure and Barring Service check.

### Safeguarding and Child Protection

Heathfield is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment and adhere to, and comply with, the School's Safeguarding Children and Child Protection policy and procedures at all times.

Heathfield School is an equal opportunity employer, committed to diversity and the creation of an inclusive environment for all employees. Employment selections are made according to suitability for the post, irrespective of background or protected characteristics.



## Heathfield School Ascot

Small School, Big Opportunities

London Road, Ascot, Berkshire SL5 8BQ, United Kingdom

*Incorporating St Mary's School Wantage*

01344 898342 [www.heathfieldschool.net](http://www.heathfieldschool.net)