



Candidate information for

# Digital Marketing and Admissions Assistant

# Hurst



“The Curriculum is challenging and well matched to pupils’ needs and interests. **This is a significant strength of the school.**”

Independent Schools Inspectorate

# Hello + Welcome



## Welcome from the Head of College

Hurst is a wonderful place to work and to live. We have a clear sense of our educational values, which underpin our vision for the future. Our mission and purpose as staff is based on a wholehearted commitment to ensuring that every pupil experiences an outstanding all-round education. Through this educational experience we seek to prepare the children in our care for life beyond Hurst.

Our educational philosophy is about far more than just exam grades; a Hurst education is genuinely holistic and rounded. We believe that pupils develop through a full-on engagement with every aspect of school life, whether in the classroom, in boarding and day Houses, or in sports teams, choirs, orchestras, casts, activity sessions, DofE groups and so much more. As such we seek to recruit staff who not only buy into this culture, but who will actively support and coach the pupils in these areas, as well as be role models for the Hurst values in the way that they lead their own lives.

In the same way that we care about the personal development of every single pupil, we also care about the development—personal as well as professional—of every member of staff. This requires a significant degree of commitment, and it comes with huge rewards for those who embrace the challenge. Our 'Teach Hurst' and 'Lead Hurst' programmes are proof of our commitment to our staff, and offer a unique and exciting way to develop a career in teaching. If you have got the potential and the willingness to work hard to fulfil it, then we will provide you with the training, the support and the opportunities to help you get there. You will not be the first to walk down that path, and you certainly won't be the last.

Before you even reach for the application form, I hope that you get a strong sense that being a member of the Hurst community is very much a way of life—not just for the pupils who attend Hurst, but also for the talented, inspirational and dedicated staff who work here. It's more than just a job. It's a vocation. If that appeals to you, then we would love to hear from you and I look forward to meeting you here at Hurst.

Dominic Mott

# An introduction to the College

Hurstpierpoint College is one of the country's leading HMC co-educational schools and has a reputation for ensuring that every pupil experiences an outstanding all-round education that prepares them for life.

The College comprises a Sixth Form, Senior School, Senior Prep and Junior Prep with 1,300 pupils in total. Over half the pupils in the Senior School are boarders (weekly or flexi). Hurst is a significant medium-sized enterprise in Mid Sussex with around 480 employees and an annual turnover of £35 million.

What particularly strikes visitors to the College is the vibrant dynamic of our community. Situated within a 100-acre campus, surrounded by beautiful countryside, Hurst lies on the border of the South Downs National Park, close to the village of Hurstpierpoint in West Sussex.

This superb location is also just 20 minutes from the city and beaches of Brighton and Hove, whilst London train stations can be reached from Hassocks or Haywards Heath in under an hour.

The central campus is thoughtfully laid out and planned with zones for the Academic, Co-Curricular and Pastoral areas of school life. These all lie at the centre of a superbly equipped broader campus.

Hurst has an excellent academic track record and the vast majority of pupils go on to Russell Group universities including Oxford, Cambridge, and various London Universities, as well as large numbers to Exeter, Bristol and Durham.

Founded in 1849 by Nathaniel Woodard, Hurst is a Church of England College. The Christian ethos underpins College life but we are a diverse community; we welcome those of other faiths, or no faith, and pursue an inclusive approach in all that we do.

The College is a co-sponsor, together with the Diocese of Chichester, of the newly formed Hurst Education Trust, a local multi academy trust. The Trust currently has four local primary schools, although we envisage that it will grow over time.

## Superb facilities

The College has invested heavily in campus developments, including substantial new academic and sports facilities, in addition to an extensive programme of day and boarding house refurbishments.

In the last five years, major developments have included the New Bury Theatre which opened in 2018, Pelican House in 2020, two new science laboratories in 2021, a complete overhaul of the College's catering facilities - completed in 2022 - and an extension to Eagle House and refurbishment of Woodard House in 2023.

Construction is currently underway on a new swimming pool. Future planned developments include upgrading our boarding house facilities, alongside the continued programme of refurbishing the College's existing facilities.





# Digital Marketing and Admissions Assistant

Reporting to: Head of Admissions and Marketing

Salary: £25,850 p.a. (£30,055 FTE).

Working hours: 8.30am – 6.00pm  
Monday to Friday, term time only

Start date: W/C 19 August (can be some flexibility)

We are looking to recruit a highly motivated person to join our Marketing and Admissions Team. We are looking for someone with the skills and experience in SEO and PPC so that we can tap into your expertise to bring the Hurst brand to life.

Above all we wish to recruit candidates with a positive, 'can-do' attitude who can add value to our existing team.

The Admissions Office on the College site handles the entry process for all pupils entering the College and currently comprises the Head of Admissions and two Admissions Assistants. Together they are responsible for the smooth running of the admissions process for the College, from initial enquiry and registration through to eventual enrolment. There are five entry points into Hurst College (4+, 7+, 11+, 13+ and 16+) and the staff in the Admissions Office are the initial point of contact for prospective parents. They are therefore required to be knowledgeable about the College, and to be able to respond to queries quickly and efficiently, as well as being organised and methodical in their work.

The Marketing Office is responsible for the external and internal marketing of the College and its key entry points. The Office handles all social and digital marketing, website content and updates, photography and videography and news stories as well as updating various online directories and magazines. The Office handles the advertising in various digital and print publications and editorials.

## Key Qualities

Hurst has a reputation for offering an excellent all-round education with a strong academic core for every child.

**The successful candidate will have:**

A degree in Digital Marketing, Marketing, Communications or related field

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A strong understanding of digital marketing channels, including SEO, PPC, social media, email marketing and display advertising

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Be proficient in marketing automation tools

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Excellent analytical skills and experience with Google Analytics

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Strong project and time management skills

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Excellent written and verbal communication skills

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## Marketing

- Manage and execute campaigns across various digital channels, including social media, search engines and display advertising
- Measure and report on the performance of digital marketing campaigns, and assess against goals (ROI and KPIs)
- Conduct market research and analyse trends to identify new opportunities and improve campaign performance
- Collaborate with cross-functional teams, including creative, content and web development to produce engaging content and optimise user experience
- Stay up to date with emerging digital marketing trends and technologies
- Copywriting for SEO and implementing on-site SEO changes
- Assist the marketing team with a range of projects including news stories, some website management, reporting, social media posts
- Assist with photography and videography
- Assist with content for the school magazine

## Role Responsibilities

### Admissions

- To receive and respond to all Admissions enquiries, entering details onto the College database iSAMS
- In collaboration with the Admissions team, ensure all enquirers are sent the relevant marketing materials and information
- Assist the Admissions Team with packing prospectus packs for events e.g. Open Mornings, School Fairs and Tours
- Add relevant notes about visiting families onto the database where required
- Book families onto Open Mornings, confirming their attendance
- Assist with the running of Scholarship and Assessment days for all entry points

## Your benefits



Membership of the College's contributory pension scheme with The Pensions Trust. The College will double the employee's pension contribution up to 7.5% (i.e. the maximum total contributions will be 22.5%).

Free dining and refreshment facilities during term time.

Extensive professional development programmes, together with career opportunities across the College.

Free use of extensive sports and leisure facilities.

Comprehensive health and wellbeing offering including an on-site mind clinic, wellbeing MOTs, Employee Assistance Programme and Chaplaincy.

Contributory BUPA Health Insurance.

Cycle to work scheme.

Social calendar of events.

Free on-site parking.

## How to apply



### The application process

Interested candidates should submit a covering letter, CV and application form to [recruitment@hppc.co.uk](mailto:recruitment@hppc.co.uk)

### Safeguarding and equal opportunities

Hurst is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. Any offer of employment will be subject to an enhanced DBS disclosure, the receipt of satisfactory references, the College's pre-employment medical questionnaire, relevant original ID documentation and examination certificates. The College understands that a robust, fair and transparent recruitment and selection policy plays a central role in achieving this aim. Our full equal opportunities policy is available in the Policy Documents section of our website.

## Information



### Further information

For further information please see our website at [hppc.co.uk/work-with-us](http://hppc.co.uk/work-with-us)

### Terms and conditions

The appointment will be confirmed following six months' satisfactory probationary period.

This job description is current at the date shown below. It may be subject to variation by management in consultation with you to reflect or anticipate changes in, or to, the job.

Candidates are encouraged to apply as soon as possible. Applications will be considered on receipt, and the College reserves the right to withdraw the advertisement should a candidate be appointed prior to the closing date.