



Walhampton

INDEPENDENT PREPARATORY SCHOOL

**DIRECTOR OF
DEVELOPMENT &
ENGAGEMENT**

Start: January 2024
(or sooner)



LETTER FROM THE HEAD

I hope you are already feeling something of the excitement I felt when presented with the opportunity to join this unique community. Walhampton is a vibrant place and it is fuelled by the creative energy that exists in our setting between the New Forest and the Isle of Wight. We are proud of our traditions, but with a new vision and strategy, we are once again beginning a new chapter. We are radically traditional.

Our pupils are adventurous, pioneering and characterful. We have a devoted staff body; parents with interesting stories to tell; and governors who are generous with their time. We are a close-knit and nurturing community, where everyone belongs, but we are determinedly outward-looking, preparing young people to be independent thinkers in an ever-changing world. It's a very different kind of education, where great results in Year 8 are a by-product, not our sole focus.

Difference and diversity are encouraged here, or as one pupil put it recently, we are a colourful school that 'caters for the unique'. It is a joy to behold. As soon as you step into Walhampton, you will be struck by its energy, but also by its warmth. The pastoral care is second-to-none and the sense of community is strong. We recently won Talk Education's '[Pastoral Care & Wellbeing](#)' Award for Innovation in Education 2022. The children revel in opportunities for outdoor learning, whether in the 'Forest School', in our equestrian centre, by the lakes, or down on the seafront for 'Beach School' activities. A future-focused approach to learning means that inquiry-based learning is part of the experience and, more recently, we have fully embraced the principles of the [Pre-Senior Baccalaureate](#) as a learning philosophy.

Before you choose whether to apply, I strongly urge you to look closely at our radically traditional vision. And if you buy into all this, then why should you be excited about the role of Director of Development & Engagement here? It's simple: I am seeking to appoint a dynamic and forward-thinking individual to lead and shape Walhampton's marketing and admissions strategies and play an integral role in implementing [Project 26](#), the School's development plan.

The postholder will ensure that the School continues to attract high calibre pupils and will demonstrate the agility and strategic skills to respond to future challenges and opportunities across the independent school sector. We are looking for an enthusiastic and creative individual, responsible for nurturing strong links with our Walhampton Community which includes alumni, current and former parents, current and former staff, and other well-wishers, keeping our community engaged with the life of the school, as well as promoting a culture of 'giving back' in terms of time, talent, and philanthropy.

The successful applicant will be a strategic and experienced professional, with extensive stakeholder management and influencing skills, perhaps gained outside the education sector. You will be someone inspired by the Walhampton brand and will be able to communicate and promote the ethos of the School. You will have a strong commitment to the transformational effect of an excellent education on the futures of young people.

In short, this is a great time to be joining the team. I hope this letter has given you an insight into life at Walhampton, and I wish you all the best for the next stage of the process.

Jonny Timms





AIMS & ETHOS

“This co-ed school brims with happiness and is friendly rather than imposing: there’s not a trace of arrogance despite Walhampton more than pulling its weight as a top prep ensuring pupils head to their first-choice senior school.”

TATLER

Walhampton’s motto ‘Let us all rejoice in our work’ is no empty aspiration and the School aims to:

- Promote the importance of moral, spiritual and social values, inspired by the School’s underlying Christian ethos;
- Be a dynamic school in which teaching is exemplary and pupils develop both the discipline of study and the joy of learning;
- Develop the academic, creative and sporting potential of each child, ensuring a broad and balanced education of the whole person;
- Be a distinctly happy school to which children and adults feel a deep loyalty - a place in which children can laugh, feel safe and enjoy being children;
- Inspire in every child a love of nature and the outdoors;
- Be a school that is outward looking, building links with parents and the local community, as well as celebrating cultures from around the world;
- Develop in every child resilience so they leave Walhampton as confident, capable, compassionate and independent-minded young people.

BACKGROUND

Founded in 1948 in an idyllic country house setting, surrounded by ancient woodlands and lots of space, Walhampton was merged with the nearby Hordle House in 1997. The house and grounds have a fascinating and well-documented history.

It is non-selective and children attend a trial day for informal assessment. Nursery and pre-prep pupils are housed in their own purpose-built building a short walk from the main house. There is Forest School in the woods for all pre-prep children and, throughout the School, there is a great emphasis on spending time outside and being prepared for mud and rain if necessary.

Lessons start at 8.30am and finish at 5pm, followed by clubs and activities. There is a Saturday programme for boarders and day children may join in the activities. There are no Saturday lessons, apart from optional sessions for Year 8 pupils approaching exams. On Friday afternoons, many parents join their children at the weekly chapel service before whisking them away for the weekend.



ACADEMIC

‘Pupils achieve so well because the school is proactive in creating opportunities for them to do so and because of the pupils’ entirely positive attitudes to learning ... Pupils described how the school has helped them feel more confident in their learning compared to their experience in previous schools.’

ISI INSPECTION REPORT

Walhampton prides itself on its top-quality teaching, effective learning and excellent academic results. Year 8 leavers go on to a wide range of schools: Canford, Bryanston and Sherborne head the list but Winchester, Eton, Radley, St Swithun’s, Marlborough and King Edward VI Southampton are also popular. In recent years, many scholarships and awards have been won, approximately 15 per year.

The Independent School’s Inspectorate has been unstinting in its praise for the pupils’ academic and other achievements and for the emphasis on learning. In particular, it highlighted the development of their confidence that anything is possible and within their reach if they set their minds on it, responding to teachers’ constant encouragement ‘to have a go and do the best you can.’ The inspectors noted the outstanding communication skills of the boys and girls as integral to their success in learning. ‘The younger pupils are absorbed in a richly colourful and stimulating environment, rapidly learning new vocabulary, using it in conversations and applying it as they confront new situations and in solving problems. Older pupils are very articulate, responding well to the skilled, challenging questioning they receive in many lessons, and extending their expressive expertise through public speaking competitions or lively current debates, for example on current political issues.’

The Good Schools Guide (2019) described the teaching they observed as ‘exciting and vibrant’ and inspectors commented on ‘the consistent and positive relationships between pupils and staff, excellent role-modelling, high expectations for pupils’ personal and academic outcomes, and adherence to the School’s core values and ethos which aims to nurture and inspire’.

English and Maths are taught in ability sets (Maths from Year 3 and English from Year 6) which are regularly reviewed. English, Maths, Science and French form our core subjects, alongside History, Geography and PRE (Philosophy, Religion and Ethics). In the Juniors, Science and the Humanities are taught in a cross-curricular way under the title, ‘Exploration’. Physics, chemistry and biology are taught separately after Year 5. Included in their weekly timetable, are lessons in Art, Music, Drama, PSHE, Sport and STEM (or Computing and IT in the Juniors). One lesson per week is devoted to PSB; teaching and reviewing vital study and life skills. The PSB is interwoven throughout our academic curriculum.

In the Juniors (Years 3-4) the focus of homework is on the core subjects. From Year 6, pupils have homework in each examined subject (30 minutes per subject).

About 40 children receive learning support from a team of four specialist teachers, mostly one-to-one and charged as an extra. The Independent School’s Inspectorate have spoken favourably on ‘the successful implementation of previous recommendations, including developing a new assessment and teaching system, extending lesson times and engaging with a rigorous appraisal system for both academic and support staff’. The library is buzzing, welcoming and well-stocked.





BEYOND THE CLASSROOM

‘The strong Christian, family ethos and the warm and welcoming environment provides a home from home in which both day pupils and boarders can thrive. This is due to the consistent and positive relationship between pupils and staff, excellent role-modelling, high expectations for pupils’ personal and academic outcomes, and adherence to the School’s core values and ethos which aims to nurture and inspire. Pupils are very well prepared for the transition to the next stage of their lives.’

ISI INSPECTION REPORT

There is sport on four days a week, with matches on Wednesdays. The main sports for boys are football, rugby, hockey and cricket while girls play hockey, netball, cricket and football. Reception up to Year 6 have a swimming lesson every week and the outdoor swimming pool is used from April to October. Facilities include a large purpose-built sports hall, Astroturf pitch, long jump runway, 400m athletics track and cricket nets.

There are many other sports options including golf, archery and fencing.

More than 100 pupils have riding lessons at the School’s equestrian centre. This has an arena and a dedicated field with cross-country fences for those riders seeking to improve their jumping skills. Non-riders are welcome to come and groom the ponies, muck out stables and help to keep the yard looking immaculate.

Around a half of all pupils learn a musical instrument and music is a part of all pupils’ experience. There are Pre-Prep, Junior and Chapel choirs, a school orchestra, jazz band, string quartet and in-house rock bands.

Drama is also important, with plays for juniors and seniors and LAMDA exams. There is a purpose-built theatre and, at the centre of the school, a vibrant and busy drama studio.

The art, pottery, sculpture, photography and textiles department is always lively and popular. Outdoor installations are encouraged and celebrated.

The map of the campus and grounds looks like the end papers of an adventure book and pupils are encouraged to spend as much time outside as possible with Portmore Pond for sailing, Sandwalk Pond for fishing and accessible woods for boys and girls to enjoy in all kinds of ways. They are taught about the local wildlife, learning the names of butterflies and birds, and also about trees and plants. The School’s unique environment is all important, as can be quickly seen in the videos available on the School’s website.

THE BOARDING TRADITION

‘It lets them be who they are – and lets them be children.’

PARENT QUOTED IN THE GOOD SCHOOLS GUIDE

The boarding house for 60 children is named after the founder of Walhampton, John Bradfield, who embedded an ethos of teaching and caring for the individual. This extends to the whole school, but which is especially true of Bradfield House itself. Children board from local areas within Hampshire and Sussex, from across the United Kingdom and from a range of international backgrounds. The bedrooms are beautifully kitted out, their windows command stunning views and children feel at home in a family atmosphere. Full- time, weekly and flexi-boarders are completely integrated with the day children. There are countless weekend activities for boarders, including beach school at Milford on Sea, and the entire school still feels like a traditional boarding school for all the right reasons.

Pastoral care is second to none with robust systems and processes in place to monitor welfare and safety. Weekly pastoral meetings include the Headmaster and other senior staff members; Year 8 patrol leaders act as role models for younger children; there is a Medical Centre staffed by three nurses who provide a sympathetic ear for children who want a chat and a mug of hot chocolate.



PUBLIC BENEFIT

Means-tested bursaries are available and are currently given to approximately 30 pupils with assistance of up to 100% of the fees, and the Governors and the school in general are fully aware of the benefits and opportunities of widening access.

Local schools are encouraged to share Walhampton's facilities and every year two charities are supported in campaigns which involve the whole community. Recent examples of the School's reaching out beyond its immediate boundaries include the building of a new school in Cambodia, support for the Paediatric Intensive Care Unit in Southampton General Hospital, the Honeypot Children's charity and the vibrant and long-standing connection with the Arnhem veterans and their families.

SITE DEVELOPMENT

Walhampton is committed to investing in the site, and recent investment and improvements have included the science and pre-prep departments, and Bradfield House's boarding facilities.



STRUCTURE, GOVERNANCE & MANAGEMENT

The Leadership team will be supported by the excellent Board of governors who all take a strong interest in the School and are fully committed to its success. The Governors have a wide range of experience and skills, and a real understanding of the working of the School.

They meet three times formally in the year to review the School's overall position, strategy and development, and its teaching provision and management. They are often present in the School at other times more informally, and visibility of the Governors is welcomed and encouraged.

The Board also sets policy, and it delegates specific focus areas to Committees, including General Purposes, Finance and Education, with further sub-committees focused on Health & Safety and IT. There is a dedicated Safeguarding Governor. The Committees report formally at each Board Meeting, at which strategic issues, as well as a presentation from a part of the School or member of staff, are generally included.

The implementation of the Board's policies and the day-to-day running of the School is delegated to the Head and the Bursar, supported by a strong Senior Leadership team.

JOB DESCRIPTION

The 4 Rs (Recruitment; Retention; Reputation; Resource) will be fundamental to this role. This is a new role at the School, and the postholder will provide strategic direction and flawless delivery of marketing, communications and admissions activities. Reporting to the Head, the Director of Development & Engagement will be a member of the Senior Leadership Team. The successful candidate will provide inspirational leadership to the Registrar to ensure we remain the first-choice prep school in the area. You will also develop new and innovative ways to reach more pupils who would benefit from the [Walhampton School Foundation Trust](#), our transformational Bursary scheme.

This role is pivotal to the strategic development of [Project 26](#), as we explore opportunities for growth within the external market over the next 5–10 years. You will take the lead in developing and delivering outstanding marketing and communications plans and will build and maintain excellent relationships with all key stakeholders, both internal and external.

This varied and fast-paced role will most likely be suited to someone who has an instinctive feel for the School's customers and their needs and bring with them the relevant skills to undertake this exciting job.

MAIN DUTIES AND RESPONSIBILITIES

The main purpose of this role is to devise and implement marketing, communications and admissions strategies and ensure that they are aligned with the School's purpose, vision, values and priorities, effectively differentiating Walhampton. The postholder will oversee marketing across the whole community to strengthen the School's profile and reputation with all key stakeholders, including staff, current and former pupils and current and prospective parents.

STRATEGY AND PLANNING

- Craft and implement the School's Development Programme, establishing an effective fundraising strategy for the School which is aligned with its aims and ethos.
- Produce cultivated engagement proposals and strategies for multiple donor types including alumnae, staff, parents, former staff and former parents.
- Develop and implement an effective fundraising programme to raise funds in support of bursaries in the first instance, but also capital projects.
- Devise, review and evaluate the School's Marketing and Communications Strategy, setting short- and long-term targets as part of the School Improvement Plan and Project 26 in conjunction with the Strategy Team.
- Participate in meetings to determine strategies for further school improvement and contribute to the School's self-evaluation documentation.
- Lead and drive all School marketing activities, promoting the School's unique ethos and values, effectively differentiating Walhampton from its competitors and aligning the School under one clear marketing message whilst recognising the specific needs of the different audiences.
- Prepare an annual marketing plan and expenditure proposal for the Head and Bursar and implement this, providing termly submissions of reports of activity and expenditure to the Bursar.



JOB DESCRIPTION Cont'd

- Research the market, including competitor activity and parental feedback, reporting this regularly to the Head.
- Provide written reports and presentations on all marketing activity to the Governing Body and relevant sub-committees in consultation with the Head, using data analysis where relevant.
- Take an active part in meetings of the Senior Leadership Team and in other meetings commensurate with the role.
- Ensure that all documentation relating to marketing and admissions, including Privacy Notices and Parent Contracts, is compliant with current legislation, including the UK Data Protection Act (2018), liaising with the Bursar as Data Protection Lead, where required.
- Support the HR & Compliance Manager with the review of relevant policies, including those relating to admissions, data, photographs and images, making relevant updates when required.
- Manage and collaborate with the Registrar to ensure the effective recruitment of pupils to meet pupil roll targets, including the recruitment of pupils for Bursary places.
- Develop alumni relations to support the marketing, admissions and communications strategy.

COMMUNICATIONS

- Identify potential donors and develop individual cultivation strategies.
- Oversee all School marketing and communications with prospective parents, current parents, feeder schools and nurseries, and other external bodies to ensure this is of the highest quality.
- Work closely with the Head, Head's Executive PA, Senior Deputy Head and Head of Pre-Prep regarding communications to parents and prospective parents
- Ensure consistency of branded material, including internal and external publications and communications.
- Support the Head in building strong and lasting relationships with the local community, including nurseries, feeder schools, senior schools, sports clubs and local businesses.
- Oversee the provision of regular news stories and awards submissions to local and national publications to enable the reputation of the School to grow in line with the annual strategic development plan.
- Oversee all internal and external communications, including social media, the website, advertising, photography, the prospectus, school information for parents, the parents' portal, the school videos and marketing booklets. This will include the weekly 'Mercury', as well as other School literature. All such communications must be proofread for accuracy and sense.
- Build a stronger sense of belief in the value of philanthropy amongst current staff, as a shared vision and understanding of its importance.
- Advise and support the Head in his communications, including public statements and opinion pieces.



JOB DESCRIPTION Cont'd

MARKETING

- Manage and participate in all School marketing events, including Open Mornings, awareness-raising events, such as the Arts Festival and Founders' Day.
- Develop a local presence at networking events and within the New Forest community of professionals.
- Ensure corporate branding of Walhampton.
- Explore sponsorship opportunities to build the School's profile where appropriate
- Oversee all alumni events and maximise marketing opportunities via the Alumni network of Walhampton, Hordle House and Hordle Walhampton.
- Provide general PR and marketing advice to the SLT and to governors.
- Support the Chair of the WPA with the marketing of events to ensure a corporate approach.
- Represent the School when required at marketing and networking events.
- Ensure that staff are informed about marketing initiatives and encourage involvement in marketing by staff.

ADMISSIONS

- Work with the Head and Registrar to oversee the admissions process.
- Oversee the work of the Registrar to ensure that all applications and registrations are accurately recorded, waiting lists are maintained, and pupil roll targets are met.
- Liaise with the Head, Senior Deputy Head and Head of Pre-Prep regarding admissions, including assessments and induction days.
- In conjunction with the Registrar, co-ordinate all Open Mornings and Taster Days, including move-up days and liaison with staff, mailshots and emails, and reporting feedback from attendees and staff.
- Provide reports to the Head, SLT and governors regarding admissions as required.

OTHER RESPONSIBILITIES AND CONSIDERATIONS

- Support the Head in fostering parental involvement and in keeping parents informed of School policy, the curriculum and other matters of importance in conjunction with other senior colleagues.
- Comply with the requirements as set out in the DfE document 'Keeping Children Safe in Education' and in the HM Government document 'Working Together to Safeguard Children' and any relevant supplementary guidance.

- Abide by the School's current systems and structures as outlined in policy documents, including the First Aid and Health, Health and Safety and Safeguarding and Child Protection Policies, and take appropriate action in accordance with all such documents as and when necessary.
- Establish and maintain effective working relationships with governors, colleagues, potential parents, current parents, alumni, stakeholders, agencies and children.
- Take responsibility for one's own professional development, attending INSET courses and other relevant courses and conferences as required.



This job description is indicative of the nature and level of responsibilities associated with the post. It is not intended to be exhaustive; other tasks may be allocated as necessary from time to time. It may be amended at any appropriate time, following consultation between the Head and the Director of Development & Engagement, and will be reviewed annually.

PERSON SPECIFICATION

EDUCATION AND EXPERIENCE

- A degree or equivalent qualification in marketing, communications, or a related field.
- Experience in a senior role related to development and communications, preferably in the education sector.
- Proven track record of developing and implementing successful strategies that have contributed to organizational growth and reputation enhancement.

SKILLS AND ABILITIES

- Strong leadership and management skills, with the ability to inspire and motivate others.
- Excellent strategic thinking and problem-solving abilities.
- Proficient in Microsoft Office (Outlook, Word, Excel, PowerPoint and Teams), Adobe Acrobat, Customer Relationship Management Software, and Social Media web platforms.
- Exceptional written and verbal communication skills, with the ability to convey information in a clear and compelling manner.
- Experience of writing and producing printed literature with meticulous attention to detail
- Demonstrated ability to build and maintain positive relationships with a range of stakeholders, both internal and external, including staff, board members, and donors.
- Strong project management skills, with the ability to manage multiple projects and meet deadlines effectively.
- Excellent understanding of communications principles and techniques, including digital and social media.

PERSONAL QUALITIES

- Highly self-motivated and proactive, with the ability to work autonomously and take initiative.
- Innovative and creative, with the ability to think outside the box.
- Highly organised and detail-oriented, with strong time management skills, as administrative support may be limited.
- Resilient and adaptable, with the ability to work well under pressure and manage changing priorities.
- Proven ability to handle confidential information with discretion
- Demonstrated commitment to professional development and staying up-to-date with industry trends and best practices.
- Strong commitment to the values and ethos of the School.

DESIRABLE QUALIFICATIONS AND EXPERIENCE

- Experience in admissions or student recruitment.
- Alumni or community engagement experience.
- Experience and interest in partnership development, and fundraising techniques.
- Experience working in an independent school or similar educational setting.
- Knowledge of the education sector and an understanding of current trends and challenges in independent schools.



TERMS & CONDITIONS

The formal contract, detailing terms and conditions, will be drawn up on appointment. The main provisions are likely to include:

- Full time (40 hours per week), 52 weeks per year.
- Due to the nature of prep boarding life and alumni engagement, flexibility is required; there will be a need for some evening and weekend work for which time-off 'in lieu' will be granted. The role will be based at the school although occasional working from home would be considered.
- A competitive remuneration package with a salary commensurate with the experience of the successful candidate;
- 25 days holiday rising to 30 days holiday (after 5 years service), plus bank holidays;
- A discretionary discount on fees for any children joining the school;
- Contributory pension scheme;
- Lunch provided during term time when the kitchens are operational;
- Healthcare cashback plan;
- Flexible working applications (of not less than 0.8 FTE) will be considered and can be discussed at interview.

Applicants must be willing to undergo child protection screening appropriate to the post, including checks with the Disclosure and Barring Service (DBS) and the Prohibited from Teaching or Management lists.

Shortlisted candidates will be asked to undertake identity and qualification checks which conform to the School's Safeguarding Policy. They must also agree to references being taken up at that stage and checks made with past employers.

APPLICATION PROCESS

An application form is available from our website at www.walhampton.com or by emailing Sarah Fisher on HR@Walhampton.com.

All candidates should include a letter of application addressed to the Head with their application form. Your letter should be no more than one side and should clearly outline your suitability for the role with reference to the Job Description and Person Specification. You should explain clearly why you wish to work at Walhampton School. Please do not include a CV. The appointment will be made at the discretion of the Head.

The deadline for receipt of applications is Monday 2nd October 2023 (09:00)

Date of interview: Friday 13th October 2023

The process is as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact Sarah Fisher on hr@walhampton.com;
- Interviews will take place at the on School on Friday 13th October 2023;
- Applications will be considered on an ongoing basis and therefore we reserve the right to close the role on appointment.

Walhampton School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to satisfactory pre-employment checks in accordance with the relevant statutory guidance, including an enhanced DBS check, satisfactory references, proof of identity and qualifications, and a satisfactory medical report.

We are committed to attracting and retaining the very best staff, ensuring that our staff body reflects the diversity of modern Britain. Acknowledging a lack of ethnic diversity within our staff community, we particularly encourage applications from Black, Asian and Minority Ethnic candidates. Appointments will be made on merit, following a fair and transparent process.

