



WESTHOLME

PREP | SENIORS | SIXTH FORM

Assistant Head (Enrichment 3-18)

JOB DESCRIPTION & PERSON SPECIFICATION

Responsible to:	Principal
Leadership:	Member of the Senior Leadership Team (L9 £59,973)
Contract:	Full-time, permanent
Direct reports:	Director of Performing Arts; Director of Sport; Co-Curricular Co-ordinator; EVCO; DofE Co-ordinator
Teaching commitment:	An appropriate teaching allocation, reflecting the successful candidate's experience, subject specialism and the needs of the School.

The Role

The School is seeking to appoint an ambitious, innovative and commercially minded Assistant Head (Enrichment) to join the Senior Leadership Team.

This is a significant strategic appointment with responsibility for developing an outstanding and distinctive enrichment programme which strengthens the experience of current pupils while also playing a central role in attracting future families to the School.

The Assistant Head (Enrichment) will lead the strategic development of the School's wider educational offer, including co-curricular activities, sport, music, drama, performance and other areas of enrichment. They will ensure that these areas are ambitious, coherent and distinctive and that they contribute directly to the School's reputation, pupil recruitment, retention and long-term growth.

The postholder will provide strategic direction across these areas and will line manage the Director of Performing Arts, Director of Sport and Co-Curricular Co-ordinator, enabling these specialist leaders and their teams to deliver an exceptional and increasingly distinctive offer.

A defining feature of the role will be its commercial and entrepreneurial focus. The postholder will be expected to identify opportunities, develop strategies and build partnerships and programmes which enhance the

School's offer, strengthen its market position, generate sustainable additional income and, importantly, contribute to increasing pupil numbers on roll.

The postholder will also lead the School's Scholarship Programme, ensuring that scholarships are strategically targeted, effectively promoted and used to attract talented pupils who will contribute significantly to the academic, sporting, musical, performing and wider life of the School.

This role will suit an outstanding educational leader who combines a passion for enriching pupils' education with commercial awareness, creativity, strategic thinking and the ability to turn ideas into successful and sustainable initiatives.

Strategic Purpose

- Develop and deliver a compelling vision for enrichment which differentiates the School within an increasingly competitive education market.
- Ensure that the quality and breadth of the School's enrichment offer is a significant reason why families choose, and remain at, the School.
- Contribute directly to the School's strategic objective of increasing pupil numbers on roll.
- Identify and develop opportunities for sustainable income generation and revenue growth connected to the School's expertise, facilities, activities, partnerships and wider community.
- Ensure that excellence in sport, music, drama, performance and co-curricular provision is visible internally and externally and strengthens the School's reputation.
- Lead and develop the School's Scholarship Programme as a strategic tool for attracting and retaining talented pupils.
- Bring an entrepreneurial, market-aware and commercially informed perspective to Senior Leadership Team discussions and whole-school strategy.

Key Responsibilities

1. Strategic Leadership of Enrichment

- Develop a coherent, ambitious and distinctive whole-school enrichment strategy.
- Provide strategic oversight of co-curricular provision, including sport, music, drama and performance, clubs and societies, competitions, overseas trips and tours, events and other enrichment activities.
- Provide strategic direction to the Director of Performing Arts and Director of Sport, ensuring their areas contribute to the School's overall enrichment strategy and strategic objectives.
- Create greater connectivity between Sport, Performing Arts, Drama and the wider co-curricular programme so that the School presents a coherent and compelling enrichment offer.
- Work with relevant leaders to identify areas in which the School can develop a distinctive regional or national reputation.
- Ensure appropriate opportunities exist for both broad participation and high performance.
- Establish clear measures for evaluating participation, quality, pupil outcomes and the wider strategic impact of enrichment.
- Regularly review the School's provision against competitor schools, market expectations and emerging opportunities.
- Ensure enrichment remains innovative and responsive to the interests and aspirations of current and prospective families.

2. Scholarships and Talent Development

- Working with the Senior Deputy Head, lead the strategic development and management of the School's Scholarship Programme.
- Review the existing Scholarship Programme and develop a clear strategy for its future direction.
- Ensure scholarships support the School's strategic objectives, particularly pupil recruitment, excellence, retention and reputation.

- Work with academic, sport, music, drama and dance colleagues to identify the areas in which scholarships can have the greatest impact.
- Develop effective mechanisms for identifying and attracting talented prospective pupils.
- Establish relationships with feeder schools, clubs, coaches, music organisations and other appropriate talent networks.
- Oversee scholarship assessment and selection processes in conjunction with relevant colleagues.
- Ensure scholars are appropriately supported, challenged and developed once they join the School.
- Monitor the contribution and impact of the Scholarship Programme and report to SLT on outcomes and strategic value.
- Work with Admissions and Marketing to promote scholarship opportunities effectively.

3. Pupil Recruitment and Growth

Working closely with the Principal, Commercial Director, Head of Admissions and Head of Marketing, the Assistant Head (Enrichment) will ensure that the School's wider offer makes a measurable contribution to recruitment, conversion and retention.

- Understand the factors influencing parental choice and identify opportunities to strengthen the School's proposition.
- Develop programmes and initiatives designed to attract prospective pupils and families.
- Work closely with Admissions and Marketing to communicate the School's enrichment offer compellingly and consistently.
- Ensure that academic, sport, music, drama and dance scholarships and co-curricular opportunities feature prominently in recruitment activity, open events and prospective-parent engagement.
- Develop events, competitions, festivals, masterclasses and other initiatives which bring prospective families into meaningful contact with the School.
- Build relationships with feeder schools, clubs, organisations and community partners that can create sustainable recruitment pipelines.
- Use participation, admissions and market data to assess which activities and initiatives are contributing to pupil recruitment and retention.

4. Commercial Development and Income Generation

The Assistant Head (Enrichment) will bring an entrepreneurial approach to the development of the School and identify opportunities to create sustainable value, strengthen the School's market position and generate additional revenue.

- Identify commercially viable opportunities arising from the School's expertise, facilities, reputation, partnerships and enrichment provision.
- Develop ideas from initial concept through proposition development, business case, implementation and evaluation.
- Create new programmes which may include holiday provision, academies, masterclasses, performance programmes, sports development, music programmes, events, competitions and partnerships.
- Explore opportunities to extend appropriate programmes to pupils and families beyond the existing School community.
- Develop external partnerships which enhance educational provision, reach, reputation and commercial opportunity.
- Prepare clear business cases and financial projections for new initiatives, including expected demand, pricing, costs, margin and return on investment.
- Work with the School's financial and operational teams to ensure initiatives are viable, well controlled and appropriately resourced.
- Establish clear revenue and impact targets and monitor the performance of initiatives against them.
- Ensure that commercial activity remains consistent with the School's ethos, educational purpose and reputation.

5. Profile, Partnerships and Community Engagement

- Develop strategic relationships with external organisations which enhance the School's provision, reach and reputation.

- Identify opportunities for partnerships with sports clubs, arts and cultural organisations, universities, businesses and other educational institutions.
- Create opportunities for the School to host high-profile events, competitions, performances and community activities.
- Increase the external visibility of pupil achievement in sport, music, drama, performance and other enrichment areas.
- Work closely with Marketing to develop compelling stories and content demonstrating the breadth, quality and distinctiveness of School life.
- Act as an ambassador for the School and represent it confidently to prospective families, partners and the wider community.

6. Leadership and Management

As a member of the Senior Leadership Team, the Assistant Head (Enrichment) will:

- Contribute actively to the development and implementation of whole-school strategy.
- Provide the Principal and Governors with appropriate analysis, recommendations and reporting relating to their areas of responsibility.
- Provide effective line management and strategic leadership to the Director of Performing Arts and Director of Sport, while enabling them to retain appropriate professional ownership of their specialist areas.
- Lead and inspire colleagues responsible for key elements of the enrichment programme.
- Establish a culture of ambition, creativity, accountability and continuous improvement.
- Ensure colleagues understand how their areas contribute to pupil experience, recruitment, retention, reputation and growth.
- Manage relevant budgets effectively and ensure resources and investment are aligned with strategic priorities.
- Lead cross-school projects and initiatives as required by the Principal.
- Ensure appropriate policies, procedures, safeguarding requirements and risk-management arrangements are in place across their areas of responsibility.

Teaching

- The Assistant Head (Enrichment) will remain an active classroom practitioner and will undertake an appropriate teaching allocation.
- The School recognises that strong candidates may come from a range of subject backgrounds. The precise teaching allocation will therefore take account of the successful candidate's individual specialism, experience and the needs of the School.
- The postholder will be expected to model excellent classroom practice and contribute fully to the academic as well as wider life of the School.

Person Specification

Essential

- Successful leadership experience within a school or similarly complex educational environment.
- The strategic capability and credibility required to operate as a member of the Senior Leadership Team.
- Leading significant co-curricular or enrichment provision.
- Scholarship or talent-development programmes.
- A strong understanding of the contribution that enrichment makes to an outstanding education and a compelling school proposition.
- A commercial and entrepreneurial mindset, with the ability to identify opportunities and translate ideas into deliverable, sustainable initiatives.
- Building external partnerships.
- Evidence of strategic thinking and successful implementation.
- An understanding of the independent education market and the importance of differentiation, reputation, recruitment and retention.
- The ability to understand budgets, income, costs, margin and return on investment and to make commercially informed recommendations.
- The ability to use data and evidence to evaluate impact and inform decisions.

- Outstanding leadership and people-management skills, including the ability to lead and develop established senior specialist leaders.
- Excellent communication, influencing and relationship-building skills.
- The ability to develop productive relationships with parents, prospective families, external organisations and community partners.
- Creativity, energy and the confidence to challenge existing approaches constructively.
- Excellent organisational and project-management skills.
- A strong commitment to safeguarding and the welfare of children.
- A successful track record as a classroom practitioner.

Desirable

Experience of one or more of the following would be particularly advantageous:

- Pupil recruitment, admissions or school marketing.
- Developing commercial or income-generating activity.
- Developing new programmes or services from concept to implementation.
- Budget management and business planning.
- Leading organisational change.

The Person

- Strategic - able to see the wider picture and understand how enrichment contributes to the School's overall success.
- Commercially minded - comfortable thinking about market position, pupil recruitment, income, costs and return on investment alongside educational outcomes.
- Entrepreneurial - someone who sees opportunities, develops ideas and has the determination to make them happen.
- Educationally credible - an excellent teacher and leader who understands that commercial success must be rooted in an exceptional pupil experience.
- Creative and ambitious - prepared to challenge established approaches and consider what the School could do differently.
- Collaborative - capable of bringing together academic, pastoral, admissions, marketing, finance and operational colleagues around a shared strategy.
- Externally focused - interested in building relationships and developing the School's profile beyond its existing community.
- Delivery focused - able to move from strategy and ideas to implementation, measurable outcomes and sustainable impact.

Measures of Success

Success in the role will be demonstrated through a balanced set of educational, strategic and commercial measures, including:

- Growth in the quality, breadth and distinctiveness of the School's co-curricular offer.
- Growth in pupil numbers on roll.
- Increased enquiries, applications and conversion attributable to the strength of the School's enrichment offer.
- Strong retention of existing pupils.
- Increased participation in enrichment activities.
- Increased sustainable income generated through new and existing initiatives.
- Successful development of strategically valuable external partnerships.
- Increased quantity and quality of scholarship applications.
- Successful recruitment, retention and development of high-calibre scholars.
- Increased external profile and recognition of the School's strengths in sport, music, drama, dance and enrichment.
- Positive feedback from pupils and parents regarding the wider School experience.
- Evidence that enrichment is a significant factor in why families choose and remain at the School.

- Delivery of agreed strategic projects within budget and timescale.

How to apply / questions

For an informal conversation or questions about the role, email hr@westholmeschool.com closing date Tuesday 25 August at 5pm.

Westholme School is committed to safeguarding and promoting the welfare of children and all staff must share this commitment – please refer to our Safer Recruitment and Safeguarding policies on the website.

Westholme School is committed to equality of opportunity in all areas of its work. All individuals will be treated in a fair and equal manner and in accordance with the law regardless of gender, marital status, race, religion, colour, age, disability or sexual orientation.