

Head of Admissions



BREDON
SCHOOL

A Proud Dyslexia Specialist School Since 1962



About Bredon School

Bredon School – the TES Boarding School of the Year 2025–26 – is situated on a rural site in the magnificent Gloucestershire countryside, with uninterrupted views of the Malvern Hills.

The school is centred around Pull Court, a large house dating from the 17th Century, which was remodelled in the early 19th Century to resemble as it stands today. In addition to the academic school buildings, boarding houses and playing fields, the Bredon community makes full use of a working school farm, various agricultural buildings, and direct access to the River Severn. Two large areas of woodland are also used for educational purposes, and are rich in native wildlife.

Bredon School offers each and every pupil a magnificent range of traditional and vocational qualifications in an outstanding pastoral environment which ensures that each pupil thrives as an individual. Taught in small classes individuality is both nurtured and celebrated by our highly qualified, passionate staff who strive to secure a love of learning in our pupils enabling them to realise their full potential.

Offering a broad spectrum of subjects, activities, opportunities and experiences we are able to build our pupils confidence and self belief. Following an ISI inspection in January 2025, we were delighted that this offer was recognised as a 'significant strength' – a prestigious honour under the new inspection framework.

Bredon School is 10 minutes away from the market town of Tewkesbury, with easy access to the M5 and M50. The Forest of Dean, Wye Valley, the Cotswolds and the Malvern Hills are all well within an hour and we are equidistantly placed between the cathedral cities of Gloucester and Worcester. House prices in and around Tewkesbury sit just below the national average.

Bredon School benefits from being part of the Cavendish Education family of independent specialist schools and colleges.



Role summary

The Head of Admissions is a key member of our senior team, responsible for driving pupil recruitment and delivering an outstanding experience for every prospective family.

Bredon is a proud dyslexia specialist school with a distinctive ethos: nearly 40% of our pupils have Education, Health and Care Plans (EHCPs) and, as you would expect, the majority are supported for dyslexia, dyscalculia and other specific learning difficulties.

The successful candidate will combine professional empathy with commercial energy – able to build meaningful relationships with families, while maintaining the drive and focus needed to meet ambitious recruitment goals.

This is a dynamic, year-round role requiring initiative, warmth and a strong sense of purpose



Key Responsibilities

Admissions & Pupil Recruitment

Lead the full admissions process from enquiry to enrolment, ensuring every family experiences a welcoming, informed and personal journey.

Manage and refine systems to monitor enquiries, applications, conversion rates and retention.

Work closely with teaching and SEN teams to ensure appropriate assessment and placement of pupils, particularly those with EHCPs, dyslexia, dyscalculia and other SpLDs.

Maintain a clear understanding of the EHCP process, liaising with parents, local authorities and the SENCOs as needed.

Maintain a clear understanding of Tier 4 visa processes and requirements.

Develop recruitment strategies to strengthen existing feeder networks and proactively target new areas – including increasing our percentage of Forces family applications alongside building strong relationships with local authorities and regions where Bredon's specialist provision meets unmet need.

Ensure compliance with admissions policies, regulatory frameworks and safeguarding standards.





Marketing & Relationship Development

Act as a visible and inspiring ambassador for the school at open days, exhibitions, senior school evenings and community events.

Develop strong, lasting relationships with feeder schools, educational consultants, agents and external organisations.

Work closely with the Head of Marketing to align campaigns and events with recruitment priorities.

Use data to identify trends and opportunities in pupil recruitment, informing marketing strategy and outreach.

Leadership & Administration

Line-manage the Admissions Team, ensuring excellence in communication, administration and follow-up.

Oversee and optimise CRM and MIS systems for accurate data capture and analysis.

Produce regular reports for the Headmaster, SMT and, as required, Cavendish Education on admissions trends, conversion rates and projected pupil numbers.

Monitor competitor activity and emerging trends in SEN and mainstream independent education.

Person Specification

Essential

Proven experience in school admissions – ideally within the independent sector – or in a similar target-driven, customer-facing sales or business development environment.

Energetic, persuasive and professional communication style, with the ability to connect confidently with parents, pupils and colleagues.

Commercially astute with a genuine passion for education – able to balance empathy with the drive to meet recruitment targets.

Strategic thinker with the ability to analyse data, spot trends and identify new recruitment opportunities.

Experience with school reporting and group-level reporting.

Excellent organisation and time management skills, with flexibility for occasional evening and weekend events.

An understanding of the needs of pupils with dyslexia, dyscalculia and other specific learning difficulties – and sensitivity when supporting families navigating the EHCP process or a willingness to access training and learn.

Commitment to inclusion, safeguarding and Bredon's ethos of enabling every pupil to thrive.

Desirable

Knowledge of SEN frameworks, EHCP funding pathways and liaison with local authorities.

An awareness of the independent schools sector or customer relationship management.

Experience working with Forces families and international agents.

Familiarity with admissions CRMs such as Schoolbase, Arbor and OpenApply.

