



Barnard Castle School
ESTD 1883



UK Admissions Manager

For an immediate start

Welcome from the Headmaster

Dear Candidate,

Barnard Castle School is seeking an outstanding UK Admissions Manager for our thriving day and boarding school, which has remained at the forefront of girls' and boys' education for over 130 years. Whilst the school retains a strong academic record, its focus continues to be on developing life skills and nurturing each character. This is something that we as a school take great care and pride in.

We welcome applications from all experience levels. Barney is an exciting and hugely rewarding place to be, and I look forward to receiving your application.

With best wishes,



David Cresswell
HEADMASTER



The History of Barnard Castle School

Barnard Castle School has a rich and enduring history, deeply rooted in a tradition of learning and community. The school traces its origins back to the nearby Hospital of St John, an educational and religious community established by John de Balliol in 1229. John de Balliol also founded Balliol College, Oxford, and his passion for education and opportunity remains central to our philosophy today.

In 1883, with a generous gift from Benjamin Flounders, a Victorian philanthropist, and the proceeds of St John's Hospital, the present main school building was constructed. Since then, the school has grown and evolved, blending its historical foundations with a forward-thinking approach to education.

In 2024, David Cresswell was appointed as Barney's 11th Headmaster, continuing the school's tradition of combining timeless values with future-focused ambition. Today, Barnard Castle School remains a place where the lessons of the past inspire the innovations of tomorrow, as we prepare our pupils to shape a changing world with courage, kindness, and integrity.

Barnard Castle School: Shaping Tomorrow, One Step at a Time

"Parvis imbutus tentabis grandia tutus"

When you are steeped in little things, you shall safely attempt great things.

At Barnard Castle School – or 'Barney' as it is affectionately known – we believe that small steps lead to big strides. Our vision is to inspire a generation of young people with the courage and kindness to dare greatly and shape a changing world. We want them to shape the future while proudly standing on the shoulders of those who came before them.

Ambition – Daring to achieve, with the courage to innovate and the curiosity to explore.

Character – Forged in challenge, strengthened by kindness, and rooted in integrity.

Community – Honouring the past, strengthening our school and town, and building global connections that last a lifetime.

These principles guide everything we do – from our academic programmes to our vibrant co-curricular offering. Our down-to-earth and inclusive community provides a safe environment for pupils to embrace challenges, pursue passions, and develop a sense of purpose that will stay with them long after they leave Barney.

We are a school that blends tradition with forward-thinking ambition. Our origins trace back to the Hospital of St John, founded in 1229 by John de Balliol, who also established Balliol College, Oxford. That same love of learning and commitment to opportunity remains central to our philosophy today. As we look ahead to the 2030s, we continue to invest in modern facilities and innovative teaching approaches to meet the evolving needs of our pupils and the wider world.

Barney is a place where connections are made and memories are formed. It is not unusual to see Year 11 pupils sharing lunch and conversation with younger peers or Sixth Formers mentoring new starters. Our pupils develop confidence, resilience, and humility as they grow – always encouraged to support and celebrate each other's successes.

Staff at Barney play a crucial role in this journey. We seek teachers who share our purpose and are proactive in immersing themselves in the life of the school. Through our extensive 'Mind, Body, and Soul' programme, which runs from 4pm to 5pm, staff have the opportunity to lead activities they are passionate about, fostering authentic relationships beyond the classroom.



We are also committed to helping teachers be the best versions of themselves. Our comprehensive Continuing Professional Development (CPD) programme offers opportunities to hone their craft, supported by regular teach meets, peer collaboration, and other innovative initiatives. We want teachers who are ambitious about their own development and passionate about lifelong learning, recognising that their growth directly benefits our pupils.

Our location, on the edge of the historic market town of Barnard Castle – recently recognised as one of the safest in England – offers a unique combination of heritage, community spirit, and access to outstanding natural beauty. We also benefit from partnerships with world-class universities in Durham, Newcastle, and York, enhancing our pupils' educational experience and broadening their horizons.

At Barney, we believe that ambition, character, and community are not abstract ideals but lived experiences. Together, we take small steps every day – steps that build towards remarkable achievements and a future as bright as the generations of Barnardians who came before.

Our Vision

- To be viewed as the leading independent co-educational day and boarding school in the North of England.

Our Purpose

- Our purpose as a school is to inspire minds and build character, within a down-to-earth, inclusive community where everyone belongs, and hard work and good humour thrive.

Our aim

- Our aim is to create a safe environment where pupils love their school, embrace small steps toward great achievements, and are willing to dare greatly to shape a changing world.



Our Key Features

A Seamless Educational Journey

We are proud to offer a supportive environment where students can complete their entire educational journey. At every stage, we nurture their growth, ensuring smooth transitions and a deep understanding of each student's unique needs, all within a close-knit, inclusive community that helps them flourish and prepares them for life beyond Barney.

Fully co-educational Boarding and Day School

We fully embrace co-education, ensuring equal opportunities for all students, regardless of gender. Our strong boarding community enriches the school, enhancing cultural literacy through our international students. The extended school day and week provide ample time to deliver a broad and varied educational experience.

Resilient Characters & Brave Minds

We have always offered an education that goes beyond exams, which is more crucial now than ever in a rapidly changing world shaped by globalism, AI, and evolving careers. Our students need strong character, adaptable soft skills, and a values-driven foundation to thrive in this uncertain future. With resilience and a supportive community, they are empowered to dare greatly and achieve beyond what they thought was possible.

A Broad Entry

Life is about engaging with people of diverse abilities and talents, celebrating personal growth rather than just top grades. As long as we can support individuals in accessing our education and they demonstrate the core character traits we value, we are committed to supporting them on their journey.

Traditional yet Innovative

Barney's rich history and cherished traditions have shaped generations of strong, humble individuals. While we honour these beloved 'Barneyisms,' we remain focused on staying relevant and forward-thinking as we move further into the 21st century.



Role Summary

The UK Admissions Manager is responsible for managing and delivering the school's admissions process from initial enquiry through to enrolment, ensuring an outstanding experience for prospective families and maintaining strong pupil recruitment across all entry points.

Working closely with the Head, Head of Admissions and Marketing and Senior Leadership Team, the UK Admissions Manager plays a pivotal role in representing the school's ethos, values, and educational offering, guiding families through informed decision-making, and achieving agreed UK student recruitment targets.

Job Description

Job Title: UK Admissions Manager

Reporting to: Head of Marketing and Admissions

Location: On School Site / Barnard Castle School (UK and International Travel Required)

Contract: Full-time, Permanent

Start date: As soon as possible

Key Responsibilities

Admissions Strategy and Planning

- Deliver the school's admissions strategy in line with pupil number targets and the wider school development plan.
- Implement and manage the school's UK feeder school strategy including attending senior school fairs and representing the school hosting visits and attending events.
- Develop and implement a Prep admissions strategy to grow student recruitment into our Reception Year group and increase the student transition % from Year 6 into Year 7.
- Work with the Forces Families Lead and the Barney Forces Families Network to grow the school's profile and reputation in the Forces Network and ultimately drive to increase forces children admissions.
- Working with SLT implement the scholarships and bursaries programme from enquiry to managing application testing days and scholarships & bursary offers and welcome.
- Manage boarding and day admissions pipelines across all age groups and entry points.
- Contribute to forecasting, capacity planning, and reporting to senior leadership.
- Manage and ensure the school admissions policy is up to date and in line with best practise legal and regulatory requirements.
- Ensure the admissions team is fully-integrated and engaged with operational and teaching teams across the school to ensure that key school events and opportunities are embedded in the admissions calendar.



Enquiry Management and Family Experience

- Act as the primary point of contact for prospective families, providing timely, professional, and personalised communication face to face in person, on the telephone, via online messaging and written.
- Manage enquiries, applications, assessments, interviews, offers, and acceptances, ensuring a smooth and well-organised admissions journey.
- Build strong, trusted relationships with families, understanding their needs and guiding them through the decision-making process.
- Responsible for accessing emails, return forms, online enquiries outside of the school calendar to ensure prompt responses to prospective families.
- Maintain awareness of best practice and ensure admissions forms and data collected meets regulatory requirements and is part of a clearly defined and streamlined admissions process.

School Visits and Open Events

- Plan, coordinate, and deliver open days, taster days, individual visits, and virtual meetings.
- Manage and ensure implementation of follow-up activity, including engagement events, to maximise enquiry-to-enrolment conversion.
- Ensure that visits and events reflect the school's ethos and provide an excellent and authentic first impression.
- Brief and support school wide staff and students involved in admissions activities.
- Be comfortable to sell and present face to face, the school and all the opportunities it offers ensuring a value led credibility

Collaboration with Marketing

- Work closely with the Head of Admissions and Marketing and the marketing team to develop marketing materials and campaigns that drive targeted student recruitment.
- Work closely with the Head of Admissions and Marketing to ensure admissions communications match the schools brand guidelines, vision and values tone and ensure a seamless transition in the prospective to current parent journey.
- Provide UK admissions data insight to inform targeting, content, and campaign development.

Data, Systems, and Reporting

- Maintain accurate records within the school's CRM or admissions management system.
- Manage portal systems, upload documents and images, build and embed forms and website pages to provide and capture all relevant admissions data.
- Track and report on UK admissions performance, including enquiries, conversions, and trends.
- Ensure admissions best practice following legal requirements guidelines including:
 - maintaining the admissions register
 - reporting to authorities on student joiners and leavers
 - keeping the provision of information to prospective parents up to date
- Ensure the admissions related pages of the website and recruitment platforms are kept up to date with key facts such as student numbers, school fees, news and activities.
- Use data and insight to identify opportunities for improvement and inform decision-making.
- Work with the finance team to:
 - cross check registration fees and agent payments
 - manage means tested bursary applications
 - Ensure the correct projected termly student numbers.
- Confidently report to SLT on challenges, successes and opportunities

Team Management and Administration

- Line manage the admissions assistant and support their professional development where applicable.
- Ensure admissions processes are compliant, efficient, and well documented.
- Oversee admissions administration, deadlines, and regulatory requirements.
- Ensure attention to detail and accurate data inputting and reporting.

Representation and Professionalism

- Represent the school professionally at events, school fairs, in person and online; sometimes this requires working in the evenings and at weekends, and travel in the UK.
- Act as a knowledgeable and confident ambassador for the school at all times.
- Commercial ability to market and propose the school to varied prospective audiences.
- Maintain confidentiality and exercise sound judgement in all admissions matters.
- The nature of the Admissions Team is a year round function and as such, colleagues will be expected to ensure appropriate cover for their roles is in place by another member of the team during annual leave and planned absence.

Role Criteria

Essential Criteria

- Proven experience in admissions, sales, or client-facing roles, ideally within education or a service-led environment.
- Outstanding interpersonal, communication and empathy skills, with a warm, professional manner.
- Strong organisational skills and meticulous attention to detail.
- Ability to manage multiple enquiries and deadlines simultaneously.
- Excellent IT skills and a confidence in using CRM systems and handling data accurately, including a technical ability to build online forms and run database reports.
- A collaborative approach and commitment to delivering an exceptional prospective family experience.
- Positive solution focused character with proven initiative
- Flexible attitude to work with a willingness to work weekends and evening as required

Desirable Criteria

- Experience within an independent boarding school environment.
- Understanding of safeguarding
- Understanding of admissions best practise and compliance
- Proven sales, income generating experience.
- Line management experience.

Terms and Conditions

Type: Permanent contract

Hours: 37.5 hours per week, Monday to Friday, with a lunch break of one hour each day, over 52 weeks per year.

Members of the Marketing and Admissions departments are expected to understand that their working hours, at times, need to reflect and be in line with our prospective and current parents' busy lives. There needs to be a flexibility within the department to ensure that outstanding customer care and communications are successfully delivered when appropriate and needed – which will not always be between 9am-5pm, Monday to Friday. The candidate would also be expected to attend key School events e.g. functions, Open Days, Sports Festivals, major concerts and recruitment and retention events. This will involve some evening and weekend work during term time.

Salary: Dependent on experience

Paid Holidays: 25 days holiday plus bank holidays, the holiday year runs 1st September to 31st August. There is flexibility of when holidays can be taken, however, we do expect candidates, where possible, to take their holidays outside of our busy times.

Pension: In accordance with current pension legislation, Operational Staff are automatically enrolled in The Pension Trust Flexible Retirement Plan unless they choose to opt out. More information is available on request.



Recruitment Process

Applications

If you feel that you can meet the above requirements, then please submit a letter of application along with the Barnard Castle School application form to the Headmaster. Only applications containing the requested information will be considered.

Applications should be sent to:

Mr D J Cresswell
Barnard Castle School
Barnard Castle
County Durham
DL12 8UN

Telephone: 01833 696098

Email: hr@barneyschool.org.uk

Information about Interviews:

Deadline for applications: Wednesday 22nd July 2026 at 5pm

Shortlist Interviews at School: W/c Monday 27th July 2026

Applicants should read carefully the application procedure – guidance for applicants, Policy on the Recruitment of Ex-offenders and the Disclosure policy and the Safer Recruitment policy.

Barnard Castle School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974 and all applicants will undergo child protection screening, including checks with past employers and an enhanced DBS and Barred list check with Disclosure and Barring Service.

Barnard Castle School is an equal opportunities employer.



