



Broughton Hall Catholic High School

Application Pack

ROLE:	Admissions and Marketing Officer
START DATE:	As soon as possible
CLOSING DATE:	Monday, 13 th April 2026 at 12 noon
INTERVIEW DATE:	To be confirmed
SALARY SCALE:	PASS 5 £27,254 - £29,540
CONTRACT TERM:	Permanent – Full-Time
HOURS:	40 hours per week - Annualised hours contract (Plus 10 days in line with school needs)

"We pride ourselves on our high expectations of all pupils and have an 'Ambition for All' policy."

Good
Provider

Ofsted

Founded in 1928 under the trusteeship of the Sisters of Mercy, Broughton Hall Catholic High School, an all-girls Catholic secondary school in Liverpool, provides the very best in modern education based on the Gospel values of mutual respect and care.

The central aim of our school is to provide excellent educational opportunities enabling each pupil to develop their God given talents, to grow in confidence and self-esteem and to fulfil their potential.

As a Catholic school Broughton Hall centres its mission on the person of Jesus Christ, and promotes the Gospel values throughout the school community and in all aspects of school life: spiritual, academic, pastoral, and personal. By proclaiming and living out the faith of the Catholic Church, we support each other in shared experiences of teaching and learning, prayer, worship and charity. Our mercy values permeate throughout our community.



Broughton Hall is Ofsted rated as a “Good” provider (November 2022).

Our facilities are bright, spacious, high tech and designed to meet the needs of all our pupils. We have a separate 6th Form facility, which is shared with our neighbouring boys school Cardinal Heenan Catholic High School. A full range of extra-curricular activities are provided to further the creative, sporting and academic talents of each pupil and offer Outward Bound and Duke of Edinburgh Award schemes as well as the opportunity to attend educational visits and residential trips.

We pride ourselves on our high expectations of all pupils and have an ‘**Ambition for All**’ policy. Whatever your role within the school, you will share these values and be able to encourage and motivate pupils with your passion, presence and personality.

Our school motto ‘**Cor Unum et Anima Una**’ - One Heart and One Mind, reflects the strong sense of community amongst pupils, staff, parents and Governors.

School has a weekly Newsletter – please [click here](https://www.broughtonhall.com/newsletter/) to view our latest edition.

Welcome

Thank you for your interest in the position of Admissions and Marketing Officer.

This pack has been designed to help you should you choose to submit an application form, which we sincerely hope you do. We hope it answers your initial questions, but if not, please do not hesitate to contact us and we will endeavour to help you through your application process.

Broughton Hall Catholic High School is the largest all-girls school in Liverpool and serves many different areas making us a vibrant a diverse school. Our aim is to be a good school in all areas and we are seeking staff to apply to work with to be of that journey. Ofsted rated the school as "Good" in November 2022.



We work hard to ensure Broughton Hall Catholic High School remains a friendly and welcoming environment for all those who work, study or visit here and hope that you are the person we are looking for to bring creativity and innovation to the role.

The school actively supports the training of staff and opportunities for professional development exist for all. Our staff are passionate about supporting our students to achieve their personal and academic potential.

We look forward to hearing from you.

Sarah O'Rourke
Head Teacher

We Offer

- Pensions Scheme – Teacher Pension Scheme for teaching staff or Merseyside Pension Fund for support staff
- Regular training and development programme
- An enhanced Occupational Health & Well-Being App (Smart Clinic) with access to a wide variety of services e.g.
 - Virtual GP
 - 24 hour employee assistance line
 - Physiotherapy
 - Mental Health Services
 - Self-support and guidance tools
- Cycle2Work Scheme
- Tax Free Childcare Vouchers
- Supportive work environment where all staff are valued
- Continuous professional development for all staff and follow a whole school approach to staff performance and development

And that's not all, we place the outcomes of the children in our school at the heart of everything we do, so you'll wake every day in the knowledge that your role will have a significant positive impact on the lives of others.

Equal Opportunities

Broughton Hall Catholic High school is an equal opportunities employer.

We welcome applicants from all backgrounds and value everyone as an individual. We are committed to organisational practices, which promote diversity and inclusion for all employees and volunteers regardless of age, gender reassignment, marriage or civil partnership status, pregnancy and maternity status, disability, race (including colour, nationality, ethnic or national origin), religion or belief, sex, or sexual orientation. Connecting these differences creates a productive environment in which everyone feels valued.

Monitoring information in relation to job applicants will be to assist us in equality monitoring. The recruitment panel will not have access to job applicant's monitoring information.

To assist us in monitoring the operation of equal opportunities policy, and for no other reason, please ensure you complete and submit the Equal Opportunities Monitoring Form with your application form.

Safeguarding & Enhanced DBS Checks

Broughton Hall Catholic High School is committed to safeguarding and promoting the welfare of young people and expect all pupils, staff, volunteers and visitors to share this commitment

All posts are subject to an enhanced DBS check and full pre-employment checks to comply with the current Keeping Children Safe in Education statutory guidance for schools.

All staff will be expected to follow Broughton Hall Catholic High School's child protection policies, code of conducts and managing allegations against staff procedures.

All roles in school, including this post, are exempt from the Rehabilitation of Offenders Act (ROA) 1974. The Ministry of Justice's guidance on Rehabilitation of Offenders Act 1974 and the Exceptions Order 1975 provides information about which convictions must be declared during job applications and can be accessed [here](#).

All applicants must therefore declare all previous convictions and cautions, including those which would normally be considered 'spent' except those received for an offence committed in the United Kingdom if it has been filtered in accordance with the DBS filtering rules. Information about filtering offences can be found in the DBC Filtering Guide, which can be accessed [here](#).

By engaging in this recruitment process, shortlisted candidates consent to an online search in line with the Keeping Children Safe in Education Statutory Guidance 2022.

A copy of our Child Protection Policy and Procedures can be access at https://www.broughtonhall.com/documents/BroughtonHall_CP_Policy.pdf



ADMISSIONS AND MARKETING OFFICER

SALARY:	PASS Point 5 Range £27,254 - £29,540 (full time equivalent)
CONTRACT TYPE:	Full-time/Permanent/annualised hours
HOURS:	40 Hours per week Plus 10 additional days as required in line with school needs
CLOSING DATE:	Monday, 13 th April 2026 at 12 noon
INTERVIEWS TO BE HELD:	As soon as possible after the closing date
START DATE:	As soon as possible

“One Heart, One Mind, in Faith, Hope and Love”

We are seeking a dynamic, highly organised, and personable Admissions & Marketing Officer to join our team. This is an exciting opportunity for a motivated individual to play a key role in school. You will be the first point of contact for prospective parents and pupils, delivering a professional and engaging admissions experience, while also leading on marketing and communications to promote the school's values and strengths.

This is an exciting opportunity for someone who is highly organised and able to communicate effectively with parents, staff and young people.

We are looking for someone who:

- Is a confident communicator, able to build strong relationships with families and external partners
- Can lead and manage the school's admissions processes while supporting marketing, communications, and community engagement to promote the school's ethos and values
- Is able to engage effectively with local primary schools to support pupil transition and recruitment
- Can develop and maintain strong links with local parishes to promote the school within the wider community

In Return, We Offer:

- A supportive, values-driven school community
- Access to CPD, leadership support, and professional growth opportunities
- A genuine opportunity to make a difference in the lives of our most vulnerable learners

How to Apply: Completed applications should be submitted outlining how your experience and vision align with this role. Please complete the school's Application Pack and email to recruitment@broughtonhall.com

Broughton Hall Catholic High School is committed to safeguarding and promoting the welfare of children and we expect all staff and volunteers to share this commitment to keeping children safe. Any offer of employment will be subject to statutory pre-employment checks including satisfactory references and Enhanced DBS and Barred List checks. This post is exempt from the provisions of the Rehabilitation of Offenders Act 1974 (as amended in 2013 & 2020) and shortlisted candidates will be required to disclose any relevant criminal history prior to interview.

ADMISSIONS AND MARKETING OFFICER

RESPONSIBLE TO:	Senior Leadership Team
PAY SCALE:	PASS 5 £27,254 to £29,540 (Full-Time Equivalent)
PURPOSE OF THE ROLE:	To lead and manage the school’s admissions processes while supporting marketing, communications and community engagement to promote the school’s ethos and values.
KEY RESPONSIBILITIES:	<p>Admissions</p> <ul style="list-style-type: none"> • Manage the full admissions process (Year 7 and in-year admissions) • Use and maintain the school admissions portal ensuring regular monitoring and responses made in a timely manner • Analyse data to identify trends • Work directly with leaders across all areas of school • Liaise with the Local Authority Admissions Team regarding applications and allocations • Liaise with the Archdiocese on admissions criteria and compliance • Coordinate admissions events including open evenings and transition days • Manage admissions appeals processes including preparation of documentation • Maintain accurate student records and ensure compliance with statutory requirements • Communicate with prospective parents/carers throughout the admissions process <p>Marketing & Communications</p> <ul style="list-style-type: none"> • Create, schedule and publish engaging and regular social media content • Support the development and maintenance of the school website • Promote school events, achievements and key messages • Develop marketing materials including newsletters and digital content • Ensure consistent branding aligned with the school’s Catholic ethos <p>Community Engagement</p> <ul style="list-style-type: none"> • Liaise with primary schools to support transition and recruitment • Build relationships with local parishes to promote the school • Organise and support visits to feeder schools

	<ul style="list-style-type: none"> • Represent the school at community and promotional events
GENERAL DUTIES	<ul style="list-style-type: none"> • Maintain confidentiality at all times • Support the wider school community and ethos • Participate in training and professional development • Undertake additional admin duties as required
OTHER REQUIREMENTS:	<p>Enhanced DBS clearance Commitment to safeguarding and the school's Catholic ethos Commitment to continued professional development</p>
WORKING HOURS:	<p>40 hours per week (hours to be discussed) Annualised hours contract plus 10 additional days as required in line with school needs</p>
<p>Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.</p> <p>The post holder will be expected to comply with any reasonable request from senior staff to undertake a similar level of work not specified within this job description.</p>	
<p>This job description is current at the date shown, but, in consultation with you, may be changed by the Headteacher to reflect or anticipate changes in the job commensurate with the grade and job title.</p>	

Person Specification

	Essential	Desirable
Qualifications		
A Level qualifications (or equivalent)	E	
Strong literacy & numeracy	E	
Marketing/admin training		D
Experience		
Leadership experience	E	
Use of databases/IT systems	E	
Stakeholder communication	E	
Marketing experience	E	
Social media/content management		D
School/education setting		D
Knowledge & Skills		
Organisation & time management	E	
Communication skills	E	
Accuracy & attention to detail	E	
Confidentiality	E	
MS Office – including word/excel	E	
Admissions systems knowledge		D
Website design		D
Personal Qualities		
Professional & approachable	E	
Team player	E	
Proactive attitude	E	
Adaptable/Creative approach	E	
Safeguarding commitment	E	
Willingness to develop skills	E	
Support Catholic ethos	E	

