



WESTONBIRT
— SCHOOL —



Head of Summer School & Short Courses

CANDIDATE PACK

The Opportunity

Westonbirt School seeks an ambitious, highly organised leader, who can drive the development, growth and delivery of its residential Summer School and Short Course portfolio.

The role combines educational leadership, commercial accountability and operational management. It offers an exciting opportunity to build on strong existing foundations to create a year-round short-course business that enhances the reputation of Westonbirt School, creates pathways into Boarding and generates commercial income which the school reinvests in developing its facilities and provision.

A key priority will be ensuring that all programmes are fully integrated into the life, culture and ethos of Westonbirt School, providing visiting students with an authentic British boarding school experience.

Reports to: Commercial Director

Summary of the Commercial Team

Founded in 2011, Wishford Education currently includes independent prep and senior schools, nurseries and day and residential camps in Wiltshire, Gloucestershire, Oxfordshire, Berkshire, Buckinghamshire and Kent. The group is growing and we expect a number of additional schools to join us in the near future. Based at Westonbirt School, Tetbury, the Commercial Team run Summer School programmes and Discover Activity Camps.

Summer School provides high-quality summer courses for international students in English language, Artificial Intelligence and Leadership, as well as a variety of fun academic and co-curricular activities created by the Westonbirt School's enthusiastic and highly experienced staff. UK host students participate alongside our international guests.

Discover Activity Camps are designed to encourage children to develop new skills, enjoy new experiences and make friends. Discover Activity Camps are more than just school holiday day care they are about activity and adventure, exploration and discovery.

Hours, Salary & Benefits

Hours: Full-time, permanent, year-round role. Primarily on-site at Westonbirt School, with some flexibility around remote working during quieter periods. Some international travel will be required to promote the programmes, attend recruitment events, and meet key agents and clients.

This is a demanding job with long days and on-call times during busy periods, and especially over Easter and Summer School Programmes. Time off in lieu will be provided for additional hours worked. Happy to be discussed at interview

Salary: Up to £50,000.00 pa (including bonus)

Benefits:

- ✓ 5% employer pension
- ✓ Cycle to work scheme and shopping discounts
- ✓ Means tested staff discount
- ✓ 25 days holiday + bank holidays per annum
- ✓ Access to the group's counselling scheme
- ✓ Access to fully funded apprenticeships
- ✓ Discretionary Christmas stand down
- ✓ Personal accident at work cover

Application and Key Information

To apply for this position, please complete an application form, [via eteach](#)

We reserve the right to close the vacancy prior to the application deadline/closing date should a suitable candidate be found. Prompt application is encouraged as we will arrange interviews as applications and received.

If you would like further information, or assistance please contact HR@wishford.co.uk

Wishford Education is an equal opportunities employer and welcomes applications from all backgrounds. Appointments will be made solely on merit and will be made without regard to age, disability, gender, nationality, race, colour, ethnicity, or religion.

An enhanced DBS disclosure and references will be required for this post. Wishford Education are committed to safeguarding and promoting the welfare of children and young people. Candidates must be prepared to undergo appropriate pre-appointment child protection screening.



Job Description

The postholder will have responsibility for a growing portfolio of residential programmes, including:

- Westonbirt Summer School
- Westonbirt Immersion Programme
- Family Camp
- Holiday programmes during Easter and other school holidays, including Easter Revision courses
- Residential specialist programmes, including sports (equestrian, polo, rugby, cricket, lacrosse), performing arts, STEM and other activities aligned to the school's strengths

Strategic Objectives

The Head of Summer School & Short Courses will:

- Deliver exceptional educational and residential experiences for visiting students.
- Raise awareness of Westonbirt School amongst prospective families and support pupil recruitment.
- Develop profitable programmes that maximise occupancy of boarding accommodation during school holidays.

Key Responsibilities

Programme Development & Leadership

- Lead the strategic development of all residential short-course provision.
- Identify and launch new programmes that reflect Westonbirt's strengths and market opportunities.
- Develop a year-round portfolio of holiday courses and residential academies.
- Ensure programmes embody the values and educational standards of Westonbirt School.
- Monitor market trends and competitor activity to maintain a distinctive and competitive offering.

Commercial Performance

- Take ownership of occupancy, revenue and profit targets.
- Prepare annual business plans, forecasts and budgets.
- Monitor financial performance and implement strategies to maximise profitability.
- Develop pricing and programme models that support sustainable growth.

Summer School & Course Delivery

- Lead the planning, delivery and evaluation of the Summer School, Immersion Programme and all short-courses.
- Oversee academic, pastoral, activity and excursion provision to ensure the course is a true representation of life at Westonbirt and highlights the benefits of attending Westonbirt as a boarding student.
- Recruit, train and manage seasonal staff teams.
- Act as Centre Director during programme delivery.
- Ensure the highest standards of education, safeguarding, welfare and customer experience and ensure students are safe, happy and having fun.

Marketing & Recruitment

- Work closely with the Director of International Recruitment to support student recruitment. Report regularly to the Executive team on performance against recruitment targets.
- Develop and maintain relationships with agents, schools and international partners and represent Westonbirt at selected recruitment events.
- Support marketing activity and ensure programmes are effectively promoted.

Student Experience & School Recruitment

- Create outstanding residential experiences that encourage repeat bookings and recommendations.
- Foster meaningful integration between visiting students and the Westonbirt community.
- Work with Admissions to identify and convert prospective pupils.
- Monitor enrolment and conversion data to measure long-term impact.

Operations & Compliance

- Work closely with school and Wishford support teams to ensure smooth programme delivery.
- Maintain appropriate policies, procedures, risk assessments and operational plans.
- Ensure compliance with safeguarding, health and safety, and all regulatory requirements.



Person Specification

Essential

- Experience leading residential summer schools, international programmes or similar educational ventures.
- Proven track record of delivering commercial and operational targets.
- Experience managing staff and leading teams.
- Strong understanding of safeguarding and child protection and experience of working within a boarding school environment.
- Excellent organisational, communication and project-management skills.
- Ability to balance strategic leadership with hands-on delivery.

Desirable

- Experience within a boarding school environment.
- Experience working with international students and educational agents.
- Experience developing new educational programmes or commercial ventures.
- Knowledge of residential sports or specialist enrichment programmes.

Personal Qualities

The successful candidate will be:

- Passionate about education and young people.
- Commercially aware and entrepreneurial.
- An outstanding communicator and relationship builder.
- Highly organised, resilient and adaptable.
- Committed to safeguarding and student welfare.
- Enthusiastic about contributing to the wider life of Westonbirt School.

