



Head of Programmes

Reporting to our Commercial Manager the new Head of Programmes (Mount Kelly Enterprises - MKEL) is responsible for developing, marketing, and managing the Mount Kelly enrichment programmes launching with our new 'Summer Enrichment Programmes', in summer 2026, with scope for expansion.

KEY RESPONSIBILITIES

Programme Development and Management:

- Develop and implement a comprehensive plan for the establishment of the enrichment programmes, ensuring alignment with the School's values and educational standards in agreement with the Commercial Manager.
- Directly manage all aspects of our programmes from inception, overseeing delivery, logistics, activities, and staffing including being the Designated Safeguarding Lead (DSL) for programmes.
- During the delivery of programmes, manage the day-to-day operations and delivery on-site by being a visible presence, visiting classrooms, activities and meeting staff and pupils regularly.
- Form professional relationships with stakeholders, Foundation/Enterprise colleagues to ensure the smooth and efficient planning and delivery of all MKEL programmes.
- Meet parents on arrival and departure to make them feel positive and confident about leaving their child at Mount Kelly.
- Be open to new opportunities and new courses that Mount Kelly Enterprises could offer, both in-person and online by being creative and keeping an open mind.
- Be aware of competitors' courses and market trends.

Recruitment and Admissions:

- In collaboration with the Head of Marketing and Admissions and Commercial Manager, support the development and implementation of strategies for recruiting pupils globally, including attending recruitment fairs and building and managing an agent network.
- Manage the enrichment programme admissions process, ensuring efficient communication and timely processing of applications, in conjunction with relevant internal departments.
- Ensure the nationality, age and gender mixes are appropriate.
- Respond swiftly and warmly to any enquiries.
- Conduct school tours for visiting agents, stakeholders, parents and guardians.

Marketing and Promotion:

- Working with the Admission and Marketing develop and implement a marketing strategy to promote the enrichment programmes globally, utilising various channels such as digital marketing, social media, and traditional advertising.
- Work closely with the marketing team and agencies to create promotional materials and campaigns.

Staff Management:

- Alongside the Commercial Manager, recruit, train, and manage seasonal staff for the holiday programmes, working closely with teachers, residential staff, activity leaders and contractors.

Operations:

- Ensure a complimentary schedule of events and excursions are booked and prepared in advance.
- Ensure health and safety protocols are in place and adhered to for all activities.
- Work with internal and external transport staff to coordinate excursion travel and airport transfers.
- Work closely with internal teams to ensure appropriate planning for catering and housekeeping services during the programmes.

Welfare and Safeguarding:

- Implement robust welfare and safeguarding procedures to ensure the safety and well-being of all those participating in programmes.
- Provide ongoing training and support to staff members on welfare and safeguarding practices.

Parent/Guardian Communication:

- Maintain regular communication with parents/guardians and agents of those enrolled in the programmes, providing updates on activities, schedules, and any relevant information.
- Address any concerns or inquiries from parents/guardians in a timely and professional manner.

PERSONAL SPECIFICATION

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| Skills and Knowledge | <ul style="list-style-type: none"> • Strong leadership and interpersonal skills, with the ability to effectively manage staff and build relationships with stakeholders. • Knowledge of welfare and safeguarding procedures, with experience in implementing and enforcing policies. • Excellent communication skills, both written and verbal, with the ability to communicate effectively with diverse audiences. • Expert negotiating and influencing skills • Excellent organisational and project management skills • Knowledge of a wide range of marketing techniques and concepts • Ability to build strong external relationships to enhance and strengthen the Mount Kelly profile |
| Qualifications/Experience | <p>Essential</p> <ul style="list-style-type: none"> • Degree or relevant industry experience • Proven experience in programme development, marketing, and management, preferably in an educational or international setting. • Experience in recruitment and admissions processes, particularly in an international and agent context. • Experience of working in a leadership role in a summer school or residential setting • Experience of budget management, financial planning and income generation <p>Desirable</p> <ul style="list-style-type: none"> • Post graduate qualification in education, marketing or business or equivalent industry experience. |

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| | <ul style="list-style-type: none"> • Prior teaching experience and qualification • Experience of working in a boarding school or residential setting |
| Other Requirements | Satisfactorily meeting the pre-employment checks outlined for safer recruitment practice including Enhanced Disclosure and Barring Service (DBS) check, references, qualifications and legal entitlement to work in the UK |

The information pack provides a guide to and general description of the duties and responsibilities of the role and may be amended. It is not exhaustive and the post holder should be willing to undertake any other related tasks, as may be reasonably required.

The post-holder should be aligned with the Foundation values:

COMPASSION

Empathy Tolerance Kindness: We treat others with compassion; demonstrating empathy, tolerance and kindness in all that we do

COURAGE

Determination Resilience Grit: We act with courage; demonstrating determination, resilience and grit in the face of both opportunity and challenge and always striving to learn through life's journey

HUMILITY

Modesty Gratitude Selflessness: We behave with humility; we are modest in our success, grateful for our blessings and selfless in the way that we share them

RESPECT

Courtesy Service Consideration: We value and respect every person equally; always seeking to serve those around us and treating all with courtesy and consideration

COMMITMENT

Dedication Loyalty Endurance: We demonstrate commitment to our School and to those around us, making the most of opportunities available; we are dedicated, loyal and always endure through to the end

INTEGRITY

Honesty Decency Morality: We value integrity above all; we are honest with ourselves and others, conducting our lives with decency whilst striving for the highest moral standards

Mount Kelly is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The post-holder will be engaged in regulated activity with children and has a duty to protect the welfare of children. Child protection training is a statutory requirement in order to provide proper care to vulnerable pupils and be able to implement safe working practices