



Kirsty Hassan

Development Director

Windermere School

An experienced Director of External Relations, Kirsty has a wealth of experience in marketing, admissions and development in various independent schools in the United Kingdom. She is currently the Chair of the Board of Directors of AMCIS, the Association for Admissions, Marketing and Communications in Independent Schools.

She is passionate about marketing strategy and branding and the importance of articulating a school's unique story to prospective families. Her career highlight so far has been the rebranding of a school and embedding an ethos of 'Celebrity Service' which delivered success for pupil recruitment objectives.

Kirsty recently obtained a distinction for the Institute of Fundraising Diploma course and is an advocate for school fundraising to be firmly embedded into the External Relations strategy. She has a keen interest in major donor fundraising and legacy giving and is currently in the process of setting up a Development Office at Windermere School.

