



ST MARGARET'S PREP  
CALNE

# Head of Marketing, Communications & Admissions

## Candidate Pack



Inspiring Excellence

# Introduction

We are delighted to offer the opportunity to apply for the newly expanded position of Head of Marketing, Communications and Admissions.

The Head of Marketing, Communications and Admissions will provide strategic direction and inspiring leadership for the school's marketing, communications and admissions activities. Part of the Senior Leadership Team and reporting to the Headmaster, the post holder will be responsible for developing and delivering outstanding marketing and communications along with pupil recruitment and retention strategies ensuring that they are aligned with the school's vision, values and strategic priorities.

The postholder will oversee marketing, admissions and communications at St Margaret's whilst working closely with the Admissions, Marketing and Development Department at St Mary's, Calne, under the direction of the Director of Marketing and Admissions to strengthen both schools overall standing and reputation with all key stakeholders.

Specific duties will include responsibility for the strategic marketing plans for St Margaret's, developing and implementing the school's public relations and communications strategy, managing all aspects of the admissions process for prospective pupils and overseeing all external communications for the organisation.

The successful candidate will have significant experience in a sales or marketing role with excellent skills in the field of communications including digital and social media output. They will possess strong negotiation and influencing skills coupled with good business acumen and a high degree of empathy. Experience within an education environment is desirable but is not essential.



# The School

St Margaret's is a co-educational day school for 180 pupils aged 2-11. After spending time in the Bluebird Nursery pupils move onto Reception where there is one class per year in Pre-Prep (KS1 including Nursery) and 2 per year in Prep (KS2). The school shares an impressive 27-acre campus and facilities with St Mary's School, Calne.

The school broadly follows the 2014 Primary National Curriculum in England; the children are assessed in line with national expectations and the Foundation Stage Profile, and take standardised tests from Y2-Y6, achieving well above the national averages.

However, there is much more on offer. In addition to the academic side of life, there is a rich programme of Music, Sport, Drama and Art. Class Teachers deliver a broad curriculum with Computing, Sport, Music, Art and MFL being taught by specialists. We want our pupils to achieve their potential in every aspect and play a full part in the life of the school. Above all, we want happy, independent and confident children!

The facilities offer first-class opportunities to challenge and stimulate the children in their learning. Classes are housed in attractive purpose-built teaching rooms linked to the original Victorian building. The Early Years children benefit from a brand new free-flow outdoor courtyard. There are specialist teaching rooms for Computing, Music, Languages and Art/Design & Technology, whilst The Southwell Hall offers a large space for assemblies, drama and a wide range of extra-curricular activities. In addition, we share a number of facilities with St Mary's; a dining room, Chapel, Science laboratories, an indoor swimming pool, sports hall, climbing wall and a range of sports courts and playing fields.

Our after-school club 'Maggots' provides wrap-around care from 4pm until 6pm. The children enjoy the benefit of fresh air and exercise in an extensive, secure environment which includes fields, playgrounds, swings and other play equipment.

Maintaining a happy, purposeful atmosphere is of paramount importance, as this will allow the pupils the best opportunity to develop into well-rounded, confident children. It is vital that the pupils and the staff at St Margaret's feel that their lives here are enriched and rewarding.



# Salary, Benefits & Further Information

The salary for this position will be dependent on experience but would be expected to be in the region of £38-43K.

Full-time position working 40 hours per week, all year round. Office hours are 8.30am to 5pm but this can be flexible if required.

28 days annual leave per annum (3 of which must be taken between Christmas and New Year) plus Bank Holidays

Staff benefit from a pension scheme offered by Scottish Widows with generous employer contributions. A 50% fee remission is offered at both St Margaret's and St Mary's School for children of school staff.

Staff benefit from discounted membership for the on-site Sports Centre offering gym use, fitness classes and swimming pool.

Lunch is provided during term time.

Full access to an Employee Assistance Programme (EAP) is offered for staff and dependants (aged over 16) offering free, confidential support in areas such as family issues, financial information, legal information and mental health support.

An offer of employment is subject to the receipt of satisfactory written references, enhanced DBS and other regulatory checks.

We are an equal opportunities employer and committed to ensuring all applicants will be treated in a fair and equal manner and in accordance with the law regardless of gender, marital status, race, religion, colour, age, disability or sexual orientation.



# Application and Interview Process

Please complete all sections of the school application form and attach a covering letter stating your reasons applying and address it to Mr Luke Bromwich, Headmaster.

Candidates are required to provide the names and contact details of three referees, the first of whom should be their current employer. We may contact your referees at any stage of the process, but please inform us if you would prefer us not to contact them before interview. (You can indicate this on your application form).

Once completed, your application and covering letter should be sent by email to [astroud@stmaryscalne.org](mailto:astroud@stmaryscalne.org)

Closing date for applications is Friday 31st December 2021. Interviews will be held week commencing 10th January 2022.

To comply with current legislation and safer recruitment guidelines, all candidates will be asked to supply evidence of their qualifications and eligibility to live and work in the UK. All documents supplied must be originals. Please do not send these documents with your application.

Applicants are required to read the school's Child Protection Statement prior to attending interview.

## SAFEGUARDING CHILDREN & SAFER RECRUITMENT

St Margaret's is committed to safeguarding and promoting the welfare of children in accordance with the statutory guidance 'Keeping Children Safe in Education' and expects all staff and volunteers to share this commitment.

We practice safe recruitment in checking the suitability of all staff and volunteers to work with children.

We have established, and strive to maintain, a safe environment in which children can learn and develop.



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# Job Description

The Head of Marketing, Communications and Admissions will provide strategic direction and inspiring leadership for the school's marketing and admissions activities. Part of the Senior Leadership Team and reporting to the Headmaster, the post holder will be responsible for developing and delivering outstanding marketing and pupil recruitment and retention strategies at St Margaret's and ensuring that they are aligned with the schools' vision, values and strategic priorities.

The postholder will oversee marketing, admissions and communications at St Margaret's whilst working closely with the Admissions, Marketing and Development Department at St Mary's, Calne, under the direction of the Director of Marketing and Admissions to strengthen both schools overall standing and reputation with all key stakeholders.

## KEY RESPONSIBILITIES

### Marketing and Communications

- Research, manage and implement the strategic marketing plans for St Margaret's Prep in collaboration with St Mary's Calne.
- Develop and implement the school's communications and public relations strategy through tactical contact, advertising and communication plans. This will include drafting press releases and establishing positive relationships with representatives from local and national media channels to enhance the reputation of the school.
- Develop, embrace and utilise the school's brand values to best effect to differentiate the schools' positioning, ensuring these brand values are appropriately reflected in all school communications.
- Manage the brand consistently, both within and outside the school, providing overall editorial and design control across all communications and advertising media.
- Provide strategic oversight of the schools' websites, with overall responsibility for its evolution, update and accuracy.
- Oversee all external communications related to marketing, including letters to prospective parents and all printed and digital communications materials including the weekly e-bulletin.
- Write, edit and produce engaging and distinctive marketing materials and publications which will improve pupil recruitment.
- Identify potential newsworthy stories, write copy as required and identify suitable photographs to update the school websites, newsletters, magazines and for release to the media.
- Develop and provide strategic oversight of the schools' digital and social media strategy and work closely with the Marketing and Development Assistant to deliver the strategy.

- Organise and promote engaging and effective marketing events for both schools to drive registrations for entry (Open Days, Primary School days, Playgroups, etc)
- Undertake regular market and competitor research and analysis to inform plans.
- Work with colleagues at both schools to ensure that all events involving parents or outside bodies are well-organised and present the schools to their best advantage.
- Set, monitor and track the short and long-term strategies for marketing, communications and pupil recruitment and report regularly on progress.
- Manage the budget associated with all marketing activities and evaluate their effectiveness, analysing admissions data against individual campaign plans.
- Support teaching and non-teaching staff in their roles as marketers of the School by building positive relationships with all key personnel and suggesting ways to encourage wider staff involvement in marketing efforts.
- Provide direction and line management support for the growing Marketing Team. (initially Marketing and Development Assistant and the IT Systems Manager – used for creative duties).
- Manage the Marketing budget to obtain ‘best value’ from suppliers such as designers, mailing and print houses.
- Actively pursue opportunities for the school to be recognised externally by nominating the schools for relevant awards to achieve external recognition and validation.
- Arrange and plan visits from external teams e.g. Good Schools Guide
- Represent the school at internal and external events as required.
- Work closely with the Development Team at St Mary’s on the following matters:
  - Transfer of girls at 11+ to St Mary’s, Calne
  - Creation of synergy between both schools’ brands



## Alumni Relations

The post holder will also act as the principal point of contact for all communications between the School and its alumni;

- Work to further develop relationships between the School and the alumni, increasing both the number of alumni in contact with the School and also the frequency of communications;
- Review incoming alumni communications, such as e-mails, queries and comments, to aid the development of an alumni programme, ensuring timely responses to all enquiries;
- Maintain and develop online and social media communications with alumni, working to increase engagement and communication;
- Manage and maintain the school archives.

## Admissions

- Manage all aspects of the admissions process for prospective pupils from enquiry to induction.
- Regularly review admissions processes and procedure to ensure a high-quality customer lead experience.
- Work closely with the SLT on the following matters:
  - Recruitment of pupils
  - Retention of new and existing pupils
  - Admission strategies and processes
- To ensure that an up-to-date evidence base of the needs and concerns of our internal and external stakeholders in relation to the growth and retention of Pupils and that this is evidence is communicated to the Senior Leadership Team and Governors as and when required.
- Ensure that the school has an outreach programme that widens the school's network and positive relationships and reputation in and with the community
- Identify (school and non-school based) feeder relationships within the local community and nationally to establish close working partnerships to generate new enquiries.



# Person Specification

## Education and Qualifications

- Educated to degree level ideally in Business Studies, Marketing, PR or Economics
- Evidence of relevant professional development in marketing and sales

## Experience and Knowledge

- Significant experience in a Sales/Marketing role with demonstrated success in growing/increasing sales in a competitive market
- Experience of having worked within a service delivery sector. (Education sector experience is desirable)
- Strong analytical skills and proven record of using data and research to support initiatives undertaken
- Ability to manage and motivate individuals and work in functional high performing teams
- Experience in monitoring competitor market activity
- Experience in using digital and social media trends and tools to influence the sales life cycle
- An understanding and ability to build strong customer advocacy and repeat client loyalty and retention
- Experience of high-level networking to build creative and mutually beneficial relationships that positively impact on strategic and tactical business development

## Personal characteristics

- Commercially aware and results driven with good business acumen
- Self-motivated, flexible and adaptable to different tasks at hand
- Proactive and able to prompt others to ensure deadlines and targets are achieved, calm working under pressure
- Leads with a positive mindset and displays a high level of integrity
- Uses evidence to support arguments or positions taken
- A strong sense of the 'other' and an ability to empathise
- Has gravitas that allows him/her to be accepted by other stakeholders in the school
- Excellent time management and organisational skills
- Proficient communicator both oral and written
- Excellent attention to detail
- Affinity with and interest in education



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