



Rossall

INSPIRING EXCELLENCE

# *Head of Marketing and Communications*



APPOINTMENT BRIEF

April 2021



# ABOUT ROSSALL SCHOOL

Founded in 1844, Rossall is a co-educational boarding and day school with an illustrious history and a clear strategic vision for the future. Situated on the Fylde Coast, the majestic backdrop of the Cumbrian Peaks and the Irish Sea provide a spectacular environment within which a community of some 690 boys and girls are inspired to fulfil their potential. The School provides a unique educational experience underpinned by a strong commitment to academic excellence and co-curricular participation. Successive generations of Rossallians have made a profound impact in fields as diverse as medicine, literature, music, politics and technology.

Academic results are superbly strong. The School has an IBDP average of 34 and this year almost 50% of A level grades resulted in an A\* or A. Almost 60% of our Upper Sixth progress to Top 20/Russell Group universities. Additionally, this year, three students won full sports scholarships to the US whilst others are proceeding to top universities in Paris, Milan and Hong Kong - to name but a few. Rossall is an inclusive school with an intellectually dynamic culture that encourages young people to embrace the highest of aspirations.

Regionally, Rossall has now reclaimed its place as one of the top performing independent schools in the North West. Perhaps most importantly, it is a school community with a huge heart and this manifests itself in happy and confident children and a staff body committed to providing the very best context within which young people may live, learn and play.

In 2019, the School embarked upon an ambitious development plan which placed a strong emphasis upon the provision of outstanding teaching and learning. The appointment of a Deputy Head of Teaching and Learning and the opening of the new centre for Innovation and Excellence in Learning are reflective of the School's commitment to ensuring that Rossall is recognised regionally and nationally as a progressive and aspirational School community committed to the professional development of its staff. Additionally, the establishment of a Leadership Academy is reflective of the growing number of aspirant educational practitioners who have decided to develop their careers here at Rossall.

We strive to develop in our pupils a lifelong love of learning, a sense of moral purpose, and a belief in their own power to do good in the world. We prepare them to lead successful personal lives and productive professional lives. Our students are confident and compassionate. Increasingly they assume responsibility for their own learning and they are encouraged to be both critically reflective and resilient. We have the highest aspirations for our boys and girls and, as an IB World School, we endeavour to ensure that our pupils are intellectual risk-takers, open-minded and persuasive communicators. We desire for them to develop an intrinsic interest in the subjects that they are studying and to view the formal curriculum as constituting a starting point as opposed to an end in itself. Opportunities for academic enrichment abound and pupils are able to benefit from involvement in activities such as the Model United Nations and subject specific societies.

It is an inclusive and diverse School community with a roughly even split between day pupils and those who board. The internationally-minded nature of the School is as defining an aspect as its architectural beauty and fascinating history. In 2019, we had a full ISI inspection. We were judged **to be compliant in every regard and the quality of pupil's personal development was considered to be excellent.**

In the summer of 2020, we appointed Emma Williams to the role of Director of Boarding and Richard Symons became our very first Head of Diversity, Equity and Inclusion. Rachel Magowan was appointed our first Director of Health and Wellbeing and our team of houseparents and year group heads are dedicated, experienced and provide a nurturing and safe context for all of our children.

The School is a liberal and progressive community and we are committed to ensuring that our provision is outstanding in every regard. Student voice and our mental health provision are key focuses within our development plan and it is our ambition to be sector leaders in this regard.

Other current initiatives include the launch of a Leadership and Adventure Training Academy and an International Performing Arts Academy. The School is ranked number one in the UK for golf and our growing football academy is one of the standout provisions in the country. Both our boys and girls First XI hockey teams progressed to the final eight of national competitions in 2020. We are in the process of launching an International Performing Arts Academy and a Girls' Elite Football Programme in partnership with England and Chelsea footballer Millie Bright, and Fleetwood Town Football Club.

We recognise that parents expect the best for their children; therefore we continue to invest significantly in our expansive campus to provide a modern, comfortable location where boys and girls from 3 months to 19 years of age will find a safe, yet stimulating environment with all they need to get the most from their stay with us, in school as well as during leisure and social time. Our holistic vision of education is predicated upon excellent personal relationships with our families.

Popular with overseas and British pupils alike, our school has a unique identity and a strong sense of community spirit. Here, boarders from around 50 countries mix with British pupils to create an environment within which children are able to develop a truly international perspective and forge lifelong friendships with others from around the world.

We strive to develop in our pupils a lifelong love of learning, a sense of responsibility and personal integrity. Ours is a community based on trust, mutual respect and compassion, and we expect every member of our school to uphold these values, on and off the campus.

Rossall is an inspiring place to live, learn and work; we are fortunate to attract fantastic students and staff to join us on our beautiful campus by the sea!

## MEET THE ROSSALL TEAM ROSSALL'S LEADERSHIP EXECUTIVES

Leading the school is Headmaster, Mr Jeremy Quartermain, and four fellow Leadership Executives. They are joined by the extended Senior Leadership Team.



Mr Jeremy Quartermain  
*Headmaster*



Mrs Emma Sanderson  
*Bursar*



Ms Dina Porovic  
*Senior Deputy Head*



Mr Stephen Prest  
*Deputy Head  
(External Relations)*



Mr Matt Turner  
*Head of  
Junior School*

# HEAD OF MARKETING AND COMMUNICATIONS

## JOB DESCRIPTION

### Reporting and Job Purpose

Reporting to the Deputy Head (External Relations), the job purpose will be to lead on and manage all marketing and communications at Rossall School, to recruit pupils into the School who will benefit from the outstanding opportunities that a Rossall education provides, and to elevate the brand locally, nationally and internationally.

To foster and develop excellent relationships with prospective parents, agents, overseas schools and relevant staff through the delivery and articulation of the School's vision, values and ethos.

To manage and motivate the Marketing Team which consists of the Digital Marketing Manager and Graphic Designer to support the marketing function.

### Overview

The role of Head of Marketing & Communications is a key role within the Marketing and Admissions team at Rossall School and is a key position within Rossall School. The Head is ultimately responsible for ensuring a full and prospering school. The key function of the Head of Marketing & Communications is to support this goal through a variety of marketing and promotional initiatives, to build on and increase the current number of enquiries from both the UK and internationally, as well as support the retention of pupils at Rossall School.

The Head of Marketing & Communications will be responsible for implementing a comprehensive marketing (pupil recruitment and retention) plan, to encompass all ages of pupil, both in the UK and internationally.

As such the incumbent will be expected to have a thorough and hands-on knowledge of the day-to-day working and issues of the School.

The role will encompass external representation of the School and as such they will be a persuasive Ambassador for the School.

The Head of Marketing & Communications will manage the Digital Marketing Manager and work closely with the Deputy Head (External Relations), Graphic Designer, School Events Executive, Head of Foundation and Development, International Registrars and UK Registrar who all form a key part of the External Relations team at Rossall School.

## Specific Responsibilities

- He/she is expected to play an active, hands-on role in all aspects of the School's marketing and provide strategic input, support and advice in the field of admissions.
- To assist the Deputy Head (External Relations) in the development or and manage the maintenance and implementation of a strategic marketing plan, with clear aims and objectives, timetable and costs and a differentiated approach for each of the main segments: day children, UK boarders and International boarders and key parts of the school: Nursery, Prep, Senior and Sixth Form.
- Work with the Deputy Head (External Relations) to liaise with the Bursar to produce and manage an agreed budget to ensure that resources are maximised, that value for money is obtained, and that overspending does not occur.
- Promotion of excellent marketing practice across the school, supporting colleagues as required, to ensure that relations with current parents and other stakeholders are as effective as possible through online and offline techniques.
- Work with the Deputy Head (External Relations) to create effective strategies for working with international agents, in conjunction with the International Registrars, for the School
- Organisation of specific marketing events, as required, working closely with the School Events Executive
- Managing all elements of the School brand to ensure that it remains consistent with the values, personality and objectives of the School
- Effectively manage and support the Digital Marketing Manager
- Work closely with the Development and Foundation team and especially the Head of Development and Foundation with marketing support for all their activities including communication through Social Media

## Marketing and Communication

- Planning, implementation and evaluation of advertising and other promotional strategies
- Ensure excellent, effective and timely communication at all times to a variety of different audiences using digital and offline techniques.
- Researching and implementing new, innovative and imaginative marketing ideas to create interest
- Fostering good relations with local and national media and obtaining maximum coverage
- Management of the website, social media strategy and digital presence working together with the Digital Marketing Manager
- Liaison with prep schools and other feeder schools
- Production of the prospectus and all other promotional literature including School newsletters
- Effective proof-reading and editing of all external-facing publications and material, both print-based and digital
- Support of the UK and International Registrars to aid an effective and efficient admissions service

## Events, Visits and Taster Days

- Attend promotional exhibitions and events both in the UK (e.g. at feeder schools, education fairs) and abroad (Exhibitions and Fairs) to establish and build relationships with prospective parents
- Organisation and promotion of the School at open days, and exhibitions in the UK and abroad
- Attendance at national recruitment fairs for the UK boarding market and prep school 'Senior School Fairs'

## Marketing Support and Team working

- To effectively manage and motivate the Marketing Team to develop and build new enquiries from all over the UK and internationally and at all entry points to the School
- Work closely with the Deputy Head (External Relations) to ensure that the central marketing strategies of the School are reflected in the work and processes of the UK admissions team
- Work with the UK Registrar to identify opportunities for local and national recruitment
- Work with the UK Registrar to identify untapped recruitment areas for day pupils
- Work with the International Registrars to identify opportunities for international recruitment
- Manage the Marketing team to develop good communication links with "feeder" schools.
- Work with the Admissions Team with requirements for recruitment events including open days
- Come up with ideas for customer awareness and help these be carried out
- Look at key trends with visits and research from conferences and workshops, and communicate these to the Deputy Head (External Relations)
- Supporting the Foundation Office in monitoring and building relations with former pupils and staff

## General Duties

- Keep up to date with curriculum content, examinations and extra-curricular activities across the School
- To undertake additional duties as requested by the Deputy Head (External Relations)
- Remaining up to date with current trends and new technologies that will help to establish the School as a market leader

## Customer Service

- Manage excellent Customer Service within Rossall for both prospective and current parents, and visitors to ensure excellent first impressions and enhance reputation and word of mouth
- Maintain continuous dialogue and feedback as regards customer service with all relevant stakeholders
- Ensure timely responses to all customer emails according to the 24 hour service level agreement

## Other

- Be aware of and comply with policies and procedures relating to child protection, health and safety, security, confidentiality and data protection, relating all concerns to the appropriate person.
- Be aware of and support difference and ensure equal opportunities for all
- Appreciate and support the role of other professionals
- Attend and participate in relevant meetings and training as required
- Participate in training and other learning activities and performance development as required
- To undertake any related activities or duties from time to time
- Undertake evening and weekend work as required

# PERSON SPECIFICATION

The successful candidate will be an excellent communicator with the ability to build relationships with parents and agents across the world.

Customer service / interpersonal skills - Ability to build rapport and communicate persuasively and sensitively with people of different backgrounds and every level of seniority. A good sense of humour and fun.

Knowledge of marketing and sales – Experience of best practice in marketing and sales.

Communication - Ability to communicate (in writing and orally) to parents and a variety of key stakeholders.

Good organisational and time management skills - Ability to prioritise a demanding workload that is full of variety; persistence in following through multiple projects over long periods.

Reliability - Attention to detail and deadlines; ensuring promises of responses to internal and external customers are completed in a timely fashion

Creativity - Can adapt to new situations and address problems from new perspectives.

Engagement - An understanding of and belief in, the aims and ethos of independent education in general and Rossall School in particular.

IT awareness - Competence in standard office software (word-processing, presentation and spreadsheet packages).

The following table has been constricted to help candidates assess their own suitability and to assist with the assessment of candidates.

Attributes	Essential Criteria	Desirable Criteria
Skills & abilities	<ul style="list-style-type: none"> <li>• Good written and verbal communication skills</li> <li>• Able to interact well with people at all levels</li> <li>• Ability to prioritise a diverse workload</li> <li>• Good organisational skills</li> <li>• Competence in IT and database skills (Word, PowerPoint, Excel)</li> <li>• Management of individuals in previous roles</li> </ul>	
Experience	<ul style="list-style-type: none"> <li>• Marketing and sales experience</li> <li>• Comparable management experience</li> </ul>	
Qualifications	<ul style="list-style-type: none"> <li>• University level</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing qualification</li> </ul>
Personal circumstances	<ul style="list-style-type: none"> <li>• Current driving licence</li> <li>• Willing to attend School events outside normal hours</li> </ul>	
Equality	<ul style="list-style-type: none"> <li>• Candidates must demonstrate understanding of and acceptance and commitment to the principles underlying equal opportunities</li> </ul>	
Customer Care	<ul style="list-style-type: none"> <li>• Knowledge and understanding of effective customer care and management</li> </ul>	

## BENEFITS OF SERVICE

The position is a full time post, all year round. The salary will be competitive depending on the successful candidate's qualifications and experience.

Holiday entitlement is 25 working days per annum plus Bank Holidays.

In addition to providing a great place to work, we offer a generous remuneration package to colleagues which includes:

- Membership of the school contributory pension scheme
- Free lunch and refreshments during term-time
- Free parking on site
- Medical centre on site during term time
- Free use of the School swimming pool, gymnasium and sports facilities
- A generous discount on the School fees of employees' children attending the School (except the Nursery)

## APPLICATION PROCESS

To apply, please complete the application form available on the School website. Please ensure that your referees include your current or most recent employer.

Your letter of application should be no more than two sides and clearly outline your suitability for the role with reference to the Job Description and Person Specification. You should also explain clearly why you want to work at Rossall.

Send your application, with a covering letter to:.

### POST:

Mrs Stephanie Capstick  
Head of HR and Compliance  
Rossall School  
Broadway  
Fleetwood  
Lancashire FY7 8JW

### EMAIL:

[hr@rossall.org.uk](mailto:hr@rossall.org.uk)

### CLOSING DATE:

Noon on Wednesday 28<sup>th</sup> April 2021