



CAVENDISH EDUCATION

Job Title: Communications Manager
Basis: Full-time, Permanent
Based: 58 Buckingham Gate, with travel to schools and remote working
Reports to: Marketing Director

About Cavendish Education and the role

Cavendish Education is a family of independent specialist day and boarding schools, for students between the ages of 5 and 21. As an organisation, we focus our efforts on establishing, developing and nurturing like-minded schools that are known for their outstanding ability to help pupils with unique learning profiles to succeed in every walk of life.

The Communications Manager will lead the day-to-day delivery of internal and external communications for Cavendish Education, helping to strengthen our reputation, increase understanding of our work and ensure our key audiences trust and support our organisation and its schools.

Working closely with the Marketing Director, the Group CEO, the Cavendish Education Senior Leadership Team and our schools, the Communications Manager will develop and deliver clear, compelling and consistent communications across a wide range of audiences, formats and channels.

The role will lead media relations, internal and executive communications, reputation and issues management, stakeholder engagement and thought leadership, helping to position Cavendish Education as a trusted and leading voice in specialist education.

As part of the Marketing team, the Communications Manager will ensure communications and marketing activity work together to strengthen reputation, influence and growth. The focus of the role will flex according to organisational priorities, requiring the Communications Manager to exercise good judgement about where communications can have the greatest impact.

Key responsibilities

Communications Strategy & Messaging

- Support the Marketing Director in developing the communications strategy and lead its day-to-day delivery across Cavendish Education.
- Develop clear and compelling corporate narratives, key messages and communications plans for important organisational developments and announcements.
- Ensure communications across Cavendish Education are consistent, accurate, audience-appropriate and aligned with our positioning and values.
- Identify opportunities to strengthen understanding of Cavendish Education, its schools and the impact of its specialist education.
- Provide communications advice and counsel to senior leaders and colleagues across the organisation.
- Champion Cavendish Education's tone of voice, supporting colleagues to apply it consistently across internal and external communications.



CAVENDISH EDUCATION

Internal & Executive Communications

- Help develop effective internal communications that strengthen employee understanding, engagement and connection with Cavendish Education's strategy, priorities and achievements.
- Support the Group CEO and Cavendish Education Leadership Team (CELT) with strategic communications to colleagues.
- Support Group CEO communications, organisational updates, presentations, speeches, briefing notes and other executive materials.
- Develop and lead communications plans for organisational change, strategic initiatives and significant announcements.
- Work closely with People colleagues to ensure internal communications support employee engagement and the employer value proposition.
- Help develop and improve internal communication channels, ensuring information is timely, relevant and accessible.

Thought Leadership & Sector Positioning

- Work with the Marketing Director and senior leaders to strengthen Cavendish Education's position as an authoritative and influential voice in specialist education.
- Develop thought leadership opportunities around SEND, specialist education, integrated therapy, outcomes and other areas of organisational expertise.
- Commission, write and edit articles, opinion pieces, reports, briefings and other high-quality content.
- Identify opportunities for senior leaders and subject experts to contribute to sector debate through media commentary, speaking engagements, events and published content.
- Support the development of flagship publications and content, including the Cavendish Education Annual Review and other corporate reports.
- Ensure thought leadership is purposeful and contributes to Cavendish Education's reputation, influence and strategic priorities.

Media & Public Relations

- Lead proactive and reactive media relations, developing positive relationships with relevant education, SEND, national, regional and trade media.
- Identify and develop newsworthy stories from across Cavendish Education and its schools.
- Write and distribute press releases, statements, media briefings and responses.
- Manage incoming media enquiries, working with relevant colleagues to ensure timely and appropriate responses.
- Identify opportunities for commentary, features and expert contributions that raise the profile of Cavendish Education and its people.
- Brief and prepare spokespeople for interviews and media opportunities.
- Monitor relevant media coverage and emerging issues, providing insight and recommendations where appropriate.

Reputation, Issues & Crisis Communications

- Support the Marketing Director in protecting and strengthening the reputation of Cavendish Education and its schools.
- Develop communications plans for sensitive, complex or potentially high-profile issues.
- Provide calm, timely and well-judged communications support during incidents or periods of change.



CAVENDISH EDUCATION

- Support schools with localised reputation or stakeholder issues, including developing messaging, statements, FAQs and stakeholder communications.
- Maintain appropriate crisis communications protocols, templates and processes.
- Monitor emerging reputational risks and advise on communications responses.

Stakeholder & Public Affairs Communications

- Support communications with key external stakeholders including Local Authorities, education professionals, sector organisations, policymakers and other partners.
- Develop communications materials that help explain Cavendish Education's work, impact and contribution to the SEND sector.
- Support engagement around relevant policy developments and consultations.
- Monitor the external education and SEND landscape, identifying developments that may present communications opportunities or reputational implications.
- Support senior leaders with briefings and communications for meetings with policymakers, sector bodies and other influential stakeholders.
- Build strong relationships with relevant external organisations and communications counterparts.

School Communications Support

- Provide expert communications advice and practical support to Heads and senior leaders across Cavendish schools.
- Support schools with significant announcements, sensitive communications and stakeholder issues.
- Help schools identify stories and expertise with potential for wider media, thought leadership or reputation-building activity.
- Develop templates, guidance and resources that improve communications capability and consistency across schools.
- Build strong relationships with school leaders and colleagues, becoming a trusted source of communications advice.

Content & Channels

- Produce high-quality written communications for a range of internal and external audiences.
- Work with marketing colleagues to ensure corporate and reputation-led content is effectively amplified across digital and social channels.
- Contribute to Cavendish Education's LinkedIn and other relevant channels where activity supports corporate reputation, thought leadership or stakeholder engagement.
- Maintain a forward communications calendar covering key announcements, thought leadership, media opportunities and organisational milestones.
- Ensure all communications reflect Cavendish Education's tone of voice and brand positioning.
- Support the production of corporate publications, such as Annual Review and IM.

General Duties

- Promote diversity, inclusion and safeguarding in all activities.
- Maintain confidentiality and handle sensitive information appropriately.
- Ensure compliance with Cavendish Education policies and procedures, including safeguarding, health and safety and data protection requirements.
- Provide cover and support for the wider marketing team.
- Undertake other reasonable duties commensurate with the level of the role.



CAVENDISH EDUCATION

This job description is not an exhaustive list of duties and responsibilities. The responsibilities of the post may be amended from time to time in accordance with the needs of the school and discussion with your line manager.

Benefits:

- Competitive salary with Life Assurance, company sick pay and enhanced family friendly benefits.
- Paid support towards Continual Professional Development activities.
- 25 days paid annual leave, plus additional gifted days at Christmas.

Cavendish Education is an equal opportunities employer and welcomes applications from candidates from a variety of backgrounds. This post is exempt from the Rehabilitation of Offenders Act 1974 and is subject to an enhanced DBS check. We are committed to safeguarding and promoting the welfare of children and young people and expect all staff to share this commitment.



CAVENDISH EDUCATION

Person Specification

Essential	Desirable
5+ years' experience in communications, corporate affairs, journalism, PR or a related role, with proven responsibility for both proactive and reactive communications. Demonstrable experience of developing and delivering communications plans aligned with organisational objectives. Strong media relations experience, including handling journalist enquiries, developing stories and securing positive coverage. Experience of advising senior leaders on communications, messaging and reputation. Experience of managing sensitive issues and communications requiring discretion and sound judgement. Commitment to the educational mission and values of Cavendish Education. Commitment to safeguarding and promoting the welfare of children and young people.	Experience within education, SEND, health, care or another purpose-led and highly regulated sector. Experience of internal communications and employee engagement. Experience of working within a multi-site organisation. Professional marketing, communications or PR qualification, such as CIPR or equivalent.
The successful candidate will be: • An exceptional writer and editor – able to turn complex information into clear, engaging and persuasive communications, adapting tone for different audiences. • A strategic thinker – able to understand the wider organisational context and connect communications activity to reputation, influence and organisational priorities. • A trusted adviser – credible and confident with senior leaders, willing to bring a different perspective and able to challenge constructively when required. • Politically and reputationally aware – bringing sound judgement, diplomacy and discretion to sensitive, complex or evolving situations. • A strong relationship builder and collaborator – able to work effectively with journalists, colleagues, school leaders and external stakeholders. • Proactive, curious and full of ideas – bringing fresh thinking, spotting stories, risks and opportunities, and looking for better ways to communicate. • Calm and organised under pressure – able to prioritise competing demands, respond to emerging issues and deliver high-quality work at pace. • Audience-focused – instinctively considering what different audiences need to know, understand, feel or do.	