



FINTON HOUSE SCHOOL

Director of Marketing, Communications & Development – Full Time

Reporting to: tbc

Direct Reports: Registrar (Admissions)

Committee reporting: Head and Governors (including Marketing & Development Committee as required)

Salary: £62,087

Deadline for applications: 31st July 2026

Job Purpose

Finton House School is seeking an experienced, strategic and highly collaborative Head of Marketing, Communications & Development to lead the School's brand, communications, admissions and stakeholder engagement activity.

Historically, marketing activity has been delivered predominantly in-house; the School now intends to move to a blended model with selected specialist marketing functions outsourced to external partners. The Director will act as the School's senior client-side marketing lead: setting strategy, protecting brand integrity, overseeing admissions and communications, managing external agencies and ensuring delivery against agreed pupil recruitment and engagement objectives.

The role will also provide strategic oversight of Development activity (including alumni engagement and fundraising initiatives), ensuring alignment with the School's broader brand and community objectives.

Key Responsibilities

1. Marketing Strategy & Leadership

- Develop and deliver a multi-year Marketing and Communications Strategy aligned to the School Strategic Plan.
- Advise the Head and Governors on brand positioning, market trends, enrolment and communications priorities.
- Establish annual marketing plans, campaign calendars and budgets.
- Determine which activities remain in-house and which are outsourced.
- Define KPIs and reporting frameworks covering recruitment, engagement, digital performance and ROI.
- Present termly updates to senior leadership and governors.

2. Agency & Supplier Management

- Act as the School's lead client contact for external marketing agencies and specialist suppliers.
- Procure, brief, appoint and manage agencies and creative partners.



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- Translate strategic objectives into clear briefs and ensure delivery to agreed standards.
- Monitor performance, budgets and value for money.
- Retain ownership of final approval and quality assurance.

3. Brand, Communications & Reputation

- Act as guardian of the Finton House brand and reputation.
- Lead internal and external communications planning.
- Support the Head in managing sensitive communications and reputational matters.
- Oversee production of prospectuses, publications, campaigns and recruitment materials.
- Own communications standards and editorial governance.
- Develop staff capability as ambassadors for the School.

4. Digital Presence & Content Governance

- Own the School's digital communications roadmap.
- Oversee website strategy, content governance and user experience.
- Lead social media strategy and analytics.
- Maintain oversight of:
 - Parent communications
 - Weekly newsletters
 - Digital signage
 - Photography and image permissions
 - Multimedia and content production
- Use insight and analytics to drive improvement.

5. Admissions Leadership & Line Management of Registrar

- Line manage the Registrar and provide strategic oversight of the admissions function.
- Partner with the Registrar to develop and deliver pupil recruitment and retention plans.
- Oversee admissions communications, enquiry management and conversion activity.
- Establish admissions KPIs and monitor performance through the full recruitment funnel.
- Lead marketing support for:
 - Prospective families
 - Feeder nurseries
 - Open events
 - Parent engagement



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- Ensure the admissions experience reflects the School's values and brand.
- Work with the Registrar to ensure systems, reporting and processes support an excellent customer experience.

6. Development & Community Engagement

- Provide strategic oversight of Development activity, ensuring alignment with School priorities and brand positioning.
- Work with the Head, Governors and relevant stakeholders to develop a sustainable Development strategy.
- Oversee communications and engagement with alumni, donors and the wider School community.
- Support planning and delivery of Development events and campaigns.
- Maintain oversight of Development communications platforms and stakeholder databases.
- Establish annual objectives and reporting for Development activities.
- Support fundraising initiatives where appropriate, ensuring campaigns align with School values and capacity.
- Promote partnership and community engagement activities across the School.

Note: Operational delivery of Development activity and/ or events is undertaken by another postholder

7. Public Relations & External Profile

- Build relationships with media and education publications.
- Coordinate submissions and visits from external bodies and guides.
- Identify opportunities to promote the School's achievements and thought leadership.

Person Specification – Additional Requirements

Essential

- Experience leading admissions, marketing or stakeholder engagement functions.
- Experience managing teams and influencing senior stakeholders.
- Strong understanding of customer journey and conversion metrics.

Desirable

- Independent school admissions experience.
- Experience of alumni relations, fundraising or Development functions.
- Familiarity with CRM systems, enrolment systems and stakeholder databases.