



Director of Marketing and Communication - INFORMATION PACK



The Schools

Tudor Hall

Tudor Hall is an independent boarding and day school of approximately 330 girls, of whom 75% are full boarders. The school is situated in parkland surroundings approximately one mile outside Banbury.

Tudor Hall is a successful school in many different ways – academically excellent from a broad intake with high levels of achievement in all areas of school life including art, drama, music and sport. We are progressive and outward looking in our vision for the school. The size of the school allows us to give our girls an individual education and provide the best possible platform for the next phase of their lives. The school has been well resourced over recent years and departments generally have their own teaching space and, within reason, whatever resources they need for teaching the curriculum.

Entry into the school occurs at 11+, 13+ and 16+. The school is selective, but strengths beyond the classroom are valued and consequently there is a range of ability in each year group. The ethos of the school is to foster the strengths of the individual, both in and out of the classroom, as is evident by the excellent examination results – over the last three years (2017–19) the girls have achieved 75.5% A* – B grades at A Level and 61.6% A*–A / 9–7 grades at GCSE with 96.5% achieving A*–C / 9–4.

Carrdus School

Carrdus School was purchased by Tudor Hall in 2011. It is an independent day school for girls and boys aged 3–11 years old. Highly respected in the locality, it has a long record of academic success coupled with outstanding pastoral care. The School is situated just outside Banbury in a rural setting. It has approximately 110 pupils, single class entry and a staff of 30.

Both schools are committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure & Barring Service.



For further information about the schools, please visit
www.tudorhallschool.com and www.carrdusschool.co.uk



Director of Marketing and Communication

Full time

Reporting directly to the Headmistress and working closely with the Registrar, the Director of Marketing and Communication is responsible for the school's marketing and communication strategy and managing all marketing and communication activities relating to student recruitment in the UK and overseas. This includes external marketing of Tudor Hall as well as internal marketing to pupils, providing marketing support for internal recruitment/retention events and activities, branding, direct and digital marketing, and marketing communications. The post-holder will work closely with the Senior Management Team and the Development and Alumnae office, and liaise regularly with Heads of Departments and Housemistresses. The Marketing Assistant, the Communications Officer and the Community Communications and Events Officer report to the Director of Marketing and Communication. The post-holder will also oversee Marketing for Carrdus and liaise regularly with the Registrar, Community Communications and Events Officer and Deputy Head at Carrdus.

The Director of Marketing and Communication will play an integral part in delivering a first-class understanding of the schools market and, using this knowledge, will develop and drive an innovative and effective marketing and communications strategy. The successful candidate will bring original ways to promote and amplify the successes and activities of the school through the media and digital platforms. The post-holder will be the guardian of the school brand and a champion of marketing and communications, ensuring a consistent tone of voice in all external and internal communications. An astute awareness of brand development and positioning and an ability to spearhead opportunities that social media gives for innovative marketing activity are key to success. Expertise in market segmentation is vital in order to deploy analysis of quantitative and qualitative data to inform strategy, as is the ability to analyse the effectiveness of marketing and communications initiatives. Exemplary communication skills and a positive and diplomatic manner are essential. The gravitas and experience to work with the Headmistress, Senior Management Team, staff, parents, alumnae, and the local community are key qualities. A willingness to be flexible and work for the good of the school is also essential.



Personal qualities required

The role requires a driven marketing and communication professional with experience in branding and digital marketing (website and social media), along with PR and event management. An ability to manage a number of projects simultaneously, to deadlines and within budget, is essential. Outstanding communication skills, attention to detail, strong interpersonal and organisational skills and computer proficiency are vital.

The successful candidate will have:

Qualifications

- CIM qualification or significant experience of marketing management;

Experience

- In-depth experience and appreciation of the principles and practices of marketing including PR, media relations, advertising and branding;
- Experience of writing press releases, news articles and general correspondence to a high standard;
- Experience of event planning and management;
- Proven track record of delivering multiple projects to agreed timelines and within budgets;

Specialist knowledge

- Good understanding of digital communications and social media as appropriate for a school;
- Strategic planning and budgetary management;
- Excellent IT skills;

Personal skills

- Attention to detail and a high level of accuracy;
- Outstanding written and oral communication skills, with an ability to adapt language and tone to suit a variety of different audiences and media;
- Excellent people skills, with an ability to establish rapport with individuals from all walks of life during events, in one-to-one meetings, and over the telephone;
- Strong organisation and time-management skills, with an ability to manage and prioritise several tasks concurrently;
- Initiative, the ability to progress projects without direct supervision, integrity, tact and discretion;
- An understanding of, and belief in, the aims and ethos of independent education in general and a willingness to engage fully in school life;
- Ability to work both independently and within a team, with humour and a 'can-do' attitude;
- Flexible approach to working hours and a willingness to work occasionally outside routine hours for significant school events.

Key responsibilities

Specific areas of responsibility will include:

1 Marketing and Communication

- Developing and implementing a comprehensive marketing and communication strategy in conjunction with the Headmistress and Senior Management Team which raises Tudor's profile within and beyond existing contacts;
- Proactively identifying and creating marketing and media opportunities locally and nationally;
- Maintaining and further developing relationships with appropriate media outlets on behalf of both schools;
- Ensuring a good supply of copy and photographic material for both press, newsletters and website for the best possible coverage of the School's successes;

- Ensuring maximum impact in relation to budget and the activities of other providers;
- Working in partnership with the Registrar to monitor pupil numbers and recruitment to achieve the School's model;
- Working with the Registrar to ensure that relationships with feeder schools are strong and well managed;
- Monitoring and evaluating the effectiveness of all school marketing activities.

2 Market knowledge and research

- Researching and developing new opportunities and strategies for marketing Tudor Hall both in the UK and overseas;
- Responding to developing trends in the UK and overseas student market, maximising the opportunity to recruit students and to provide the service required;
- Monitoring trends in the market, communicating key outcomes and keeping abreast of developments in marketing strategy.

3 Media and publications (in print and online)

- Developing, monitoring and pro-actively managing the school's website;
- Liaising and communicating with staff and pupils to increase awareness of the school's media platforms and ensuring that a steady flow of data, news, photographs and video are provided to these platforms;
- Creating and implementing a media plan for marketing events including responsibility for style and appearance of all school materials;
- Managing the digital media strategy, investigating and developing new media, as appropriate;
- Further developing the School's social media policy in conjunction with the Senior Management Team on such platforms as Facebook, Twitter, LinkedIn and Instagram;
- Overseeing real time information on various platforms including the School's website;
- Creating and implementing an advertising plan including production of adverts;
- Overseeing the supply of news stories to local, national, regional and specialist educational press, radio and television;
- Diligently reviewing all pupil, parent and staff facing communications to ensure that they deliver consistent brand messages;
- Delivering the copy, design and production of the School Prospectus and Sixth Form Handbook;
- Overseeing the copy, design, production and approval processes for all other internal and external publications for the School, ensuring that the School's brand and key messages are effectively communicated and delivered in line with our strategic plan to the required standards. Publications include (but are not limited to) The Rose, Tudor Rose, The OT Newsletter, The Tudorian, The E-Shot, The Co-Curricular Guide, House Handbooks, New Parents Handbook, Scholarship Booklet;
- Ensuring all staff appreciate their collective responsibility and individual role in marketing and promoting the school, and assisting staff in publicising school events and other aspects of school life to ensure consistency of style and message;
- Ensuring that all visitor areas are kept updated with suitable marketing material.

4 Marketing events

- Representing the School at UK and overseas exhibitions and recruitment fairs to promote the School in conjunction with members of the Senior Management Team and Admissions staff;
- Leading on the organisation and administration of all marketing events including Open Days and Prep Head Lunches.

General

- Managing the marketing and communication budget by preparing an annual budgeted plan and controlling expenditure within the approved budget;
- Negotiating and developing relationships with any specialist external consultants, including routine tendering to ensure best value;
- Working to develop links in the local and wider community;
- Demonstrating constructive leadership behaviours and maintaining a professional personal presentation at all times;
- Playing a full part in the life of the school community so as to support its vision and values;
- Keeping up-to-date with developments in marketing, undertaking training or refreshing skills as necessary;
- Undertaking any other duties as may reasonably be required by the Headmistress;
- Adhering to Health and Safety regulations at all times;

All staff share the responsibility for safeguarding and promoting the welfare of the children and must adhere to, and comply with, the school's Safeguarding Policy.

This list is not exhaustive and may be varied from time to time.



How to apply

Applications, addressed to the Headmistress, Miss Wendy Griffiths, should include the completed application form and a covering letter summarising your suitability for the role as outlined.

Applications should be submitted by email to: pa2bursar@tudorhallschool.com

If candidates prefer to send their application by mail, it should be addressed to:

Nicole Hamilton
Compliance Manager
Tudor Hall
Wykham Park
Banbury
Oxfordshire
OX16 9UR

The closing date for applications is 13:00 on Thursday 9th July 2020. First round interviews will be conducted online on Monday 13 July.

Second round interviews will take place at Tudor Hall on Thursday 16 July.





TUDOR HALL

Wykham Park, Banbury, Oxfordshire OX16 9UR www.tudorhallschool.com