



**Communications Manager**  
**Fixed Term Contract, Maternity Leave Cover**  
**JOB DESCRIPTION**

**THE SCHOOL**

RMS is a leading independent girls' day/boarding School with around 1000 pupils aged 2 to 18 and over 350 teaching and support staff, situated on a 200-acre parkland site near Rickmansworth in Hertfordshire. Potential candidates are strongly encouraged to visit the school website [www.rmsforgirls.org.uk](http://www.rmsforgirls.org.uk) for more information about our thriving school, with its excellent value added results and inclusive community spirit that encourages both girls and staff alike to share a commitment to self-improvement and personal development.

**THE ROLE**

The School's Marketing and Admissions Department covers all aspects of marketing and pupil recruitment including strategy, brand management, publications and market analysis. This new post is focussed on both external and internal communications as well as stakeholder engagement.

As Communications Manager you will help promote and enhance RMS's reputation by effectively managing media relations and coordinating marketing strategies locally, nationally and overseas. The successful candidate will carry out work ranging from proactive and reactive media relations, literature design and copy, press releases and creating digital content.

**JOB SPECIFICATION**

Reporting to the Director of Marketing and Admissions (DoMA) the main areas of responsibility are set out below although the list is not exhaustive and the successful applicant may be expected to assume additional responsibilities as reasonably requested by DoMA.

**MAIN RESPONSIBILITIES:**

**Marketing**

- To support the DoMA with the planning and implementation of national and international marketing initiatives.
- To manage the School's website in conjunction with the DoMA.
- To create high-quality content for marketing and admissions collateral, working with external designers and agencies as required.
- To be responsible for the School's weekly eNewsletters, disseminating and monitoring school news to a wide variety of stakeholders.
- To proactively manage and lead the School's presence on social media platforms, including Twitter, Facebook, Instagram and LinkedIn, ensuring accuracy and relevance across the board.
- Keep up-to-date with advances in social media technology.
- To record and analyse statistics relating to the reach and effectiveness of communications activities and to monitor feedback to support the pupil recruitment strategies.

## **PR**

- To proactively manage the School's media presence; writing compelling, relevant copy for local, national and international media.
- Monitor the media, online and offline, maximising opportunities for positive PR.

## **Internal Communications**

- To ensure the internal communications messaging and branding is consistent across all platforms and in line with external communication messaging.
- To keep parent portal documents up to date.
- To work closely with the Admissions and Development teams, helping them meet their objectives.

## **Other**

- To assist with the organisation and delivery of marketing events.
- To represent the school at pupil recruitment events.
- Day to day line-management of the Marketing Coordinator.

## **PERSON PROFILE**

The holder of this post will have to demonstrate creativity, flexibility and resilience. They will enjoy working both collaboratively and independently. They will be calm under pressure, tenacious and possess excellent written and verbal communication skills. The Communications Manager has an important role which will bring them into regular contact with colleagues, teachers, students and parents. Digital fluency is crucial in this role as the School already has in place a well-developed use of social media.

## **PERSON SPECIFICATION**

### **Qualifications and attainments**

- Educated to degree level or equivalent.

## **SKILLS**

### **Essential:**

- A strong communicator with excellent spoken and written English
- Excellent organisational skills with accuracy and an eye for detail
- The ability to think creatively and look at problems from a new perspective
- The ability to relate to people of all ages and backgrounds
- Proficiency in digital communications, traditional media and CRM
- Highly motivated and resilient with a positive and proactive approach
- Experience of customer-data analysis and how to translate that into effective communications
- Ability to thrive in a high workload environment, often to tight deadlines
- An eye for creative marketing opportunities and a flair for content creation

### **Desirable:**

- Experience of working with Adobe suite
- Experience of working with Wordpress or similar
- Experience of working in an education environment is preferable but not essential.

**Personal Attributes:**

The successful holder of this post will need to demonstrate that they have:

- The ability to work quickly and accurately under pressure to meet deadlines.
- Strong organisational and time management skills.
- Excellent communication skills - both verbal and written - with all stakeholders.
- Tenacity and a positive approach to opportunities and challenges.
- The ability and willingness to learn new skills and a commitment to CPD.
- A smart appearance, appropriate to role.

**TERMS OF EMPLOYMENT**

The terms of employment include:

- A Full Time, Fixed Term Contract. This Maternity Leave Cover contract at the Royal Masonic School is a six month fixed term contract continuing on a rolling monthly basis until the person returns.
- 37.5 hours per week, 52 weeks per year (hours negotiable)
- Six weeks holiday per year (including the school closure period over the Christmas Holidays) plus Bank Holidays.
- The post holders pay on the RMS Support Staff Pay Scale will be S35 (£34,378) to S39 (£36,601) per annum, depending upon experience/qualifications
- Staff Pension Scheme
- Free lunches when the School's catering facilities are open
- Free car parking
- Preferential gym membership
- Access to an Employee Assistance Programme

**DISCLOSURE AND BARRING SERVICE**

The School is a 'Registered Body' under the provisions of the Police Act 1997 because employment at the School involves access to children under the age of 18. This post will require an Enhanced Disclosure and Barring check from the Disclosure and Barring Service (DBS) before an offer of employment can be confirmed.

**SAFEGUARDING CHILDREN**

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, will be to adhere to and ensure compliance with the School's Safeguarding Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School they must report any concerns to the Head.

In addition to the candidate's ability to perform the duties of the post, the interview will explore issues relating to safeguarding and promoting the welfare of children, including;

- Motivation to work with young people
- Ability to form and maintain relationships and personal boundaries with young people
- Emotional resilience in working with the challenges that young people present
- Approach to the use of authority and maintaining discipline

**Revision of Job Description**

According to the development and requirements of the School, Job Specifications will need to be reviewed and updated periodically, after consultation with the Job Holder.