



Rossall

INSPIRING EXCELLENCE

*Director of
External Relations*



APPOINTMENT BRIEF

November 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 780 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 35 and this year over 60% of A level grades resulted in an A* or A. Almost two thirds 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.

The student roll has grown very significantly in recent years and this is reflective of the School's outstanding reputation both regionally and nationally. Student numbers are very healthy and the school has emerged from the recent pandemic in a strong position financially.

In 2019, the School embarked upon an ambitious development plan which placed a strong emphasis upon the provision of outstanding teaching and learning. The School is committed to ensuring that Rossall is recognised regionally and nationally as a progressive and aspirational School community committed to the professional development of all staff. The establishment of a thriving Leadership Academy is reflective of the growing number of aspirant educational practitioners who have decided to develop their careers here at Rossall.



This September, we have become an All-Steinway School and launched an International Piano Academy. The newly refurbished Pre-Prep School was opened at the end of the Summer Term and work will soon commence on our Science Building.

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 2021, we had a full ISI compliance inspection. **We were judged to be compliant in every regard. In 2019, an educational quality inspection deemed the quality of pupil's personal development to be excellent.**

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.



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, in school as well as during leisure and social time, to get the most from their stay with us. 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.

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



Mrs Emma Williams
*Deputy Head (Boarding
& Safeguarding)*



Mr Matt Turner
*Head of
Preparatory School*

DIRECTOR OF EXTERNAL RELATIONS

Context

Rossall School has performed exceptionally well during recent times. Since 2016/17 our student roll has increased by over 35%. During the recent pandemic our number of international boarders increased despite the fact that, nationally (and regionally) there was a significant reduction in boarding numbers. Our excellent results (60% A*/A at A level in 2021) and outstanding facilities are complemented by an ethos which values compassion, creativity, co-curricular opportunities and the development of character. Our day numbers have grown partly due to the strength of our brand but also due to the relentless focus that we place upon supporting each individual's needs.

Rossall is an exciting community and the strategic clarity which has propelled the School forward during recent times is a hallmark of a school which attracts creative and committed educators for the UK and Overseas. For anyone seeking to lead a dynamic team of ambitious professionals, this role should be of interest.

Reporting

Reporting directly to the Headmaster, the Director of External Relations will be a member of the Senior Executive and will be expected to provide advice, guidance, recommendations and regular briefings to the Executive as well as regular updates to the School Council (Governing Body). We are looking for someone who wishes to invest wholeheartedly in this creative, compassionate and caring community.

Main Purpose

To lead an outstanding team focussed upon developing and enhancing the brand perception of Rossall School, furthering its regional, national and global profile and continuing to grow the school's roll so as to ensure a sustainable operation for the future. The Director of External Relations provides assured strategic leadership across these areas.

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

Overview

This role will most likely suit an experienced and innovative professional with a proven track record within a sales and marketing related context - an individual who will possess excellent relationship-building skills, a strong sense of collegiate teamwork as well as entrepreneurial and commercial instincts.

Experience of working within an educational environment is highly desirable though this role might suit an exceptional individual with appropriate commercial sales and marketing experience gained outside the sector. The successful candidate will have an instinctive feel for the independent boarding and day market, combined with the relevant transferable skills to undertake this complex and fulfilling role.

He or she will have a proven track record in terms of creating and writing strategies and policies. He or she will be adept at managing teams within a multi-disciplinary environment and will be achievement and target driven. The successful candidate will be dynamic, focussed and lead by example. He or she will be calm under pressure, resilient and tenacious.

Main Responsibilities

Developing and implementing marketing, communications and pupil recruitment strategies, ensuring that they are aligned with the School's vision, aims and strategic priorities, which serve to differentiate Rossall from its competitors.

Overseeing marketing and communications across the Rossall community with a view to strengthening the school internally and externally and strengthening the Schools' overall standing and reputation, with all key stakeholders.

Ensuring the optimum fill of the School, monitoring and responding to key market trends in pupil recruitment, and revising strategies and tactical marketing plans where appropriate.

Developing and delivering a strategic marketing, admissions, communication and development plan to underpin the School's strategic development plan.

Managing a team of nine across the disciplines of marketing, admissions and communications.

The role will encompass external representation of the School and as such s/he will be a persuasive Ambassador for the School. Overseas visits to Agents and recruitment fairs are an essential part of the role and therefore the successful applicant must be willing and able to travel abroad as required.

Specific Responsibilities

Leadership and Management

- Ensure that Rossall School fulfils its mission to create and sustain excellent relationships with all of its customers – prospective, current and former.
- Ensure that Rossall School raises its profile locally, nationally and overseas and meets growth targets for UK and overseas pupil recruitment.
- Set the strategic direction for Rossall's external relations and lead, motivate and develop those who work within and support the marketing, admissions and communication functions in line with the School's ethos.
- Mentor and motivate the Marketing and Admissions staff and ensure career development, training and support to fulfil the School's aims and targets and develop staff skills.
- The post holder will be a member of the Executive Team, will attend relevant Governors' meetings, and will contribute to wide-ranging strategic discussions and decisions at this level.
- The post holder may be required to carry out additional duties as required by the Headmaster and will be expected to embrace the demands and opportunities of working in a busy boarding and day school.

Admissions

- Lead and guide the Admissions Department in pupil recruitment to achieve the School's growth targets.
- Develop and implement a strategy for recruiting pupils for Rossall School for the future.
- Systematically and regularly review and develop admissions procedures after monitoring the results and effectiveness of all activities.
- Provide guidance to the Admissions team in respect of building relationships with prospective parents, standards of service, customer experience and engagement, communication, data capture and promotional events.

- Remain informed about the market and competition.
- Produce for the Governors and the Executive Team data on current and anticipated pupil numbers, including future capacity planning.
- Liaise with the Bursar to produce financial models based on projections for pupil numbers and produce updates of any changes.
- Manage the Summer School programme and Summer School Executive to develop the programme and grow numbers year on year, including the management of the marketing of the Summer School programme with the recruitment team.
- Manage the running of the half term residential programmes alongside the Commercial Director.
- Manage the relationship with the School's Visa Company as the Authorising Officer to ensure that International pupils' Visa applications and renewals are successful.

Marketing and Communications

- Alongside the Head of Marketing develop a clear marketing and communications strategy that builds on, and confidently differentiates, Rossall School's brand, identifies strengths and develops new opportunities in a highly competitive and dynamic marketplace.
- Successfully align the marketing and communication strategy to the School's broader strategic priorities.
- Monitor and report all high-level metrics, proactively using data to devise appropriate interventions where required, revising strategies and tactical marketing and communications plans
- Develop and implement the School's communications and public relations strategy by raising awareness and differentiation across key markets – local, regional, national and international – developing appropriate strategy for both online and digital media.
- Promote, protect and develop the identity of the Rossall School brand and its position, locally, regionally and internationally.
- Alongside the Head of Marketing, direct and oversee all communications, marketing and sales strategies and activities, creating a fully integrated multi-channel communications and marketing strategy, to include raising awareness and driving online traffic to the School's website.
- Alongside the Head of Marketing, work with the SLT to ensure regular and relevant communication of school events, activities and successes and to communicate the distinctive nature of the Rossall School brand.
- Undertake regular market and competitor research and analysis to inform future plans.
- Use the findings of market research to create and deliver targeted and segmented strategies to drive enquiries and enhance the profile of Rossall School.
- Review, develop and deliver an effective digital and social media strategy.
- Support the Head of Marketing in developing key press and PR relationships and ensure the generation of regular press releases, editorial material and photo calls for Rossall School when required.
- Support the Head of Marketing in the concept and delivery of Rossall School's website, parent portal and other online and offline publications. Make recommendations for any additional/alternative content and ensure all content is aligned with the School's brand and messages.
- Act as spokesperson for the School, along with the Headmaster and Chair of Governors.

General

- Other ad-hoc duties to support the Administration Function
- Keep up to date with curriculum content, examinations and co-curricular activities across the School, including A Level and IB
- Undertake additional duties as requested by the Head

Customer Service

- Manage excellent Customer Service within Rossall for both prospective and current parents, and visitors to ensure excellent first impressions.
- Maintain continuous dialogue and feedback as regards customer service with all relevant stakeholders
- Ensure timely responses to all customers emails according to the 24 hour service level agreement
- Attend Council Meetings when appropriate
- Attend other working party and committee meetings as required including the Curriculum Development Committee and Heads of Departments meetings.

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
- Undertake any related activities or duties from time to time
- Undertake evening and weekend work as required

The post-holder must adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy 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 those concerns to the DSL or to the Head immediately



PERSON SPECIFICATION

The successful candidate will feel a strong sense of connection to the ethos, values and community here at Rossall School whilst being invested in the lives of its pupils, staff and senior leaders. They will be an inspirational and dynamic leader, with high-level sales, marketing and business development expertise. They will thrive on the opportunity to define a clear strategy and implement and monitor its effectiveness skilfully.

The successful candidate will:

- Have a recognised sales/marketing/business background and related commercial experience.
- Be an outstanding communicator (both orally and in writing) with exceptional interpersonal skills.
- Be a strategic thinker, with dynamism, creative flair, resilience and sound judgement.
- Operate as a team player with a proven record of leading and motivating individuals and groups: have the ability to develop strategic activities and ‘get stuck in’ supporting the team.
- Have experience of developing and implementing strategic, operational and financial plans and preparing related reports and proposals.
- Be an effective organiser with the ability to master a diverse workload, meet deadlines and control budgets.
- Be a people person, with the presence and credibility to represent Rossall School to a variety of stakeholders and the ability to build successful, positive relationships.
- Have the ability to combine a sales and marketing edge with the subtlety of approach needed to bring all members of the School’s community on board with new ideas.
- Possess a positive attitude and approach to change and development.
- Have a strong sense of self-awareness and be willing to learn.
- Have a balanced sense of perspective and a sense of humour.



BENEFITS OF SERVICE

The position is a full time post, all year round. The salary is expected to be within the range of £60,000 - £70,000 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, ensuring that your referees include your current or most recent employer.

Your letter of application should be addressed to the Headmaster. It 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 completed application to the Headmaster c/o Mrs Stephanie Capstick (Head of HR and Compliance).

POST:

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

EMAIL:

hr@rossall.org.uk

CLOSING DATE: Friday 19th November 2021 at noon