



QUEEN ANNE'S  
CAVERSHAM

Appointment of

Director of Marketing, Admissions and Communications

Full time / All Year Round

Applications should be marked 'Private and Confidential'

## Appointment Brief

Queen Anne's is a fabulous school which I quickly dubbed "The Tardis" – for all its relatively compact and simple appearance on the outside, it is a veritable hive of activity, complexity and energy on the inside! This is a dynamic and exciting place to be, both as a student and as a member of staff, and I am delighted that you are interested in joining us as our next Director of Marketing, Admissions and Communications (DMAC). I joined the School in January with a few years of headship behind me; to my delight, the School and its people have met and, in many ways, exceeded my expectations. One of my objectives is to ensure that we improve our ability to convey the magic of Queen Anne's – no more hiding our light under a bushel! I have thoroughly enjoyed getting to know the Queen Anne's community and seeing the School in action.

Queen Anne's enjoys an excellent reputation for sport, music and the arts, as well as a strong academic record. Our students are multi-talented individuals with a zest for life, and the School environment offers a myriad of opportunities for students to flourish. As a member of the United Westminster and Grey Coat Foundation (UWGCF), the School is connected to a small group of prestigious and thriving independent and state schools. The beautiful 35-acre campus has been greatly enhanced over the years through innovative and inspirational development. Recent projects have included a superb Music Department, Sixth Form Centre and wholeschool dining facility.

The new Director of Marketing, Admissions and Communications will be expected to assume a high profile within the whole school liaising with all students, staff and parents to provide a highly effective process from Marketing through to student recruitment. Forming 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 is at the heart of this role. The expectation is to lead the team focussed on recruiting pupils who will benefit from the outstanding opportunities of the Queen Anne's offer and possibilities.

The new DMAC will play a key role throughout the whole school and beyond. With the Head of School and our Board of Governors, this role will be instrumental in the implementation of our School's strategic development plan (SDP) in their specific domains.

Earlier in the summer, I shared my vision for Queen Anne's with the wider school community; the SDP has been written in the spirit of a "blueprint for the future", so there will be plenty of scope for the new DMAC to make their mark. I am looking for a creative and innovative leader with outstanding marketing acumen; he or she will enjoy working as part of a team, will be an excellent communicator and will relish the diversity of the DMAC role.

I do hope that you will enjoy reading through the information in the candidate pack and may be inspired to submit an application. I believe this is a fantastic opportunity to make a real difference to this ambitious and progressive School. This is an exciting time to join Queen Anne's and be instrumental in creating the next chapter of the School's history. I look forward to receiving your application.



Elaine Purves

Head

## The School

Queen Anne's School is an ambitious and dynamic day and boarding school for girls aged 11–18. Situated in the Reading suburb of Caversham, just north of the River Thames, the School occupies a 35-acre campus of beautiful grounds, combining a mix of well maintained and attractive mid-19th-century structures originating from the manor that once occupied the site, with outstanding contemporary buildings.

Queen Anne's empowers its girls, preparing them for an ever-changing world through an exciting and continually evolving education. It is a school steeped in history and tradition, and in 2019, Queen Anne's celebrated its 125th anniversary. Originally part of the Grey Coat Hospital Foundation that was founded in 1698 by eight merchants in Westminster, it is today part of the United Westminster and Grey Coat Foundation (the Foundation). The Foundation, whose charitable object is the provision of education with a Christian ethos, comprises three independent schools and two academies.

Underpinned by the School's mission – "Kind hearts, fierce minds and strong spirits" – the School has an ethos of encouraging the unique talents of each girl to flourish "in the classroom, on the playing field, on the stage, behind the easel or anywhere else that their talents might take them". The academic standards achieved by girls at Queen Anne's are consistently high, with excellent results achieved at A level and GCSE. Building on the original BrainCanDo initiative, the School continues to support research into an educational experience that benefits the girls in terms of health, well-being and results.

Queen Anne's prides itself on being innovative and modern, although not at the expense of tradition – scarlet cloaks are still worn for various occasions, including the annual carol service at Dorchester Abbey and the biennial Westminster Abbey service. Queen Anne's achieved the highest mark possible in all areas following its most recent visit by the Independent Schools Inspectorate in 2017 (supplemented by the successful ISI Compliance Inspection Report of 2020).

The 2022 GCSE results saw 64% of students achieve 9/8-7 (A\*-A) and 99% achieve 9-4 (A\* - C) across 25 subjects. At A level, 72% of all grades awarded were A\*-A, and 99% were A\*-C across 28 subjects. Placements are routinely achieved at Oxbridge and the Russell Group Universities, and American universities and higher-level degree apprenticeships are becoming increasingly popular.

The breadth of opportunity beyond the classroom is equally compelling at Queen Anne's, and this creates a vibrant atmosphere of excitement and endeavour. Music, art, drama, dance and sport (including lacrosse, tennis, swimming and netball) all contribute to the mix and are played out in the School's fantastic surroundings and well-resourced facilities.

## **Our Location**

The Thames-side village of Caversham, immediately to the north of Reading, was declared one of the best places to live in a 2020 survey conducted by the Sunday Times. Queen Anne's is within walking distance of the heart of the thriving town of Reading, and the easily accessible railway station is a busy hub on the Great Western mainline between London Paddington, Bristol, the South West and South Wales, together with regular services in all directions north and south, including Oxford, Birmingham and Southampton. There are direct and easy connections to Heathrow Airport and the newly constructed Elizabeth Line through London terminates at Reading. The M4 motorway is immediately to the south of Reading.

## **Our Campus**

The School estate is impressive and has received a wide range of plaudits. In addition to the traditional buildings in the heart of the School, there is a range of contemporary and inspirationally designed facilities. There are four boarding houses (three Senior and one Junior) designed to accommodate around 220 girls. The award-winning Sixth Form Centre (the "Space", completed in 2016) includes Café 6, classrooms with hi-tech smart walls, and themed breakout spaces designed by the girls themselves, as well as a modern new dining room for the whole school. The Morgan Sports Centre (upgraded in 2016) now includes a fitness suite and dance studio. The £1.45 million Scott Music Centre (completed in 2019) creates a harmonious space in the heart of the main building, and this boasts a music hall, recital hall, recording studio, soundproof rooms, a Mac suite, a small performance space and 21 new pianos! There is also a 250-seater theatre, assembly hall and well-equipped Art & Design block. Work has started on the next stage of capital development with a three-phase multimillion-pound enhancement of the sports facilities. Phase 1, comprising re-conditioned tennis courts, floodlighting and fencing, is due to be completed by September 2022; Phase 2, comprising a dome to cover one block of courts, is scheduled to be completed by September 2023; and Phase 3, comprising a full-size 3G artificial turf pitch plus levelling and drainage of the grass pitches, is expected to be complete by September 2024.

# Job Description

## Reporting

The Director of Marketing, Admissions & Communications (DMAC) will report directly to the Head. He/she will be expected to provide advice, guidance, recommendations and regular briefings to the Leadership Team and Senior Management Team as well as regular updates on admissions trends, marketing activities and communications plans to the Governing Body via the Marketing Committee.

## Job Purpose

The DMAC will be expected to assume a high profile within the whole school liaising with all students, staff and parents to provide a highly effective process from Marketing through to student recruitment. Forming 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 is at the heart of this role.

To lead a team focussed on recruiting pupils who will benefit from the outstanding opportunities of the Queen Anne's offer and possibilities.

## Overview

The successful candidate will have significant expertise in strategic marketing and/or sales and evaluation of best practice including internal and external communications planning and delivery. They will have a proven track record in creating and writing strategies, policies and guidance and management of teams within a multi-disciplinary environment. They will be achievement and target driven.

The successful candidate will be dynamic, focussed and lead by example. They will be calm under pressure, resilient and tenacious.

The successful candidate will work with the Head and Leadership Team to deliver the School Development Plan with creativity, professionalism and enthusiasm.

## Admissions

- Lead and guide the Head of Admissions and department in student recruitment to achieve the Schools' growth targets.
- Develop and implement a strategy for recruiting pupils for Queen Anne's 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.
- Production for the Head, Governors and the Leadership Team of data on current and anticipated pupil numbers, including future capacity planning.
- Liaise with the director of Finance and Operations to produce financial models based on projections for pupil numbers and producing updates of any changes.
- Oversee the running of the School's Visa Company as the Authorising Officer to ensure that international pupils' Visa applications and renewals are successful.

## **Marketing and Communications**

- Develop a clear marketing and communications strategy that builds on, and confidently differentiates, Queen Anne's School's brand, identified strengths and develops new opportunities in a highly competitive and dynamic market place.
- Successfully align the marketing and communication strategy to the Schools' 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 as required.
- Develop and implement the Schools' 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 Queen Anne's School brand and its position, locally, regionally and internationally.
- 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.
- Work with the LT team to ensure regular and relevant communication of school events, activities and successes and to communicate the distinctive nature of the Queen Anne's 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 Queen Anne's School.
- Review, develop and deliver an effective digital and social media strategy.
- Support the Marketing team in developing key press and PR relationships and ensure the generation of regular press releases, editorial material and photocalls for Queen Anne's School when required.
- Support the Marketing team and all other appropriate parties in the concept and delivery of Queen Anne'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 Head as and when required.

## **Additional Responsibilities**

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

## **Customer Service**

- Manage excellent Customer Service within Queen Anne's School for both prospective and current parents, and visitors to ensure excellent first impressions and enhance reputation and word of mouth.
- Maintain continuous dialogue and feedback as regards customer service with all relevant stakeholders.

## Person Specification

The successful candidate will feel a strong alignment with the ethos of Queen Anne's School, its students, staff and senior leaders. S/he will be an inspirational and dynamic leader, with high-level sales, marketing and business development expertise. S/he will thrive on the opportunity to define clear strategy and implement and monitor its effectiveness skilfully.

The successful candidate will:

- Have a recognised sales/marketing/business qualification 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' with 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 Queen Anne's School to a variety of stakeholders and the ability to build successful, positive relationships.
- 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.

All employees are required to assist the School where necessary in applying UK Border Agency policy with regard to overseas students. These duties include giving information, when requested, to allow records to be kept on pupils' visas and attendance, as well as other matters.

Note: This job description is not a comprehensive definition of the post. It will be reviewed as part of the cycle of appraisal, and it may be subject to modification or amendment at any time after consultation with the holder of the post.

## Benefits

The position is a full time post, all year round. The role will command an attractive salary in line with regional norms and reflecting the successful candidate's qualifications and experience.

Holiday entitlement is 24 working days per annum, increasing to 28 days after one year plus Bank Holidays. In addition to providing a great place to work, we offer a generous remuneration package to colleagues which includes:

- Membership of a generous contributory pension scheme.
- Occupational Health Scheme by referral.
- Free lunch and refreshments during term-time.
- Free parking on site.
- Medical centre on site during term time.
- Heavily discounted use of the School swimming pool and Fitness Suite.
- A generous discount on the School fees of employees' children attending the School.

## The Application Process

Please supply a completed application form and a letter detailing why you should be considered for this role along with a current CV addressed to:

Mrs Judith Tremayne  
HR Manager  
Queen Anne's School  
Henley Road, Caversham  
Berkshire, RG4 6DX

Alternatively, please email [hr@qas.org.uk](mailto:hr@qas.org.uk)

[Queen Anne's School Application \(zohopublic.com\)](https://www.zohopublic.com/Queen-Anne-s-School-Application)