



Rossall

INSPIRING EXCELLENCE

*Head of
Marketing and
Communications*



APPOINTMENT BRIEF

August 2022



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 800 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. Such extensive expansion has resulted in a number of opportunities arising across a number of curricular areas and our ongoing development of signature programmes such the Broadway Performing Arts academy has opened up opportunities for exceptional educators to join us.

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 PrePrep 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 the Broadway Performing Arts Academy and our recently launched Girls' Elite Football Programme in partnership with England and Chelsea footballer Millie Bright, and Fleetwood Town Football Club has led to huge success of our girls' football teams on a national level.

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

JOB DESCRIPTION

Responsible to: **Director of External Relations**

Rossall School is seeking a highly professional, experienced and commercially minded person to shape the future direction of our marketing strategy and embed a clear marketing vision. The post offers the successful candidate a well resourced department along with direct reports to ensure a balanced workload and collegiate working environment.

Rossall is currently undergoing a period of remarkable success, with the school roll at the highest point in its history and a suite of unquestionably successful Signature programmes that are competing at the pinnacle of their respective fields. Widely acknowledged as one of the top boarding schools in the North, interest in Rossall continues to grow and this is an exciting time in which to join and to contribute and shape our future path.

Job Purpose

The Head of Marketing & Communications will be responsible for the development and implementation of a comprehensive marketing (pupil recruitment and retention) plan, to encompass all ages of pupils, in the UK and overseas. They will be responsible for developing communication plans for internal and external stakeholders and raising the profile of Rossall globally.

They will work particularly closely with the Admissions function and members of the School's Leadership Group and will produce reports regularly for the Governors. The post holder will have overall responsibility for the maintenance of the school website and social media channels.

The External Relations department encompasses a team of eleven that includes admissions, alumni and student services functions. Leading a team of three, the role offers line management responsibility of the Digital Marketing Officer, Marketing and Events Assistant and the Brand & Graphic Designer.

The successful candidate is expected to play an active, hands-on role in all aspects of the School's marketing and provide strategic input, support and advice to internal stakeholders and will be a persuasive ambassador for the School. The school is committed to investing in staff, professional development and advancement opportunities will be available to the right candidate.

Main Responsibilities

Strategy and planning

- To have overall responsibility for the school's brand and key sales points, ensuring these points are clearly and consistently communicated to all internal and external stakeholders.
- To shape the overall marketing strategy and be responsible for the development of annual marketing plans, short term campaigns and delivery of mini marketing objectives
- To plan and project manage the school's standout, high profile events (e.g. Open Days) to ensure they offer an outstanding customer experience before, during and after attendance
- To liaise with the Director of External Relations to plan a calendar of marketing activity to an agreed budget

Marketing

- To deliver a content driven approach that underpins the school's marketing activity
- To work with the Brand & Graphic Designer to create a suite of high quality literature with regular refreshment of content to reflect any changes in the offering
- Create and deliver an effective marketing mix of online and offline campaigns and activity

- To establish clear marketing metrics with regular reporting to the Director of External Relations and Board of Governors
- Ensure the school website and outward content is on brand and up to date
- Work collaboratively with the Head of Admissions and Director of External Relations to deliver a joined up customer journey and enrolment experience
- To undertake market research (quantitative and qualitative) and instil a data driven or informed approach to all marketing activity
- To deliver effective campaigns that draw on best practice in sales and marketing, including retargeting and implementation of customer journey principles
- Copywriting and management of the production of Rossall literature and merchandise

Public Relations

- Develop a positive public relations strategy with support from colleagues within the department
- Manage relationships with external PR agencies and seek to raise the profile of the school nationally and internationally
- Develop strong relationships with local press and influencers
- Drafting, preparing and submission of press releases

Digital

- Working with the Digital Marketing Officer, ensure an SEO optimised web presence through application of best practice and production of SEO rich content
- Overall responsibility for the school's social media channels, ensuring content is timely and consistent and in line with the brand identity
- To generate new interest and enquiries through application of digital marketing techniques and being able to demonstrate return on investment of activity
- To adopt a tech-savvy and foster a high-tech culture within the department
- Keeping up to date with latest technology, channels and trends to ensure the school maintains a strong position within the sector

Events

- Work closely with external stakeholders to coordinate the marketing of Open Days, Scholarship events and similar related activity
- Develop and deliver a strategy for alumni engagement through events in partnership with the Head of Alumni Relations
- Attending and representing the school at marketing and recruitment events regionally, nationally and on occasion, internationally

Communications

- Working with the marketing team, ensure the consistent and regular production of key communication items (e.g. newsletter, events calendar etc.)
- Develop and deliver on an annual communications plan for internal stakeholders
- To work with the Headmaster, Head of Admissions, Head of Alumni Relations and Director of External Relations to create an integrated communications strategy that joins up these constituent parts and provides an outstanding experience for our stakeholders

General

- To undertake additional duties as requested by the Head of the School or Director of External Relations
- Develop and maintain excellent working relationships with students, parents and colleagues
- To maintain and keep accurate records
- To ensure the core values of the department are upheld and delivered
- 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



PERSON SPECIFICATION

How assessed? Application - A, Interview - I, Task - T

Attribute	Essential	Desirable
Education and Qualifications	<p>Degree educated or equivalent (A)</p> <p>Training and/or professional experience of digital marketing and social media engagement (A)</p>	<p>Professional Marketing qualification (A)</p>
Knowledge and Skills	<p>A sound knowledge of marketing principles, both offline and online (A/I/T)</p> <p>A robust understanding of Google Analytics and SEO, either through own knowledge or work with external agencies (A/I/T)</p> <p>An understanding of best practice in sales and the importance of delivering an outstanding customer journey (A/I/T)</p> <p>An ability to project manage and deliver high quality events and brand experiences (A/I)</p> <p>Well developed copywriting skills and the ability to adjust the tone and style to suit the needs of the audience (A/I)</p> <p>Understanding of the principles of content marketing (A/I)</p> <p>IT literate and ability to learn new technology quickly (A)</p> <p>Ability to act as a credible ambassador for the school and represent in a positive manner (I)</p>	<p>Knowledge of best practice for internal communications (A/I)</p> <p>A working knowledge of Tik Tok (I)</p>
Experience	<p>Developing and the successful delivery of comprehensive marketing plans (A/I)</p> <p>Demonstrable experience of managing social media channels effectively to build engagement, specifically Facebook, LinkedIn, Twitter and Instagram (A/I)</p>	<p>Developing a PR strategy and delivering campaigns in partnership with PR agencies in the UK and overseas (A/I)</p> <p>Undertaking or commissioning market research, with an emphasis on qualitative research (A/I)</p>

	<p>Managing paid social media advertising campaigns that generate interest and enquiries and tracking RoI (A/I) Produce formal marketing reports, to include commentary on RoI (A/I)</p> <p>Prioritising competing needs and ensure key marketing objectives are met and delivered on time (A/I)</p> <p>Working with and optimising a CRM system to meet marketing objectives (A/I)</p>	<p>Career experience in marketing departments in the education sector (A)</p> <p>Developing and delivering internal communications plans (A/I)</p>
Personal Qualities	<p>Possess a growth mind set and a 'can do' attitude (A/I)</p> <p>Willingness to keep up to date with latest trends in marketing and across the sector (A/I)</p> <p>A flexible approach to duties undertaken and working hours, including occasional weekend work (A/I)</p> <p>Ability remain calm and focused under pressure (A/I)</p>	
Other	<p>Excellent verbal and written communication skills (A/I)</p> <p>Commitment to building strong relationships internally and externally (A/I)</p> <p>Belief in the importance of setting and maintaining high standards (A/I)</p> <p>Leading by example with honesty and integrity (A/I)</p> <p>Empathy towards the ethos of delivering an 'outstanding' customer or brand experience (A/I)</p>	<p>An understanding or empathy with the ethos of independent education (I)</p>



BENEFITS OF SERVICE

The position is a full time post, all year round. The normal hours of work are 35 per week Monday to Friday. The salary range is £35,000 - £50,000 per annum depending on qualifications and experience. Holiday entitlement is 25 working days per annum plus 8 Bank Holidays.

In addition to providing a great place to work, we offer a generous remuneration package to colleagues which includes:

- Generous pension scheme with up to 10% matched contributions
- A truly unique office setting within the grounds of the prestigious Rossall campus, around 1 hour from Manchester
- 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 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 why you want to work at Rossall.

Send your completed application to:

POST:

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

EMAIL:

hr@rossall.org.uk

KEY DATES:

Deadline for submission of applications 12.00 noon on Monday 5th September 2022

Rossall School is committed to safeguarding and promoting the welfare of children. An enhanced DBS clearance will be undertaken by the School. The position is regulated activity and therefore exempt from the Rehabilitation of Offenders Act 1974.