



HEAD OF COMMUNICATIONS

FULL TIME | PERMANENT



ETON
COLLEGE

01

We are seeking an experienced and talented communications professional to join the College. We are interested in hearing from specialists with a good track record who are interested in the multi-faceted nature of the role. Prior schools experience is not essential. You will join a vibrant team of four, with a communications manager, two communications assistants and a digital content producer. You will be working alongside the Development Team, the Old Etonian Association and the Engagement team

HEAD OF COMMUNICATIONS

Be part of an exciting new chapter at Eton College and help shape the future of one of Britain's most famous institutions.

The Communications, Engagement and Development teams (also collectively referred to as the External Relations Team) at Eton are in a period of exciting transition. At the heart of this is the communications team which now numbers four communications professionals with an additional appointment – of an expert in digital material – in train.

Eton has much good news to communicate and is in the process of reshaping its structures to better promote its central charitable purpose of providing education to young people. At the heart of this is, of course, the school in the Thames Valley but we have growing partnerships – not least with Star Academies, a Multi Academy Trust – with whom we plan to open three new Sixth Form Colleges in Dudley, Middlesbrough and Oldham over the next five years. As a result, Eton has a growing profile in the media and the new schools project will be the subject of intense interest both locally and nationally.

As important is Eton's ability to communicate with its stakeholders both inside the school and beyond its walls. Parents expect the highest quality of communications which are both clear, timely and well written. Our wider alumni group, the Old Etonians, retain a strong affection for the College and we work closely with the Old Etonian Association to ensure they remain equally well informed. Within the school during term time our

students and staff are kept apprised of the busy internal programme of events as well as being encouraged to understand more about the institution as a whole. To this end we publish a range of internal communications, including a staff magazine, to help ensure that such a large and disparate organisation retains a sense of itself in unity.

The Head of Communications is also responsible for promoting and protecting Eton's reputation. As a very high-profile institution and often in the public eye there is a need to explain how the institution works and to respond to public interest. Over the past few years we have built our capacity in the digital space ensuring a thoughtful presence on digital media and we are proud of our website – whilst recognising that this is not a moment to rest on our laurels. We are in the process of appointing a digital media expert to ensure that we improve our capacity to produce high quality films and photography to support our communications work.

Eton is a charity and, as a result, is active in fund raising and this brings its own strand of work. We aim to produce clear and persuasive material both print and digital to explain what we are fund raising for and which engage people effectively. It is essential to win their time to hear the message. We have growing expertise in webinars and other forms of online engagement to meet people 'where they are' and achieve the best results.

ETON LOOKING OUTWARDS

Eton's willingness to innovate and evolve is a tradition which has seen the school thrive for almost six centuries.

Over the past eight years, under the leadership of Simon Henderson, Head Master, Eton College has sought to balance its responsibilities as a school caring for over 1300 pupils with an ambition to look outwards and engage with the world at large. In May 2020 the Head Master announced that the College would commit to substantial ongoing expenditure to help respond to the challenge of the COVID crisis as well as raising funds for the immediate needs of the College. This ambition has found many forms, most notably in the announcement in 2021 of a partnership with Star Academies aiming, in the first place, to open new free sixth form colleges in Dudley, Middlesbrough and Oldham, which were given approval by the Department for Education in August 2023.

To support this and other initiatives, the College has undertaken a rapid expansion of its external facing departments under the leadership of Justin Nolan. This has included the appointment of a Head of Communications and an effective communications team aiming to both improve internal communications and share Eton's story beyond its walls.

In addition, recognising that Eton's responsibilities as an educational charity must grow and improve, Eton College has also committed to growth in its Development team. Underpinning all this is a planned engagement programme. Its

purpose is to provide opportunities for people to visit Eton for a wide range of events and through that contact come to understand more about the institution, its purpose and its ambitions.

The Head of Communications is a key part of this team but will also build wider relationships across the College. They will work closely with the admissions team to ensure that prospective parents have a clear understanding of boarding and that prospective pupils are excited by the possibilities. The communications team also works to support departments across the College to shape and polish their communications to both achieve their departmental goals whilst working within a wider institutional framework.

02

We believe that Eton's traditional excellence should not only be maintained and developed but should be shared more widely. We have received wonderfully generous support for all of our priorities – reinforcing excellence at Eton: providing more bursaries for boys who should come to Eton but cannot afford it: and building partnerships with the maintained sector. We will need to build further on past generosity to achieve our ambitions.

LORD WALDEGRAVE OF NORTH HILL (AJM, RDM 65)
PROVOST



A MESSAGE FROM THE DIRECTOR

Dear Candidate

Thank you very much indeed for considering an application to join our External Relations team at Eton College. Although Eton has a long and proud history dating back to the fifteenth century it is a very modern educational charity. At the heart of this endeavour is, of course, the school that sits on the bank of the Thames, overlooked by Windsor Castle. But Eton is more than the school and provides educational opportunities far more widely. This is shortly to be enhanced by the opening of new schools in academic 'cold spots' in Dudley, Middlesbrough and Oldham aiming to transform the educational landscape in those areas and provide extraordinary opportunities for highly academic pupils to realise the best of their abilities. So, Eton is both a hard-working school and a national education charity.

We are looking for someone to bring their skills and experiences to the role of Head of Communications. You will be the guardian of Eton's reputation – able to work with many within the institution to help explain our mission, celebrate our successes and not afraid to tackle criticism head on. You will also be responsible for helping to shape our message, allowing us to explain our purpose and ensuring that people's impressions of Eton either through visiting the website, following us on social media or through reading Eton publications, are positive and informed. You need to be able to see the big picture but also be sure to focus on the detail.

We pride ourselves on delivering high standards of content accompanied by well chosen images and, increasingly, short films. Your creative ideas will be central to this, spotting the best stories to tell and shaping them in a way that will encourage people to watch or read them. You should have a good understanding of the media landscape and help us in navigating that. For the right person this job will be an opportunity to use and hone the skills you have developed so far in your career.

Having worked at Eton for twenty-five years I can speak for the excellence of Eton as a workplace. You will be joining motivated colleagues throughout the College who are deeply committed to their roles. Life here is busy, challenging and never dull.

Yours sincerely,

Justin Nolan
Director of Communications,
Engagement and Development

ETON TODAY

The Eton College of the 21st century is focused on the future while valuing its heritage.

Today's school is a progressive and increasingly diverse community. Inclusivity, individual student development and innovation in teaching and learning are some of our guiding principles.

ACCESS

Eton has made places available free of charge since its foundation in 1440 and we remain committed to making an Eton education accessible to talented students from all backgrounds. We offer over £8,000,000 annually in means-tested fee remission as part of our financial aid projects, with 107 students currently attending Eton on free places.

PARTNERSHIPS

We also have one of the largest and most effective partnership programmes of any independent school in the country, with annual interactions with over 100 state-funded primary and secondary schools. These include the two free schools that Eton was involved in establishing, Holyport College, and the London Academy of Excellence, both of which offer an Ofsted 'outstanding' education to their pupils. Eton's staff and pupils benefit greatly from these relationships.

Our partnership programme encompasses a wide range of activities, including teaching provision, sharing sports facilities with local schools and community groups, student mentoring in numeracy and literacy, a Summer School programme, an annual

Community Fair fundraising for charities, and voluntary service in the local community. We encourage all our people – students and staff – throughout their time at Eton to engage actively with service to their local communities.

We work with numerous state schools on activities of mutual benefit as part of the 'Eton Connect' programme, with a particular focus on our enriching partnerships with Holyport College, the London Academy of Excellence, the Thames Valley Learning Partnership and Star Academies. We have a growing catalogue of online EtonX self-study courses which cover a wide variety of areas including leadership skills, university preparation, career education, and the academic curriculum. These courses are used internally as well as made available for free to pupils and teachers at partner schools and the broader UK state sector.

INNOVATION

We are a forward-thinking school, always seeking to work at the forefront of developments in teaching and learning. The Tony Little Centre for Innovation and Research in Learning (CIRL) is a dedicated centre that allows the school to work alongside partners to explore the latest pedagogical research findings and new technologies and to conduct research projects.





ABOUT THE ROLE

We value individuality, difference, teamwork and the contribution everyone makes to the life of the school.

The Head of Communications will be central to Eton's ongoing strategy. Reporting to the Director of Communications, Engagement and Development, the Head of Communications will work closely with the Head Master and Provost and wider leadership team. The successful candidate will work across a wide community of stakeholders including current and past parents, Old Etonians, and other supporters and partners of the College. They will have exacting standards, a high level of attention to detail, and will be a self-starter with initiative, confidence, drive, and flexibility. Eton College offers an outstanding working environment, a wide range of benefits and the opportunity to further develop your professional skills and expertise.

The Head of Communications is a senior role with the responsibility for managing and coordinating Eton's internal and external communications to a wide range of audiences. The role requires both strategic leadership and day-to-day oversight of the College's internal and external communications activities.

JOB DESCRIPTION

Strategy

- To maintain and update the College's communications strategy. Undertaking regular consultation and planning to ensure that it remains up to date, relevant and is effectively implemented.

PR and Media Relations

- Lead and co-ordinate the College's media relations strategy managing reputational risk and responding effectively to media interest, building high quality relationships with journalists;
- Identify and advise on media opportunities to allow the proactive curation of the College's profile and its charitable endeavours;
- To advance and promote Eton's core activity as a school – with particular reference to promoting the benefits of single sex boarding, liaising with the admissions department;
- To support and advise the College leadership with respect to their communications and profile ensuring that the leadership team is visible and their aims and strategy understood and appreciated;
- To manage routine media enquiries.

This list is not exhaustive and is subject to change. The successful candidate will be expected to fulfil any reasonable request made by the Head Master or the Director of Communications, Engagement and Development.

Website and Social Media

- Responsible for overseeing the delivery of our digital strategy, including the development of our website and social media channels;
- Ensure the external website is maintained to a high quality and always up to date;
- Monitor data and analytics for website and social media channels;
- Responsible for leading the College's online social media channels, developing content and driving engagement on Facebook, Twitter, Instagram, LinkedIn and any other social channels used by Eton College, taking ownership of both content strategy and production to ensure discoverability, accessibility, relevance and quality;
- Lead on a social media strategy for high profile figures at Eton College, including the Head Master;
- Support the Master i/c of the Journalism Association in the publishing of news stories for the website and gathering news and stories from the life of the school;
- Write engaging news articles for the website.

Photography and Video

- Support the Digital Content Producer, College photographer and freelance photographers in the production of imagery for the College;
- Develop and produce College promotional material in conjunction with freelancers and colleagues;
- Where necessary take photos for use on the College website and social channels with College equipment.

Internal Communications

- To oversee the Communications Manager in ensuring effective internal communications;
- Maintaining a regular and timely flow of information to staff, pupils and parents about the life and activities of the school;
- Support colleagues across a range of departments (eg academic subjects, careers, partnerships) as internal customers of your communications expertise.

General Responsibilities

- Commitment to and promotion of equality, diversity and inclusion;
- All positions at Eton are classed as 'regulated activity' as per the Keeping Children Safe in Education 2023 guidance, therefore a good understanding of safeguarding procedures is essential;
- Commitment to safeguarding and promoting the welfare of children, including but not limited to, completing safeguarding training as required, and ensuring any safeguarding updates issued by the College are read and understood;
- Understand and comply with procedures and legislation relating to confidentiality.

We are committed to creating and sustaining an environment that values and celebrates the diversity of both staff and pupils. We believe in equal opportunity for everyone, irrespective of age, disability, sex, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sexual orientation or socio-economic background.

CANDIDATES

We are looking for suitably qualified candidates from all backgrounds.

ABOUT YOU

Skills and Attributes

The following are viewed as essential qualities for the post:

- Exceptional verbal and written communication skills, with the ability to adapt style to convey relevant messages accurately and effectively;
- Excellent writing skills, drafting and creatively editing the highest quality copy for communications materials;
- Ability to introduce creative communications solutions in order to deliver business or organisational objectives;
- Excellent IT Skills;
- Excellent organisational skills, with the ability to juggle competing tasks, to organise your time and to prioritise effectively so nothing slips through the cracks;
- A high degree of personal integrity and the demonstrable ability to deal with confidential information with discretion and professionalism;
- Excellent team-working skills which embody proactivity, enthusiasm and a hands-on approach;
- A creative flair for design, with exceptional attention to detail.

The following are viewed as desirable qualities for the post:

- Experience in leading the strategic development of multi-channel communication strategies including drafting and editing written communication, planning and executing media events, managing employee and leadership communication;
- Experience of designing and implementing strategic communications plans and campaigns, across multiple channels, to deliver business objectives;
- Experience of devising and delivering media strategies, including preparing media releases and building relationships with journalists;
- Experience of devising and delivering social media strategies, including using social media to engage and communicate with key external audiences;

Personal Qualities

Personal warmth to engage positively and gain the confidence and trust of staff and pupils;

- Reliability and flexibility with a 'can-do' approach to all duties and responsibilities within a fast paced role with quickly changing priorities;
- The ability to actively reflect on your own practice, and the willingness to undertake training and take on board advice and constructive feedback.

THE BENEFITS

We believe that all our staff deserve the fullest support in achieving their own potential

An excellent remuneration package is offered for the post. The salary is up to £60,000 per annum, depending on skills and experience.

The College offers a number of attractive benefits including an 11% employer contribution to your pension (with 4.9% employee contribution) and 21 days annual holiday entitlement (plus bank holidays).

Eton College is 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, an Enhanced Disclosure from the Disclosure and Barring Service and an online search. The appointment will be subject to satisfactory references, proof of identity and qualifications and a satisfactory medical report.

All members of our community are encouraged to participate fully in the life of the school and to enjoy the beautiful grounds and facilities. Windsor is just across the river, with a tangle of pretty lanes, chic shopping streets, green spaces, ancient castles and picturesque tea shops. There is plenty to see and do. Windsor also hosts the oldest and largest inhabited castle in the world as well as one of Britain's oldest and most prestigious repertory theatres. 20 miles of beautiful and historic waterway meanders through the Royal Borough of Windsor and Maidenhead, leaving historic villages and iconic attractions waiting to be discovered, such as the Stanley Spencer Gallery in Cookham, Windsor Guildhall, Maidenhead Heritage Centre and LEGOLAND Windsor. London is also easily accessible by rail or motorway.

For more information about Eton College please visit www.etoncollege.com

Other benefits of service include:

- Employee Assistance Programme
- Bike-to-work scheme
- Eyecare plan
- Free use of sports and leisure facilities, including: 25m indoor swimming pool, gym, golf course, tennis courts, squash courts and Dorney Rowing Lake
- Discount at local shops and amenities



Working pattern:

- Your working hours will be 35 hours per week, 9am to 5pm, Monday to Friday with one hour unpaid for lunch, working year round.
- Due to the nature of this role and the needs of the College, flexibility will be required on occasions where you are required to attend events or respond to urgent matters outside of your normal working hours.



11

YOUR APPLICATION

Eton College is committed to creating and sustaining an environment which values and celebrates the diversity of its staff and pupils.

Potentially interested candidates are invited to contact David Stephens at JTD Connections Ltd to arrange an informal and confidential discussion about their interest in, and suitability for, this role. David Stephens, Recruitment Advisor: 07739 457000 or david@davidconsulting.co.uk

Please note that if you apply for this position you are consenting for your application to be shared with David Stephens at JTD Connections Ltd, who are involved in the recruitment process for this role.

Further information about the College can be viewed at etoncollege.com and etoncollege.com/about-us/our-strategy

Please apply online at jobsearch.etoncollege.com

Closing date for applications: Thursday 26th October 2023

First stage interviews: Week commencing 6th November 2023

Interviews: Week commencing 13th & 20th November 2023

Eton College is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including, but not limited to, reference checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service (including Barred List information), an online search and, where applicable, Prohibition checks. If you are successful in your application, you will be required to complete a DBS Disclosure Application Form. Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands and final warnings (including those which would normally be considered as "spent" under the Act) must be declared, subject to the DBS filtering rules. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College.

If you have any queries about the application process or any problem with submitting your application online, the Recruitment Team will be happy to help. Should you require any reasonable adjustments to be made or facilities provided to enable you to apply online, please do not hesitate to contact us on recruitment@etoncollege.org.uk so we can make adjustments accordingly.