



**Notting Hill & Ealing  
High School GDST**

**Appointment of**

**Marketing Director**

**For December 2018**



## About the School

Notting Hill & Ealing High School is one of London's leading independent girls' day schools. Founded in 1873 it is the oldest of the 25 schools which make up the Girls' Day School Trust (GDST) having begun life in Notting Hill and moved to Ealing in 1930. We are an all through school (ages 4-18). Around 300 girls in the Junior School and 600 in the Senior School, including 150 in the Sixth Form, make up a friendly and welcoming community. The Junior and Senior Schools occupy their own parts of the site and in day-to-day terms operate independently. We occupy a site in suburban, leafy, west Ealing with excellent transport links. (We are an easy walk or bus ride from Ealing Broadway or West Ealing stations: District and Central underground lines, mainline trains and Crossrail from 2018.) The school is oversubscribed and a very popular choice at all ages with girls joining us from most parts of West London as well as areas further afield.

NHEHS is an academically selective school. Our girls are ambitious, bright, enthusiastic and eager to learn. In our latest ISI inspection we achieved the highest possible grades across the board and the inspectors noted that 'the quality of the pupils' achievements and learning is exceptional.' Public examination results are consistently outstanding and girls go on to study a wide range of subjects at prestigious universities including Oxbridge. (Latest results and the university destinations of Leavers can be found on our web site.) The school is highly regarded for the way it achieves its outstanding outcomes within a particularly warm and supportive environment, and pastoral care and achieving the best for every girl is at the heart of everything we do.

## About the GDST

GDST schools share an ethos and heritage of girls-only education and are members of a unique network which adds value to each school, student and member of staff. Networking opportunities across the Trust enable staff to share best practice and develop initiatives that benefit all our schools and students. In addition to supporting the work of individual schools in supplying excellent induction and development opportunities for staff, the GDST network provides access to an extensive training programme. This includes development opportunities (including a Middle Leaders Development Programme and Aspiring Leaders Programme) and to grants for individual courses of study.



***"We are delighted that you are considering NHEHS and hope that you will want to apply for this post once you have found out more about us. Our website, [www.nhehs.gdst.net](http://www.nhehs.gdst.net) will tell you more about the school and give you a taste of the atmosphere here."***

***Matthew Shoults, Headmaster***

# Marketing Director

## The Post

The post is available from December 2018

This is an exciting opportunity to join the leadership team of an outstanding school in London, with a reputation for both academic and pastoral excellence. Notting Hill and Ealing High School is one of the oldest and academically successful of the schools in the Girls' Day School Trust, educating over 900 pupils from 4 to 18. You will work closely with the Headmaster and as part of the Senior Leadership Team, playing a critical role in bringing his vision to life, building the national profile of the school and attracting the best students.

## Job Purpose

With the Headmaster, lead and implement the school's marketing and communications strategies in order to build the national and local profile of the school, and increase further competitiveness for places. As a member of the Senior Leadership Team, you will contribute to the strategic direction of the whole school, working with senior colleagues on the promotion of the school's outstanding educational provision.

## Job Description

### Strategic Direction:

- With the Headmaster, develop a marketing plan that will bring the Headmaster's vision to life, widen awareness of the school, and increase applications and competitiveness
- Lead and develop the marketing, development and alumnae team to fulfil its remit
- Define a compelling proposition for the school in terms of positioning, values, tone of voice, messaging.
- Identify the macro issues facing the school, notably the challenges in the wider economic context.
- Analyse and understand the local competitive market, notably opportunities and threats,
- Become an expert on the target market; demographics, lifestyle, geography, attitudes and channel preferences.
- Working closely with the Director of Finance and Operations, maintain an understanding of the school's commercial imperatives.
- Establish yourself as the Guardian of the school brand

### Marketing:

- Exploit market research to inform the marketing strategy.
- Implement the agreed marketing strategy
- Oversee all advertising and all marketing materials, including the prospectus.
- Oversee and optimize the website, using it as a dynamic and motivating marketing tool.

- Champion the use of social and digital media to market the school and oversee all content.
- Develop a proactive plan to deepen relationships with Feeder Schools, working closely with the Headmaster.
- Manage external specialists and agencies, ensuring they deliver quality work, on time and on budget.
- Manage the school branding, ensuring a cohesive and consistent approach in all marketing.
- Establish yourself as a key marketing contact for Trust Office, attending GDST Marketing Meetings and sharing good practice.

### **Communications/ PR:**

- Work with the Headmaster on all internal and external communication, ensuring a consistent tone of voice.
- Develop an external communications plan, targeting Opinion Formers, Journalists, Feeder Heads, Prospective Parents and local Community with appropriate messages.
- Working closely with the Headmaster, lead on media liaison and press relations.
- Act as an ambassador at key public events and significant activities, ensuring that there is effective communication of the school's ethos and ambitions.
- Amplify good news, ensuring the right people are aware of our achievements and successes.
- Organise PR and press events, and attend them where relevant.

### **Fundraising:**

- Work closely with the Headmaster, Director of Development, Director of Finance & Operations and Trust Office to develop and deliver a fundraising strategy.
- Support the work of the Director of Finance and Operations in developing and delivering new income streams
- Oversee and develop links with the local community and stakeholders.

### **Alumnae Relations:**

- Support the alumnae relations officer in sustaining and developing relations with alumnae, and the Old Girls' Association

### **Budget and Evaluation:**

- Efficiently manage the marketing and communications budget.
- Make the case for additional investment to allow you to spearhead new initiatives.
- Ongoing analysis of the effectiveness of the marketing and communications initiatives.

## Qualities:

- Ability to make a significant contribution to the work of the Senior Leadership Team and to engage with parents, teachers and opinion formers.
- Strategic rigour and the ability to see the big picture.
- Ability to manage multiple projects, work at pace and get things done.
- Ability to lead and develop a small team
- Professional, polished, motivated and innovative
- Excellent writing skills.
- Willingness to engage in the wider life of the school.
- Communication skills?

## Experience:

You will be educated to degree level or equivalent, and have specialist knowledge and skills in the following areas:

- Experience in marketing, although this does not necessarily need to be in the education sector.
- Able to maintain, update and optimise social media.
- Excellent writing skills.
- A proven track record in project management.
- Able to manage a budget and keep track of costs.
- Leadership and management experience



## Terms and Conditions of the Post

The salary will reflect the seniority of the role.

### Additional benefits include:

- Membership of Teaching Staff Pension Scheme
- Access to the GDST central training and development programme
- Up to 50% discount on fees for children at GDST schools
- Training grants for obtaining further qualifications
- Season Ticket Loans: Interest free loans for travel are available to staff to enable them to buy annual season tickets
- Computer Loans: Interest free loans are available to staff to enable them to buy a computer for personal use at home
- Cycle Scheme: the School is part of the scheme which enables staff to purchase bicycles and equipment at a tax advantageous rate and pay for the equipment over 12 months
- Lunches: free lunches are provided to all staff during term time
- Four weeks' study leave for teachers after ten years' continuous service
- Accredited NQT induction

## Application and Interview Process

Applications should be submitted by **12 noon, on Friday 12<sup>th</sup> October 2018** at the latest; however, applications may be considered in advance of the deadline. Candidates should complete the application form provided and also include a covering letter and full curriculum vitae with details of qualifications and experience and the names, addresses, telephone numbers and email addresses of two professional referees, one of whom should be the Head of their present or most recent school.

Completed applications should be sent to:

Mr Matthew Shoults

Headmaster

Notting Hill & Ealing High School

2 Cleveland Road, London W13 8AX or may be emailed to: [recruitment@nhehs.gdst.net](mailto:recruitment@nhehs.gdst.net)

Interviews for shortlisted candidates will take place on **Thursday 18<sup>th</sup> and Friday 19<sup>th</sup> October 2018**. All applications will be acknowledged and candidates who have not heard from us further within two weeks of the closing date should assume that the post has been filled.

All adults employed at the school are cleared for working with children and young people through the Disclosure & Barring Service. Please see attached full information regarding the Girls' Day School Trust guidelines on the Safeguarding of Children.

Further information about the school can be found on our website at: [www.nhehs.gdst.net](http://www.nhehs.gdst.net)

[Application Form](#)