

**POST OF TEMPORARY MARKETING
AND DEVELOPMENT DIRECTOR –
MATERNITY COVER**

INFORMATION FOR APPLICANTS



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MANCHESTER HIGH SCHOOL FOR GIRLS

Manchester High School for Girls is one of the leading independent girls' day schools in the country. It is a selective, academic school and last summer's public examination results at both Advanced and GCSE level were excellent, placing the School amongst the top schools nationally.

For 144 years, Manchester High School for Girls has taken pride in giving girls an academic education of the highest quality. Founded in 1874, the School has made a pioneering contribution to the development of women's education. All three of Mrs Pankhurst's daughters were educated here. The School takes its inspiration from its traditions and continues to produce students who distinguish themselves in many professions, becoming role models of successful and influential women. The character of the School has also been shaped by its accessibility to girls from a wide variety of social, cultural and religious backgrounds so that a community has developed which both values individuality and promotes tolerance.

The School is a non-denominational, independent day school, which has charitable status. It is also a member of the Girls' Schools Association and of the Association of Governing Bodies of Independent Schools. Since 1893, the School has provided means tested financial support for a significant number of girls. A range of school bursaries is currently offered in order to make places available to those from low income families, and currently approximately 10% of girls in the Senior School are in receipt of some form of financial assistance. The girls are drawn from a broad geographical area including Greater Manchester, Cheshire, Derbyshire and Lancashire. Special buses transport most of the girls to school and there is a supervised 'girls only' bus serving both the preparatory and the senior girls who live in the Hale, Altrincham and Bowdon areas. Admission to the Senior School is by examination and interview. Entry to the Preparatory Department is from the age of 4 and sometimes occasional vacancies are available for entry at other ages. Admission is selective by means of an assessment for infants and an entrance examination in Mathematics and English for the juniors.

The Senior School caters for girls from eleven to eighteen and the Preparatory Department provides for girls from four to eleven. Most girls in the Preparatory Department progress into the Senior School. The majority of our eleven-year-old entrants, however, are drawn from many other schools, both independent and maintained primary. Some are admitted at sixteen to pursue Sixth Form courses. Currently there are 263 girls in the Preparatory Department and 676 in the Senior school, including 182 in the Sixth Form.

The Curriculum and Timetable

Upon entry, girls are placed in one of four parallel groups of twenty-seven, although many teaching groups are smaller units and setting is implemented in some subjects at a later stage. All follow an extensive, strongly academic programme of study, culminating in outstanding examination results at GCSE and A Level. In 2017, at GCSE, 85.63% of all grades were A or A* and the pass rate was 99.4%. At A level, the subject entry pass rate was 100% and 87.2% of all grades were A*, A or B.

The School offers a wide choice of subjects at 'A' level and GCSE, with over 20 subjects offered at each level. Girls take the equivalent of 9 or 10 GCSEs and, currently in the Senior Sixth 3 or 4 A level subjects. Almost all leave to pursue a degree at a university of their choice and, each year, a significant number gain admission to Oxford or Cambridge.

Pastoral Support, Care and Guidance

Highly effective systems of student support have been established where the roles of the Form Tutor and Heads of Year are pivotal. The work of the pastoral team is greatly enhanced by the School Nurses and the School Counsellor. Other key staff who contribute to the provision of pastoral support, care and guidance include the Director of Sixth Form Studies, a Learning Support Co-ordinator, Well Being Co-ordinator and Head of Careers. Administrative support for the work of the Deputy Head (Pastoral Care) and the Heads of Year is provided by the Pastoral Secretaries.

Current staffing

The staff of the Senior School consists of the Head Mistress, two Deputy Heads, Bursar, two Assistant Heads and 75 teachers (51 full-time and 24 part-time). The Preparatory Department is led by the Head of the Department, who is responsible to the Head Mistress, with 16 teachers (15 full-time and 1 part-time) and 9 classroom assistants. The Deputy Heads, the Bursar, the Assistant Heads, the Head of the Preparatory Department and the Development & Marketing Director form a Senior Leadership Team working closely with the Head Mistress. In addition there are 10 technicians, a full-time professional librarian with 2 assistants, 5 visiting speech and drama teachers and a large team of visiting instrumental music teachers. A school doctor is in regular attendance and there are 2 part time school nurses. The Head's Personal Assistant is also the Office Manager and there are 14 other ancillary staff supporting the offices of the Head and the Bursar, as well as providing administrative assistance for the staff. In addition, there is an Estates Manager and 6 maintenance staff.

Extra-curricular activities

There is a wide variety of extra-curricular activities, which are well supported by girls and teachers. Many take place at lunchtime but, in addition, there are numerous theatre visits and field trips which offer the opportunity for students to develop and follow their interests and talents in music, drama, sport and academic areas. Every year there are drama productions and music festivals; the School's performance activities have an excellent reputation. There is a full schedule of sporting fixtures including netball, cross-country, hockey, athletics, tennis, rounders, swimming and water polo. All girls in Year 7 attend a residential induction course and there are regular opportunities to participate in sport tours and other trips abroad.

Accommodation

In the last ten years, an ambitious refurbishment and development schedule has seen the classrooms, laboratories and specialist subject accommodation transformed. Modernisation of the dining room and kitchens, library, main hall, lavatories, three ICT suites, two language laboratories and greatly improved work facilities for staff have completed the upgrades. The construction of an impressive Sports Complex, with fitness suite and climbing wall to augment the existing swimming pool, Astroturf pitch and dance studio was completed in September 2006. A free membership scheme for staff to the Fitness Suite is available. A first floor extension and refurbishment of the Preparatory Department providing four additional classrooms was completed in August 2012. A state of the art Sixth Form Centre was completed in summer 2014.

Development and Marketing Department

The School's Development and Marketing Department is split across the two functions. The marketing side of the team is responsible for overseeing anything related to the Manchester High School for Girls 'brand' and promoting what is on offer here to prospective parents and students through advertising and PR. The team also maintain the School's various social media platforms and website.

The Development aspect of the department's work involves maintaining links with over 4,000 members of the School's alumnae community and raising funds for the School's Bursary Fund. The team is heavily involved in organising a number of flagship events in the Manchester High calendar, including the annual Founders' Lecture. The links the department has are vital in enabling the School to build close working relationships with the Manchester business community and the team also supports the Careers Department by managing Project Pankhurst (our alumnae mentoring scheme for Sixth Formers) and the 'Insight Into...' careers evenings.

Inspection and Future Plans

The Independent Schools Inspectorate (ISI) conducted a regulatory compliance inspection of Manchester High School for Girls in September 2016 and the School was found to be fully compliant with all of the regulatory requirements.

The School's strategic planning cycle continues and work has begun on a new 2017-2022 strategic plan. The School is continuing to work to maintain a culture of continuous improvement in which learning is pre-eminent, which is professional and efficient and which is keen to undertake change in pursuit of genuine quality.

AGREED STATEMENT OF EDUCATIONAL PURPOSE AND AIMS

Purpose

Manchester High School for Girls was founded in 1874 "To impart to the girls the very best education which can be given and to fit them for any future which may be before them".

Today, the School maintains these guiding principles by encouraging each individual pupil to achieve educational excellence over a broad range of subjects and to develop an awareness of her own value and a sense of responsibility towards others.

Aims

The School aims to:-

- Develop an understanding of the value of education as an end in itself and to instil a love of excellence and culture.
- Encourage the achievement of the highest academic standards and individual potential.
- Provide a broad and varied range of subjects and activities offering each girl the opportunity to develop her talents within a single sex school.
- Educate the whole person so that girls leave school with a sense of self-worth, self-discipline, and an ability to contribute with confidence in an increasingly competitive and technological world.
- Draw on the School's social, cultural and religious mix of pupils, to enable girls to live and grow in an atmosphere of mutual respect.
- Encourage qualities of caring, kindness, honesty and loyalty and to foster high moral standards.

THE POST, JOB DESCRIPTION AND PERSON SPECIFICATION

JOB DESCRIPTION TEMPORARY MARKETING AND DEVELOPMENT DIRECTOR

Post: Manchester High School for Girls is seeking to appoint a highly-motivated individual to spearhead the excellent work of the School's Development and Marketing Team for a period of maternity cover from mid April 2018.

The ideal candidate will be someone with a robust working knowledge of marketing and communications, who is excited by the prospect of promoting one of the North-West's leading independent girls' schools.

Working at a senior level, the successful applicant will also oversee the fundraising capacity of the office, creating meaningful relationships with the alumnae community, parents (past and present), donors and supporters in order to protect and grow the income stream for the School's bursary appeal.

Responsible to: The post holder will be directly responsible to the Head Mistress.

Hours: This is a full time post and its nature is such that the post holder will be expected to work such hours as are reasonably necessary in order to fulfil the duties in a professional manner.

Salary Grade: Salary is £47,967- £52,930 p.a. on the Leadership scale L9 – L13 dependent on qualifications and experience.

Holidays: The holiday year runs from 1st September to 31st August. In addition to the usual public holidays you are entitled to 25 paid working days' holiday in each full holiday year worked, increasing to 28 paid working days' holiday after 2 years' continuous service and increasing to 33 paid working days after 5 years' continuous service, accruing pro rata in each calendar year.

Duties and Responsibilities

Main purpose of job:

To develop and lead the school's marketing function and all external communications.

To lead the cultivation of meaningful relationships with alumnae and partners and direct all fundraising activities for the school's bursary appeal.

Key responsibilities:

I. Senior Leadership Team Responsibilities

- Accept corporate, collective responsibility for decisions made and ensure that such decisions are implemented
- Be responsible for the management of change in the key areas of responsibility and display exceptional management and leadership skills
- Promote the School's ethos and values to students, staff, parents and the wider community

- Assist the Head Mistress in the management of the School, deputising as required for the Head Mistress in her absence, including representing her at funerals and being on a rota for responsibility during school holiday periods
- Exercise executive responsibilities delegated by the Head Mistress. These include the responsibility to make decisions and to give advice and make recommendations for action
- Attendance at and the chairing of such meetings as may be required
- Assist with the recruitment of students and the School's events programme as appropriate
- Contribute to the School's self-evaluation, monitoring and professional review and development processes
- Contribute to the Strategic Planning process of the School and to the Annual Operating Statement in relation to key responsibility areas
- Evaluate and review of sections of the Annual Operating Statement
- Prepare Marketing and Development reports, reviewing and analysing the work of the team, for Governors meetings
- Undertake any other duties and responsibilities as specified by the Head Mistress.

2. Marketing and PR Responsibilities

- Understand and be able to articulate the ethos of Manchester High School for Girls clearly and fluently, utilising the full range of marketing platforms (advertising, PR, web, print, social etc.)
- Lead on the preparation of the annual marketing and PR plan, overseeing the work of the Marketing and Communications Manager and effectively managing the departmental budget
- Oversee the development and implementation of market research (catchment data, Open Event surveys etc.) by the Marketing and Communications Manager, analysing data and making recommendations to the Senior Leadership Team and Governors as appropriate
- Understand the competitive marketplace in which Manchester High operates and keep up to date with the activities/positioning of rival schools
- Maintain close links with the local and national media, taking the lead on press releases/briefings for high profile opportunities and approving the work of the Marketing and Communications Manager in the writing of general releases and features
- Work alongside the Head Mistress/Chair of Governors to manage the school's response to all issues that may pose a risk to the excellent reputation of Manchester High School for Girls
- Identify opportunities to work with local and national businesses/institutions and lead on the creation of activities that will position Manchester High as a forward-thinking school
- Take ownership of the School's website and social media platforms, ensuring information and content is current, fresh and relevant
- Lead on production of key pieces of marketing collateral, including three newsletters a year for both the Senior School and Preparatory Department, as well as Sixth Form brochure and programme for Celebration and Awards Evening
- Act as 'brand guardian' ensuring that all external communications are in line with the School's style guide
- Manage the department's relationship with external agencies in relation to design and print, web development and the School's uniform
- Undertake regular professional training and development to ensure School is aware of the latest advancements in the industry and at the forefront of the use of cutting edge marketing techniques

3. Development Responsibilities

- Continually develop meaningful and beneficial relationships with alumnae, parents (current and former) and supporters to help deliver the School's vision and create a sustainable income stream for the School's bursary fund
- Set and manage the budget for developmental activities

- Always work in accordance with the department's Ethical Fundraising Policy, demonstrating sensitivity and care around fundraising work, in particular with regards to elderly donors and legacy fundraising
- Develop relationships with trusts and corporates to support the School's 'Futures' (careers) programme, always with a view to connecting them to the School's future goals and fundraising endeavours
- Manage relationships with major individual donors, educational trusts and members of the School's legacy society, liaising with key contacts on a personal level
- Prepare annual reports for grant making trusts, detailing how donations have been spent
- Oversee the work of the Alumnae and Development Manager to deliver current fundraising campaigns including, but not limited to, the Never Over 100k appeal, donor window and parent deposit donation scheme
- Devise and deliver a wide and varied annual programme of events for alumnae and supporters in order to maintain positive relations with existing supporters and encourage others to reconnect with the School
- Take a leading role, alongside other members of the Senior Leadership Team, to deliver flagship events such as Open Days, Celebration and Awards Evening and The Founders' Lecture
- Prepare the necessary risk assessments for all events
- Lead the department's work related to GDPR legislation, ensuring appropriate communication consents are obtained from all constituents and work is undertaken in line with the department's Privacy Policy
- Oversee the work of the Alumnae and Development Manager in ensuring accurate Gift Aid records are maintained and R68 reports are prepared on a quarterly basis
- Establish effective working relationships with the School's Governing Body to keep them fully informed regarding developmental activity
- Undertake travel as necessary

To carry out any other reasonable request of the Head Mistress

This job description may be subject to reasonable changes in the future, to reflect changing circumstances and to aid professional development.

Person Specification

Essential Criteria

- Applicants must share the commitment of the School to safeguarding and promoting the welfare of children at all times
- Empathy with the principles, ethos, aims and aspirations of the independent school sector, and girls' day schools and of MHSG in particular
- A strong working knowledge of marketing and PR, although not necessarily related to the independent schools' sector
- Excellent diplomatic, communication and presentation skills, both verbal and written
- The ability to manage a website and social media platforms
- A high degree of self-motivation and proven leadership skills
- Experience of delivering creative marketing campaigns, with attention to detail and a high level of accuracy
- A strategic thinker with strong analytical and project management skills
- Sound judgement and discretion, with the ability to influence senior decision-makers and to represent the school externally to high profile individuals
- Successful experience of raising money for charitable purposes, including major gifts and legacies
- Experience of delivering events on time and to budget
- A comprehensive knowledge of the law as it relates to charity fundraising, data protection and the rights of individuals

- Knowledge of and experience of using and maintaining relational databases, spreadsheets and word processing
- The ability to not only lead but work as part of a team, both at a departmental and senior leadership level
- Excellent budgetary control and office management skills
- Willingness to travel and work occasional unsocial hours

Desirable Criteria

- Educated to degree level
- Membership of a professional marketing/PR and/or fundraising body
- Experience of developing corporate partnerships
- Experience of preparing and submitting fundraising applications to grant-making trusts
- Experience in a similar role in an educational establishment would be a distinct advantage

ADDITIONAL INFORMATION

Salary and Other Benefits

- There is a 50% discount on school fees for the daughters of full-time members of staff.
- There is a generous staff training budget. All colleagues are encouraged to continue their professional development.
- There is a contributory pension scheme for support staff to which the School makes a contribution. This is a voluntary scheme, details of which are available to the successful candidate.
- Colleagues are served by two of our catering team throughout the day. Tea, coffee and biscuits are provided at break and at the end of the school day. A separate staff dining room with an extensive and reasonably-priced choice of food and waitress service is available from 12 noon to 2.00 p.m. serving subsidised meals to all staff. Light refreshments are provided for colleagues who remain in school for evening events.
- We offer an Employee Assistance Programme alongside a number of free staff wellbeing initiatives.
- We offer free on-site parking.

Other Information

- This School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
- MHSg is committed to equal opportunities for all of its employees and its policy is available on request.
- The School has a no-smoking policy throughout the premises, and a smart dress code.
- Applicants should note that the School is committed to safeguarding and promoting the welfare of children. All applicants who are offered employment will be subject to an enhanced criminal record check and the Children's Barred List check for the Child Workforce from the Disclosure & Barring Service (DBS) which must be cleared before the appointment is confirmed. Candidates will be required to submit the subsequent DBS certificate to the School prior to their employment. All candidates are also required to present their examination qualifications for inspection at the interview stage
- In accordance with the Asylum and Immigration Act 1996, the Governing Body will require candidates to provide documentary evidence at interview that they are legally entitled to live and work in the United Kingdom.
- Manchester High for Girls adheres to the Data Protection Act 1998. We will obtain information about you including any criminal convictions you may have. All information will be kept confidential and it will only be used to process your application. If your application is unsuccessful, all your information will be deleted from our systems and disposed of in a secure manner.

- Upon appointment the successful candidate will be required to complete a medical questionnaire which will be kept on their confidential personnel file.
- The School website, **www.manchesterhigh.co.uk**, is regularly updated and has a wide range of additional information, including the full ISI Regulatory Compliance Inspection report from September 2016.

ARRANGEMENTS FOR APPLICANTS

1. Please apply by submitting to the Head Mistress at recruitment@mhsg.manchester.sch.uk:
 - a fully completed application form, including examination grades, dates of awards and the names and contact details of two referees, one of whom must be your current or most recent employer. Applicants should note that we write for references during the selection procedure and the School will check with past employers as to the suitability of a candidate to work with children.
 - a supporting letter outlining how your experiences and/or personal qualities would enable you to contribute to the development of a thriving department and school.
 - a completed childcare disqualification disclaimer form.
2. The closing date for receipt of applications is **09.00 a.m. on Thursday 1st March 2018**.
3. Interviews will take place during week commencing **5th March 2018** at the School.
4. Unfortunately we are not able to acknowledge all applications, but applicants who have not been invited for interview by the date indicated above should assume that, on this occasion, their application was unsuccessful.

