



# The Purcell School *for young musicians*

Royal Patron: HRH The Prince of Wales



Leading Specialist Music School  
Co-Educational – Boarding and Day  
180 Students aged from 10 to 18

## *PR & Communications Manager*

*(maternity cover 1/10/18 to 31/08/19)*

Closing date for applications: 9am Monday 2<sup>nd</sup> July, 2018

Interviews will be held: Thursday 5<sup>th</sup> July, 2018

**Information for Candidates/Job Description**

# Introduction

The Purcell School is Britain's oldest specialist music school and in 2012 celebrated its 50th Anniversary. In 2003 the School was awarded the UNESCO Mozart Gold Medal in recognition of its unique contribution to music, education and international culture and in 2015 the School became the first ever Fazioli Centre of Excellence. The School's students are funded largely by the Government's Music and Dance Scheme, along with the School's own bursary funds. The School has consistent success in national and international competitions and has an extensive programme of outreach and community work. Its orchestras, ensembles and instrumentalists give concerts throughout London, the UK and abroad.

## History

The School was founded in 1962 by Rosemary Rapaport and Irene Forster as the 'Central Tutorial School for Young Musicians', and opened in temporary premises at the Conway Hall, Red Lion Square, with four students. Renamed 'The Purcell School' in 1969, it occupied premises first in Hampstead and then in Harrow before moving to its current location in 1997.

## Location

The Purcell School is the only specialist music school within the M25, and this proximity to London brings many advantages. We are only 30 minutes from Heathrow and Luton airports and an hour from Gatwick or Stansted; Bushey station and Watford Junction station are close by and provide a fast (19 minute) link to the heart of the capital; the M1 and M25 give access to the rest of the country.

## Facilities

The School enjoys excellent facilities which have been improved considerably in recent years. In 2007 the new Music Centre was opened by Sir Simon Rattle and features state-of-the-art classrooms, a professional recording studio, practice rooms and a recital hall. Since 2009 extensive works have taken place to expand and upgrade the School's boarding facilities and a £4.25m boarding house was opened in January 2011. Other works are planned over the next five years to further enhance the facilities.

## The Students

The School currently has over 180 students aged from 10-18 years, of whom about 30% come from abroad. Over 75% of students are boarders. The Sixth Form currently comprises around 90 students with approximately 25-30 students joining the School each year specifically for the Sixth Form. The majority progress to music conservatoires although a small number each year elect to go to university to study both music and non-musical subjects.

## Admissions

Students are admitted at any age between 10 and 17. Entry to the School is on the basis of a music audition, short written test and interviews. Students come from a wide variety of educational backgrounds, including maintained and independent schools, in the UK and overseas. A wide academic ability range is therefore a feature of the School, with a significant number of students for whom English is not their first language. Thanks to the Department for Education's Music and Dance Scheme, generous bursaries are available.

## Music

The Purcell School has an enviable reputation for the quality of its musical education and performance. Students enjoy individual tuition on one or two instruments, or in composition, from some of the very best teachers available. They take part in orchestral, choral and chamber concerts, and have opportunities to perform regularly at venues including the Royal Festival Hall, the Wigmore Hall, Purcell Room and St Albans Abbey. Purcell students frequently achieve success in musical competitions both in the UK and abroad, including the BBC Young Musician of the Year and the BBC Young Jazz Musician of the Year.



## Academic Curriculum

Our academic curriculum allows students to fulfil their musical potential without limiting their choices. Although the exact shape of the curriculum will be different for different students, the broad intention is that there should be progression over time: younger students need a larger amount of academic time, to ensure that the basic skills and knowledge are in place, and that they are able to achieve good grades at GCSE. As they get older, they are expected to spend more time practising their instruments, taking part in chamber music and orchestral or choral groups, and the proportion of time spent on academic work therefore decreases. Depending on a student's age and instrumental commitments, between 25% and 50% of curricular time is spent on musical activities.

Details of the subjects available at the School can be found on our website.

## Boarding

Approximately three-quarters of our students are boarders, living in one of four houses: Avison (boys and girls aged 10-13), Graham (girls aged 14-19), Sunley (girls aged 13-19) or Gardner (boys aged 14-19). Each house is supervised by at least two resident staff, with other staff involved in a non-residential capacity.

Houseparents have a key role in the pastoral life of The Purcell School. The houseparents live in the houses with their own families, and they and the other resident staff make it a priority to get to know the students as individuals. They are always available to advise and support their students, whether in a musical, academic or a personal context.

## Pastoral Care

At The Purcell School we strive to prepare our students for life in a modern society. The education we provide extends far beyond the classroom, and our young people

grow in all aspects of their lives. All students have a Tutor who meets with them regularly and monitors their progress.

We have a dedicated school nurse, who is available to see students each day and who will arrange any medical care with the school doctors, as well as a school counsellor and physiotherapist.

## Religious Affiliation

The School has no formal religious affiliation, and accepts students of all faiths or none. There is no school chapel and assemblies are secular in content. Boarders who wish can attend local places of worship as appropriate.

## The staff

The School staff consists of a team of outstanding full-time specialist music staff, plus nearly 60 part-time vocal and instrumental teachers, around 25 academic subject teachers and some 40 support staff, including residential boarding staff.

Further details of the School can be found by visiting our website: [www.purcell-school.org](http://www.purcell-school.org)



# *The Post*

The Purcell School aims to maintain an ethos of constant improvement across all areas of School life, and all staff are expected to participate constructively in school activities and to adopt a flexible approach to their work.

The job description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed.

Reporting to the Bursar, the PR & Communications Manager will implement a whole-school strategy for PR and marketing, under the direction of the Senior Leadership Team (SLT). The PR and Communications Manager will consult with the SLT, the Fundraising Department and the Concerts Department and will promote the school's image, its concerts and its educational profile, such that it attracts the very highest calibre of students, the most positive image in all media and the greatest degree of involvement and support from parents, friends and donors. He/she will develop and seek agreement for a comprehensive marketing plan. The plan will cover strategies for:

## **1. Developing and Maintaining the School's online presence:**

- generating and creating a comprehensive range of positive news items featuring the School;
- managing and maintaining a constantly up-to-date and inspiring School website;
- maintaining a positive social media presence (e.g. Facebook Twitter);
- maintaining an appropriate, current and positive School presence on YouTube and music media.

## **2. Gaining media coverage and raising the profile of the brand:**

- via social media and on-line coverage as above;
- liaising with the press, writing press releases and maintaining constructive relationships;
- writing press statements and giving interviews when required.

## **3. Developing and maintaining the school's**

### **publications:**

- producing prospectus brochures and all informative material designed to attract the highest calibre of potential students;
- producing an annual report showcasing all the School's activities over the complete academic year;
- organising/taking photos for key events at the School, archiving and disseminating these as required.
- producing a monthly newsletter for staff, parents and supporters;
- overseeing the production and publication of the weekly bulletin to parents;
- overseeing the production of concert brochures, fliers, posters and the concert guide.
- overseeing and developing the School's promotional and music videos, liaising with film-makers as necessary;

## **4. Supporting the Fundraising Department to:**

- give the highest possible profile to fundraising events;
- produce all promotional materials in support of the above events;
- create excellent relations with current, former and potential donors.

## **5. Supporting the Admissions Process:**

- Working with the Registrar to identify marketing and recruitment strategies;
- Provide marketing materials/support to the Registrar;
- Assist with the planning, organising and delivery of Open Days.

## **6. Working with the Heads of Music and the music department to:**

- support excellent relationships with visiting soloists, educators and other specialists;
- derive the maximum PR benefits from high-profile visitors;
- play an active role in organising and publicising high-profile events.
- oversee and maintain up-to-date displays (including monitors) around the school premises.

### **Managing branding guidelines and ensuring consistency across all the School's activities:**

- online and in publications;
- around School;
- at all School events.



# The Person

We are looking for a highly qualified and enthusiastic professional with a broad range of experience in PR and Communications, preferably with an interest in classical music and education. The successful candidate will have and will be able to demonstrate the majority of the following:

ESSENTIAL	DESIRABLE
Degree or equivalent qualification	Marketing or Public Relations qualification.
Flawless written and spoken English, including excellent spelling and grammar.	Knowledge of classical music.
Good working knowledge of Microsoft Office applications.	Photographic skills.
Knowledge of web print design and desktop publishing.	Previous experience in a music or other arts organisation.
Excellent prioritisation and organizational skills, with the ability to deliver to deadlines.	Previous experience of working in an educational environment.
Strong attention to detail.	
At least 5 years' experience of marketing/public relations with a brand or brands of reputable standing.	
Experience in TV/radio media and the use of social networks in marketing.	
A track record of proven delivery, demonstrating both creative and organisational skills.	
Effective budget management.	

## PERSONAL ATTRIBUTES

- Creative and proactive.
- Ability to work under pressure.
- Strong interpersonal and communication skills.
- Ability to work effectively with people of all levels, including students.
- Good team-working skills and the ability to work as part of a team to deliver diverse projects across the School.
- Calm and unflappable.
- Willingness to work flexibly, including evening and weekend work when required.
- Enthusiasm for the world of classical music and/or able to demonstrate an ability to develop such enthusiasm.

## Professional Responsibilities

The Purcell School exists to provide young musicians of exceptional promise and talent with the best possible teaching environment in which to fulfil their potential, irrespective of their background.

All parents and students have the right to expect that we will provide an education of the very highest quality and that we will conduct ourselves in a professional manner, in line with best practice across the education sector. We also have a duty towards the School and our colleagues to maintain high professional standards.

All staff are expected to:

- promote the aims and values of the School
- support and protect the interests of the students
- support colleagues in their work
- ensure the smooth-running of the School and well-being of the School community

In particular, staff are required to:

- be aware of the current legal requirements, School policies and guidance on safeguarding and promotion of well-being of children and young people
- work constructively and co-operatively as members of the School community, sharing good practice with the aim of improving the education and welfare that the School offers
- undertake such administrative and supervisory duties as may be required.
- follow School procedures and policies set out in the Staff Handbook
- promote equality by actively protecting staff and students from discrimination.

- keep up to date with Health and Safety regulations and best practice as appropriate to their roles, attending training courses and completing appropriate risk assessments as required
- help to maintain and improve the public image of the School

The Purcell School aims to maintain an ethos of constant improvement across all areas of school life and all staff are expected to participate constructively in school activities and to adopt a flexible approach to their work. This Job Description will be reviewed annually and may be varied in light of the needs of the School.

The Job Description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time, without changing the general character of the post or the level of responsibility entailed.

## Terms and Conditions

- working hours: the School is prepared to consider both full time, part-time and term-time only applications and is prepared to be flexible for the right candidate.
- working hours will include attendance at
- some School concerts in the evenings and at weekends.
- salary: up to £40,000 (pro rata) per annum depending on experience and qualifications.
- all staff are automatically enrolled into the School's pension scheme.
- children of staff are not eligible to be educated at the School except through the normal admissions and audition process.
- there is a one year probationary period, with notice of one year on either side, after which the post will be confirmed as permanent. This post is subject to regular appraisal.
- lunches are provided free of charge in the School dining room during term time.

Successful applicants will be required to make an enhanced disclosure by the Disclosure and Barring Service (formerly the Criminal Records Bureau) and to complete a self-disclosure Medical Questionnaire. All new staff receive Child Protection training on taking up their appointment.

## Child Protection

The Purcell School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All applicants should read the School's Child Protection policy, which is available on our website, and are required to declare any criminal convictions or cautions, or disciplinary proceedings related to young people. Applicants must be willing to undergo child protection screening appropriate to the post, including records checked and processed through the Disclosure and Barring Service (DBS).

## Equal Opportunities

The Purcell School is an equal opportunities employer and welcomes applications from appropriately qualified people regardless of gender, marital status, sexual orientation, race, ethnic origin, colour, nationality, religion, disability or age. Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities, experience) in selection and recruitment.

## Applications

Applicants are asked to complete an Application Form (available on our website) and send it with a supporting statement to the Bursar by **9am Monday 2<sup>nd</sup> July, 2018**. Please do not send a separate curriculum vitae. Short-listed candidates will be invited for interview, at which senior staff will explore each candidate's ability to perform the duties of the post, ability to relate appropriately to students and colleagues, technical, organisational and administrative skills, and willingness to contribute to the school community.

### Interview Date – Thursday 5<sup>th</sup> July, 2018

Applications should be sent to the Bursar by letter or by e-mail to:

Mrs Shirley Clark,  
Head's PA  
The Purcell School,  
Aldenham Road  
Bushey  
Hertfordshire WD23 2TS

Tel: 01923 331104  
Fax: 01923 331106  
Email: [s.clark@purcell-school.org](mailto:s.clark@purcell-school.org)

Further details of the School can be found by visiting [www.purcell-school.org](http://www.purcell-school.org)