



UT VOCE ITA VITA

EXETER CATHEDRAL SCHOOL

Nursery | Pre-Prep | Prep

# Director of Marketing and Communications (part time)



For January 2018  
(or by negotiation for the right candidate)



## Living in Exeter and the South West

Exeter is a thriving and beautiful city. It is considered by many to be the capital of the South West, and is a wonderful place in which to live and work. The city is served by three railway stations and is just over two hours from London Paddington by train and just under three and a half hours from London Waterloo. There is also an international airport with internal flights to a number of UK cities, including London, Manchester, Newcastle, Glasgow, Dublin and Norwich.

Exeter is an historic and cultural city with a broad range of modern facilities: as well as beautiful Georgian architecture, the magnificent Norman Cathedral, small winding back-streets, Roman ruins and myriad independent shops, there are cinemas, theatres, cafes, restaurants, night-clubs, a museum, swimming pools, shopping centres, a range of smart department stores and a choice of supermarkets. Many of these are just a short walk from the School, as is the Quay with its range of boutique cafés, artisan caverns and river-side bars and restaurants.

The city is home to the excellent Exeter University, and the student population brings vibrancy, bustle and a sense of energy, whilst the location of the University campus means that the city-centre and surrounding areas never feel over-populated. There is a large professional population, too, with the hospital, the university, the Met Office, and the business district attracting professionals and their families.

The housing market in the city is buoyant but affordable, with the St Leonards area being particularly popular. There are some beautiful towns and villages within striking distance (by road or rail) of the city, and a number of our staff commute. The area is very well served for senior schools.

The South West is an area of outstanding beauty, and Exeter is a short drive from Dartmoor, Exmoor, beaches, forests, hills, and any number of walks and outdoor activities. It is a wonderful place to live and we find that a good number of new families to the School have chosen to relocate to Devon to enjoy the space, the pace of life, the nature on the doorstep and, of course, the first-rate educational opportunities.

## Working at Exeter Cathedral School

ECS is a happy, supportive and vibrant community of some 260 pupils and some 60 staff, of whom c40 are teaching staff. The School offers Nursery, Pre-Prep and Prep education: Nursery–Year 2 are housed in Hall House, a former Canonry nestled between the ancient city wall and the Bishop's Garden in the Cathedral Close, and Years 3–8, as well as the majority of the administrative offices, are based in the Chantry, a red-brick 19<sup>th</sup> century building in the lee of the Cathedral on Palace Gate. The School also has use of a range of buildings clustered together in the South West corner of the Cathedral Green, including a newly-refurbished Science laboratory, a newly-regenerated music and drama studio, an Art & Design department which is housed in the Old Deanery, a fully-equipped Nutrition room in the School's Coach House building, and a range of other learning spaces. A number of the School's classrooms are equipped with projectors and Smartboards, and staff have access to desktop computers and use of the School network in many classrooms and in the staff work room which is part of the staff room area.

The staff body - teaching and non-teaching - is a dynamic mix of long-serving members and newer arrivals, and there is a great deal of in-house expertise available. New staff receive a full day's induction, an induction handbook, and are mentored in their first year by an appropriate senior member of staff. The School is committed to Continuous Professional Development, whether through inset training delivered at school, through externally-run courses and conferences, or through in-house opportunities.

With the arrival of a new Headmaster and a new Assistant Head in January 2016; the appointment of a new Boarding Housemistress, the arrival of a Chorister Tutor and the creation of a number of new middle/senior leadership posts in September 2016; the appointment of a former hockey international as our new Director of Sport in January 2017; and the imminent arrival from New Zealand of our new Director of Music, this is a seriously exciting time to be joining this ambitious School as it embarks upon the next stage of its development.

## Benefits

Staff who work at ECS enjoy an enviable location, proximity and daily access to some of the country's finest architecture and choral music, a working environment which is supportive and purposeful, and the privilege of working with and for a delightful and kind set of parents and pupils.

All staff are entitled to receive a 50% remission (pro-rata for part-time staff) against tuition fees for any of their children accepted at ECS. Places for children of employees are offered according to place availability and standard assessment procedures. Teaching staff are entitled to join the Teachers' Pension Scheme.

Meals are provided free of charge to staff in the dining room during term time, and a parking space can be allocated to the post-holder.

Staff wellbeing is high on the School's agenda: a Well-Being Committee has just been set up along with a series of well-being events and opportunities for all staff.

We accept Childcare Vouchers purchased through a registered supplier against additional services (outside the curriculum) such as After School Care/Breakfast Club and residential excursions, and the School participates in the Early Years Funding Scheme. In addition, we offer a Childcare Voucher purchase scheme through SODEXHO for staff who wish to purchase childcare vouchers through their salary (before tax and NI deductions). The School is also a member of the Exeter BID.

The family feel of ECS extends beyond the 19th century door, and such is the School's glowing relationship with the local community that its staff are traditionally welcome to enjoy discounts at the nearby (and very good!) cake shop and at an excellent local beauty/spa business.

## The School

Exeter Cathedral School is an independent day and boarding Prep School for girls and boys aged from rising-3 to 13. Founded in the 12<sup>th</sup> century as a choir school, ECS now educates approximately 260 pupils. 40 of these are the boy and girl Choristers of Exeter Cathedral, who continue the centuries-old pattern of leading the daily sung worship in the Cathedral. Nowadays, we offer a fully-rounded Prep School education to pupils from a variety of backgrounds and with a range of talents and interests, whether they be sporting, academic, artistic or musical.

We have an enviable location (right in the heart of the city and yet nestled safely in the lee of the Cathedral), an average class size of about 15 (allowing us to really know each and every pupil as an individual), a proven track record of securing places and scholarships to a range of leading senior schools, and a firm commitment to being a forward-thinking Prep School with traditional values. Above all, we are a school where people matter, and where staff and families work in partnership to help children acquire the right habits for life.

### The School as a Christian Community

ECS is committed to being a loving environment in which children of all faiths and of none may grow in knowledge, understanding and confidence supported by staff who are expected to be in sympathy with the aims of a Christian school.

### Membership

ECS is proud to be a member of IAPS (the Independent Association of Preparatory Schools), the CSA (Choir Schools' Association), and the BSA (Boarding Schools' Association); it is also an Associate Member of the Woodard Foundation.

### The School's Aims

ECS aims to offer an outstanding Prep School experience, where the focus is on educating the 'whole child'. It seeks to do this by providing a safe, nurturing, stimulating, purposeful and gently-Christian environment in which each child is known as an individual and in which each child is mindful of, and grate-

ful for, those around them and the part that they play in building their community. The School is an ancient foundation with traditional values and a modern approach. It expects high standards from its pupils and its staff and is committed to rigorous academic endeavour; outstanding pastoral care and individualised attention; an exciting range of extra-curricular opportunities; a world-class musical education; and to working with families to help its pupils acquire the right values, habits and skills for life.

## **The Cathedral**

In September 2014, ECS was made legally and financially independent of the Cathedral and is now a registered Charity and a Company Limited by Guarantee. There remains a very strong and deeply-entrenched link between the School and the Cathedral, and the two institutions work side by side to ensure the smooth running of daily life and to ensure the safeguarding and well-being of the Choristers. The School makes use of the Cathedral and its buildings for its assemblies, concerts, major events etc, but the Cathedral is much more than a venue. The School is hugely proud of its ancient foundations and links with the Cathedral, and to educate the Choristers.

## **Boarding**

ECS is Exeter's only independent Boarding School. In 2017 the School was accepted into the BSA (Boarding Schools' Association). Our (small - about 40 beds) boarding house is situated on the main school site and is run by a Housemistress who is assisted by a Boarding House Matron, the Chorister Tutor, and a team of Gap Tutors. There is currently a small number of full boarders, a healthy cohort of weekly-boarders, and a large number of flexi-boarders. All members of the teaching staff are expected to contribute to the boarding life of the school by undertaking a (very) few weekend duty days per annum. Resident staff are expected to undertake a weekly evening duty.

## **The Role**

The Headmaster is seeking to appoint a uniquely talented, hard-working and visionary individual to become the School's Director of Marketing and Communications. This is a new role at ECS, and reflects the Headmaster's commitment to, and passion for, the on-going development of Exeter's oldest school. At the heart of the role is the expectation to be the principal ambassador for marketing and communications.

ECS enjoys a fine local reputation and pupil numbers are healthy (c260 on roll). With the arrival of a new Headmaster in 2016 and some other high-profile recent appointments, the School is beginning the next stage of its exciting future, and there is a renewed vigour to promote, celebrate and develop the School. Our new website has been commissioned and is in the content stages. We now need a dedicated marketing and communications specialist to help drive the School forward and succeed in our ambition to be the school of choice for Exeter and Devon families and to be recognized nationally as a beacon of musical excellence.

The Director of Marketing and Communications will be responsible for the outward presentation, positioning, branding and visibility of the School; for ensuring a steady influx of appropriate pupils; and for establishing and developing links with former pupils and with the wider community.

The successful candidate is likely to be highly-motivated individual with experience of marketing/development/branding/communications, perhaps gleaned from a business environment or from the world of education. An eye for fine detail is essential, as is an uncompromising insistence on high standards, creative flair, the ability to see the 'bigger picture', and first-rate written and verbal communication skills. The Director of Marketing and Communications will be highly-competent at using technology and social media, and will have the creativity, vision and high levels of organisation and strategic planning necessary to implement and deliver a new marketing strategy for the School. The ability to inspire, to motivate, to lead and to be, when required, an outstanding 'public face' of the School, is essential.

The Director of Marketing and Communications will coordinate a strategy for Marketing and Admissions across the School. The School's Registrar, a long-serving and very able member of the team, has a first-rate knowledge of, and feel for, the School and its families, and ensures that the visitor experience is personal, personalised, non-pressurised and tailor-made.

It is envisaged that this will be a part-time (approx 19 hours a week), permanent post. Some evening and Saturday morning attendance may be required. The appointment will be subject to a probationary period of one year.

The Director of Marketing and Communications will be a member of the School's Senior Leadership Team.

## Accountability

The Director of Marketing and Communications is directly responsible to the Headmaster; although, in his/her capacity as a non-teaching member of staff, there is also accountability to the Bursar through the Office Manager & PA to the Headmaster.

## Person specification

### Qualifications

- Strong academic and intellectual credentials

### Desirable Skills and Experience

Experience in a busy marketing/development role

Experience of planning and delivering strategic projects, ideally marketing strategies/campaigns

Experience of using social and print media to increase visibility, engagement and revenue

Proven creative, design and copy-writing skills

A firm grasp of technology, including social media and maintaining a website through CMS

Sound understanding of all Microsoft Office and, ideally, Adobe Creative Cloud

Experience of events management, on-line marketing, design and print, public relations

Experience of working with data

A commitment to going above and beyond in order to deliver an outstanding service

Proven communication and interpersonal skills.

High level of literacy and exceptional attention to detail.

The ability to see the 'big picture'.

The ability to use initiative, to spot and solve problems.

Empathy for pupils, parents/guardians, staff and the community.

The vision and energy to initiate a project, and the work ethic and drive to see it through to completion.

Empathy for the Christian ethos of the School, and for the demands made on the School's Choristers.

High-order administrative skills, including the ability to effectively manage commitments, communications and deadlines.

Excellent written and verbal communication skills

The ability to work collaboratively and supportively with colleagues within school and with colleagues in other organisations.

Respect for the different experiences, ideas and backgrounds which others can bring to work and to teams.

A generosity of spirit towards the demands of a busy prep school: the role requires flexibility and may involve out-of-hours, weekend and holiday work.

A can-do attitude, personal warmth, a sense of perspective, a degree of grit, and a sense of humour.

## Job description

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

It should be noted that, whilst the scope of the role is a broad one and the job spec detailed, the School will happily receive applications from candidates who demonstrate enthusiasm, skill and the right approach, even if they do not necessarily have experience or qualifications in all of the below.

The following duties shall be deemed to be included in the professional duties which the post holder may be required to perform:

### **(i) Marketing**

#### **- Strategic Planning**

Produce and manage a comprehensive marketing strategy for the School, taking into account parent needs, the School's aims, and the local market

Develop the School brand, ensuring consistency across all digital and off-line channels

Contribute to the writing of - and progress in relation to - the School's Development Plan

Manage the marketing/communications budget and smooth administration

Introduce and chair a Marketing Committee

Provide a termly report for Governors (marketing, admissions, development)

#### **- Online Marketing**

Monitor, develop, update and maintain the School's website

Implement a social media strategy, and manage the School's social media accounts ensuring regular and engaging updates

Engage actively with online communities, being sure always to appropriately and positively promote the good name of the School

Oversee the use of video and photography for social media as appropriate

Link up as appropriate with the Marketing and Events teams at Exeter Cathedral to ensure that marketing and development opportunities are mutually-beneficial and widely-promoted

Liaise closely with other staff to produce accurate and engaging copy for use on the website and social media

Develop marketing and style guidelines for the School and ensure that all communications and social media accounts are in line with these

#### **- Publications and Media**

Establish and maintain first-rate relations with the media (print, TV etc) and with the Cathedral, in order to seek positive PR opportunities for the School

Coordinate the advertising schedule, including overseeing the design and supply of copy

Produce content for a variety of publications, including press releases

Oversee the design and production of all major publications

Liaise with external photographers for events and specific publications

### **(ii) Admissions**

Increase footfall to the School, with the aim of increasing pupil numbers

Review the communications/admissions cycle to ensure the best possible parent/pupil experience from first contact to entry (and beyond)

Ensure a strategic approach to Marketing and Admissions, coordinating the work of the team

Establish and maintain good relationships with local primary schools and other potential feeder schools  
Co-ordinate an engaging programme of events (i) for prospective pupils (ii) for current pupils to boost retention

With the Registrar, monitor enquiries, follow-ups, visits and joiners; provide accurate and detailed admissions data to the Headmaster and Governors as required

Consider ways of broadening the School's catchment area; for example through offering a bus service

Engage warmly with prospective and current parents

### **(iii) Development**

Launch and manage an alumni database

Ensure that alumni are engaged with the School community and developments, producing alumni newsletters and organising alumni reunions and events

Liaise with ECOCA (Exeter Cathedral Old Chorister Association) vis-a-vis events and publications for alumni, including the annual Easter Monday ECOCA reunion in the Cathedral

Work with the Bursar and the Headmaster on major development projects, taking the lead on alumni/community engagement

### **(iv) Other**

Monitor, evaluate and report on the effectiveness of all School marketing/admissions activities

Ensure the School's photo library and marketing displays are appropriately updated

Meet regularly with the Headmaster

Make presentations to the Governors as required

Carry out any other duties and tasks as may reasonably be required by the Headmaster

### **Review:**

The job specification will be reviewed as part of the professional development cycle (ECS's Achieving Excellence programme). Any changes can only be made by agreement with the Headmaster.

## **How to Apply**

Closing date for applications: 12 noon on Friday 24th November 2017.

Interviews for shortlisted candidates are likely to be held in the week beginning 27th November 2017.

Applications should include a letter (max 2 sides of A4) to the Headmaster outlining motivation and suitability for the post, a completed application form and details of three referees. Early applications are encouraged: the School may interview and appoint at any stage.

Applications should be sent to:

Mrs Rosie Hankin, Bursar's Assistant, Exeter Cathedral School, The Chantry, Palace Gate, Exeter, EX1 1HX or emailed to [r.hankin@exetercs.org](mailto:r.hankin@exetercs.org).

Further information about the interview process will be sent to shortlisted candidates.

All shortlisted candidates will be required to present original copies of identification documents and qualification certificates at interview. Proof of ability to work in the United Kingdom will also be required at interview.

In addition to each candidate's ability to perform the duties of the post, the interview will also explore issues relating to safeguarding and promoting the welfare of children, including:

- Motivation to work with children and young people;
- Ability to form and maintain appropriate relationships and personal boundaries with children and young people;
- Emotional resilience in working with challenging behaviour;
- Attitudes to the use of authority and maintaining discipline

## Safeguarding and Safer Recruitment

ECS is committed to safeguarding and promoting the welfare of children and expects all employees to share this commitment. Applicants for this post must be willing to undergo child protection screening appropriate to the post, including reference checks with current and previous employers, a declaration regarding Disqualification from Childcare and use of the Disclosure and Barring Service (DBS). If you are shortlisted, any relevant issues arising from your references will be taken up at interview. Upfront disclosure of a criminal record may not debar you from appointment as we shall consider the nature of the offence, how long ago and at what age it was committed and any other relevant factors. Please submit information in confidence enclosing details in a separate sealed envelope which will be seen and then destroyed by the Headmaster designate or the Bursar. If you would like to discuss this beforehand, please telephone in confidence to the Headmaster designate or the Bursar for advice.

## Equal Opportunities

Exeter Cathedral School is an equal opportunity employer. Its policy is to ensure that no job applicant or employee receives less favourable treatment because of race, colour or nationality, sex, sexual orientation, marital status, age, religion or disability, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable. Selection criteria and procedures are frequently reviewed to ensure that individuals are selected on the basis of their individual and relevant merits and abilities. All employees are given equal opportunities and, where appropriate, special training to progress within the School.