



KING EDWARD VI
HIGH SCHOOL FOR GIRLS



KING EDWARD'S SCHOOL
BIRMINGHAM



Director of External Relations
Communications and PR Strategy

King Edward VI High School for Girls

King Edward VI High School for Girls (KEHS) is one of the leading girls' schools in the country with outstanding academic results and a rich and varied programme of extra-curricular activity. The School was founded in 1883 and counts the actress Lindsay Duncan and the BBC Correspondent Reeta Chakrabarti amongst its alumnae. The School is an independent day school with 632 girls aged 11-18 and is part of the King Edward VI Foundation, which has eleven schools in Birmingham. The School is situated on a beautiful 50-acre campus in Edgbaston, which it shares with King Edward's School (KES).

At KEHS, we provide an outstanding education for able girls who relish original ideas and new challenges. Staff are passionate about their subjects and seek to inspire a love of learning for its own sake, in a remarkably supportive community. Girls combine a rigorous academic education with a huge range of high quality extra-curricular activities, preparing them for a wide array of Higher Education courses and careers.

The School has a mission to provide the best possible education for the brightest girls in Birmingham. Over 20% of pupils have some kind of financial support and almost 10% pay no fees at all. The funds for this are provided by the King Edward VI Foundation and through the generous donations of alumnae and other organisations.

Academic success

KEHS regularly ranks as one of the top performing academic girls' schools in the country. Academic standards in the School are extremely high: in GCSE results 82% grades were awarded Grades 8-9 and 93% Grades 9-7 (equivalent to A*/A); 15 girls out of a year group of 94 achieved all Grade 9s; 35 students scored at least 8 Grade 9s and 67 achieved all Grades 7-9. At A Level, 36% grades were A*, the highest percentage since the A* grade was introduced, 75% were A*/A and 96% grades were A*/B. 32% girls achieved 2 A* or more and 88% achieved all A*-B with 18.4% getting at least 3 A*s.

The School has a long history of sending girls to the very best universities including Oxford and Cambridge; in 2020, 14 students gained places at Oxbridge. The School was rated 'excellent' by the Independent Schools' Inspectorate earlier in 2019 and was ranked as one of the top 10 best value Independent Schools in September 2019 by the Daily Telegraph. The School was also named the 2019 Sunday Times West Midlands Independent Secondary School of the Year, and number 10 in the Sunday Times 'Parent Power' table of the top 150 independent schools in the UK.



King Edward VI High School for Girls

Extra-curricular activities

Our extra-curricular programme is second to none and central to girls' intellectual and character development, as they grow in resilience, confidence and a sense of the difference they can make.

There are over 70 extra-curricular activities on offer each week, ranging from Chess, to Model United Nations, and Ultimate Frisbee.

The School produces music and drama of an exceptional quality, with a biennial performance in the Symphony Hall in Birmingham. These activities are enhanced still further by the construction of the Sir Paul and Lady Ruddock Performing Arts Centre, a joint £11 million facility with King Edward's School, which opened in 2012.

There are many opportunities for students to perform, whether in the Junior or Senior Productions, or simply in Drama Clubs. The Dance Production is an annual highlight, with over 150 participants each year.

The School has recently started a national initiative, 'TuneUp Arts', celebrating the impact of the Arts in the development and wellbeing of young people.

Sport is also a vital part of School life, and many teams compete at regional and national level in hockey, netball and rounders along with other sports including water polo, fencing and Ultimate Frisbee. The School has its own Sports Hall, gym and swimming pool, which were recently refurbished, and has two astro pitches and several netball pitches on site, together with a new athletics track in partnership with the University of Birmingham.

Girls have access to a wide variety of educational visits and trips, from language exchanges to Spain, Italy and Germany, to music and sports tours, with more local visits to museums such as the National Space Centre in Leicester and field trips to Malvern and Dorset. Students also attend lectures at Birmingham University and we are pleased to welcome visiting academics and alumnae to offer talks and lectures to the girls.

Further details about the School can be found at www.kehs.org.uk



King Edward's School

King Edward's School, Birmingham (KES) is driven by a belief in the power of a broad, intellectually demanding and accessible education in a young, ethnically diverse city. It is also one of the most successful and significant boys' schools in this country.

Founded in 1552 by Edward VI, King Edward's School is the founding school of the King Edward VI Foundation and has always been a central institution in the city of Birmingham. It is located on a stunning 50-acre site in Edgbaston, which it shares with King Edward VI High School for Girls (KEHS), and educates 860 day boys, aged 11 to 18.

In recent years, the Chief Master and Governors have strengthened their commitment to the belief that King Edward's School should be a catalyst for social mobility, a place of academic excellence and a community whose strength derives from its social diversity and multi-cultural understanding.

We seek to ensure the school provides the best possible education for the brightest boys in Birmingham, whatever their background. There is a strong belief in the power of education to transform lives and a commitment to a truly challenging, intellectual, rich education. The International Baccalaureate Diploma Programme was introduced in September 2010 to advance the intellectual life of the school and to provide an education appropriate to the challenges of the 21st Century.

Academic Life

King Edward's is an academic school and an intellectual school. It is a school where the results are exceptionally good and where clever, hard-working students are admired and respected by their peers. There is a genuine appetite for knowledge, and our teaching and learning are characterised by curiosity, enquiry, discussion and scholarship. In 2020, of the 131 students taking GCSEs, 49 students achieved at least 10 9s/8s, a further 17 achieved 9 9s/8s, and 79 students achieved only 9s, 8s and 7s. Overall, the percentage of 9/8 grades attained was 72% and 89% were 9-7. At IB, the average scores have been above 39 for three of the last five years. The school is also very active in academic competitions in Maths, Sciences, public speaking and debating, and teams regularly win national competitions.



King Edward's School

Sport, Art and Co-curricular Education

Life outside the classroom is vitally important at King Edward's. It complements and supports the academic pursuits of the students, making them more fulfilled, relaxed and rounded and helping them develop important additional skills, such as resilience, teamwork and commitment.

There is a very wide range of expeditions and outdoor activities for younger students and, each year, a large number of students undertake the Duke of Edinburgh's Gold Award; the CCF also thrives with RAF, Army and Navy sections. In total, there are over 140 trips and expeditions annually for students of all ages in term time and the holidays.

Music is quite exceptional, helped by a number of music scholarships, and drama is also of a very high quality. There are three major concerts in the year, including one, biennially, in Birmingham's Symphony Hall, and several dramatic productions. There are also numerous opportunities for smaller ensemble playing and student-led drama performances. The £11m Ruddock Performing Arts Centre is the focus for these activities and all activities and facilities are shared with KEHS.

Sport is also an important part of life at the School and benefits from excellent facilities, indoors and out. The School has extensive grass facilities and the use of three hockey astro pitches, one of which has a modern pavilion, opened in 2015, and a new athletics track in partnership with the University of Birmingham. A new £5m Sports Centre opened in May 2019.



The Role

About the role

This role reports to the Chief Master (KES) and to the Principal (KEHS), and will in addition work closely with all members of the Senior Leadership Teams and with the Marketing team at the Foundation Office. You will have accountability for developing and delivering the strategy for the schools' marketing, identity, outreach, website and social media presence. You will manage the schools' press, public relations and corporate events.

This is a superb opportunity where you will be responsible for raising awareness of the schools, locally and in the UK. You will lead on the design of the schools' corporate publications, developing and streamlining the two, and contribute to the Foundation brand. Working in close collaboration with the relevant teams, you will oversee the services underpinning the development of promotional materials for the schools. You will further develop our strategy for the use of social media as well as for new technologies and approaches for communicating to the schools' local and national community and stakeholders.

The Role

Person specification

The Director of External Relations will be an inspiring, energetic, creative and innovative leader. You will play a key role in the Schools' Leadership Teams with responsibility for developing and implementing an overarching marketing, outreach and admissions strategy, in support of our strategic aims and vision for the development of the schools.

The ideal candidate will be expected to show evidence of many of the following skills and qualities. The following information demonstrates the qualities considered essential or desirable and how these will be tested during the recruitment process.

Experience and knowledge (tested in covering letter, application form and at interview):

	Essential	Desirable
Educated to degree level with strong academic/professional credentials in Marketing and/or related areas.		✓
Significant experience of working at a senior level in a marketing leadership role with a diverse range of responsibilities.	✓	
Proven experience of brand management and having successfully developed and implemented a corporate marketing and communications strategy with particular emphasis on the use of social media and other new channels	✓	
Experience of having developed and led high-performance teams.		✓
Highly effective people and team management skills	✓	
Excellent written and spoken English and able to write and edit good copy	✓	
An eye for detail and a flair for recognising good graphic design	✓	
Experience of high-level networking	✓	
Able to communicate effectively and confidently with all stakeholders	✓	
Experience of working within the education sector		✓
Understanding of admissions procedures in the independent education sector		✓
Awareness of Outreach programmes within an education setting		✓
Excellent computer skills – competence in marketing-based software		✓

Accountable to: Chief Master (KES), Principal (KEHS)

Responsible for: The work of those responsible for marketing and admissions within each school

Work closely with: Development, Outreach, Admissions

The Role

The Role

This new post is designed to take the lead across the two schools, and in harmony with the Foundation, in creating, developing, implementing and managing the schools' communications and marketing strategies in order to support the achievement of the schools' objectives. This will include pupil recruitment and retention and communications and content management strategies, as well as broader PR work establishing a strong understanding of the schools' brand and their leading role in the Foundation.

Initial objectives will include:

- Define and research audiences and key influencers and identify and execute the strategies to reach them
- Develop strategic messaging, writing content, print content, blogs and collaborating with digital, social and traditional media managers to support the schools' propositions
- Oversee the construction of new school websites
- Support the development, delivery and evaluation of an integrated PR and media, digital communications and marketing and brand strategy
- Lead and evolve the capability of the marketing and communications team to ensure the effective delivery of proactive and effective marketing services for the school
- Provide key school spokespeople (ambassadors/advocates) with media strategies, coaching and materials, including social media, to be able to share a consistent message
- Create reports for the Chief Master and Principal as required
- Work alongside the Director of Development (who also serves both schools) to ensure consistency of messaging with alumni and benefactors

Responsibilities:

You will be responsible for the following areas:

Strategic Direction

- Advise the Chief Master, Principal, and Senior Leadership Teams on the development of a compelling marketing plan in support of the schools' strategic plans, based on statistical analysis and clear evidence
- Agree and implement an admissions strategy with the Chief Master and Principal in order to meet the short, medium and long term aims of the school
- Guide the schools' outreach strategy, encompassing students, parents, teaching and support staff, governors, alumni and local business and industry
- Develop a positive and proactive whole-school external relations culture amongst teaching and support staff
- Develop a powerful and sustainable content management strategy across web and social media sites to agreed KPIs
- Manage and protect the corporate image, logo and house style
- Oversee links to the local community and stakeholders
- Manage marketing and outreach budgets

The Role

Public Relations and Public Events

- Lead on media liaison and press relations in conjunction with the Chief Master and Principal and other nominated spokespeople
- Develop effective media relations with the local press and targeted media nationally
- Monitor effectiveness of PR and impact of coverage
- Be aware of the schools' schedule of activities and events and capitalise on the PR opportunities they offer
- Develop opportunities to promote the profile of the Chief Master and Principal, and their vision for the schools
- Oversee an engagement programme with the local community and promotion of events, building on the schools' reputation and the education sector generally
- Attend and oversee appropriate materials for external events

Marketing

- Oversee and manage website communication and development with support from other members of SLT
- Plan advertising and promotional campaigns, create and write advertisements for targeted publications, and take the creative lead on the development (copy, design and print) of all strategic communications materials (e.g. brochures, press releases, articles and newsletters)
- Undertake market research and interpret results, make recommendations on future actions and build results into marketing strategy
- Measure and report on marketing plan results on a quarterly basis, and monitor marketing budgets monthly
- As Web Manager, develop and manage the school websites and the use of a broad range of social and digital media interactions to ensure that they represent effective e-communication tools and fit with the wider marketing and PR strategy and positively engage with all audience profiles
- Arrange regular website review meetings with the Web Team and ensure that action and decisions move forward, ensuring content remains engaging and fresh
- Track analytics and measure the effectiveness and efficiency of digital marketing

Admissions

- Through the marketing strategy, ensure that both schools are reaching the brightest primary and Prep School pupils across the region, and maximise pupil retention in both schools
- Provide clear and disciplined leadership, motivation and direction for the Admissions teams
- Oversee and audit the admissions practice and policy
- Keep up to date with the latest admissions legislation, ensuring compliance, implementing best practice and disseminating guidance as appropriate
- Analyse prevailing admissions trends to ensure the schools are able to sustain their admissions quality
- Strategise the development of feeder school engagement programmes, and help to develop engagement with schools in the community
- Work with SLT and school Admissions to identify and develop new opportunities to attract and recruit new pupils
- Develop with Directors of Sixth Form a robust retention/transition programme from Year 11 to 6th Form

The Role

- Develop and track an external marketing lead system
- Review admissions (sales and conversion) process, working with the Admissions personnel. Look for continual improvements
- Open Day programme

Outreach

- Audit and review existing outreach activity and develop a strategy for engaging and reaching the brightest pupils across the region
- Regularly evaluate the success of the strategy, and be alive to developments and opportunities within the region
- Collaborate with the Development Office to maximise mutual opportunities

General management and administration

- Be responsible for ensuring that relevant school policies are effectively implemented
- Any other tasks which may be agreed from time to time with the post holder

General requirements

All school staff are expected to:

- Work towards and support the school vision and the current school objectives outlined in the School Development Plan
- Support and contribute to the schools' responsibility for safeguarding students
- Work within the schools' Health and Safety Policy to ensure a safe working environment for staff, students and visitors.
- Work within the Foundation's Diversity Policy to promote equality of opportunity for all students and staff, both current and prospective
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues
- Engage actively in the performance review process
- Undertake other reasonable duties related to the job purpose required from time to time

Review and Amendment

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

Salary: £50,000 - £60,000 per annum dependent on experience

Benefits: Defined contribution pension scheme, up to 60% discount on school fees, lunch provided in term time, free parking

How to apply

How to apply

To apply for this role, forward a completed application form (available for download at: <https://kes.org.uk/about-us/vacancies/>) and a covering letter addressed to Zoe Robinson, Bursar, outlining why you feel that your skills and experience would equip you to take on this role, by email to: recruitment@kes.org.uk

The deadline for applications is **9am on Monday 30 November**

Interviews will provisionally take place as follows:

First round:	9 December 2020
Second round:	w.c. 10 January 2021

If you have any queries about the role, or would like to discuss it in more detail, please contact Zoe Robinson, Bursar, by email: recruitment@kes.org.uk

King Edward's School and King Edward VI High School for Girls are both committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. All successful candidates will be required to undergo an enhanced DBS check. A copy of the Schools' Recruitment, Selection and Disclosure Policy is available on the Schools' websites.



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