



CELEBRATING
OUR SCHOOL'S
VALUES AND
UNIQUE ETHOS


COTHILL HOUSE
THE INSPIRATIONAL BOYS' BOARDING PREP SCHOOL

COURAGE

ORIGINALITY

TEAMWORK

HUMOUR

INTEGRITY

LOVE OF
LEARNING

LOVE
OF LIFE

2022-23

RECRUITMENT BOOKLET

Dum Spiro Spero - Whilst I breathe, I hope



COTHILL HOUSE
THE INSPIRATIONAL BOYS' BOARDING PREP SCHOOL



MESSAGE FROM THE HEAD



Thank you for declaring your interest in Cothill House. Cothill is a wonderful place to work but before you consider submitting an application, I thought it might be helpful if I gave you a brief introduction to the school. By doing this, I hope you might begin to understand why the school is so fondly remembered by its past pupils – including myself – and so highly regarded in the prep school world.

Established in 1870, Cothill is recognised globally as one of the country's leading boys' boarding prep schools with an exceptional record of preparing boys for the top public schools. Set in the heart of the Oxfordshire countryside, but only fifteen minutes from the dreaming spires of Oxford, Cothill House has been providing an inspirational all-round boarding education and unrivalled opportunities for boys aged 8-13 for more than 150 years.

Our aim is to foster a boy's happiness, confidence and individual passions, helping him to achieve his potential, cultivate a love of learning and stimulate his love of life. Cothill boys are proud of their school and flourish in an environment where hard work, integrity and originality are both valued and rewarded. The staff play a vital role in inspiring the pupils to be the best versions of themselves and the friendly atmosphere ensures that everyone feels appreciated.

A unique element of the School's offer is the time boys spend at the Château de Sauveterre, where they are immersed in the culture and language of the Gers in the south of France. This is a memorable experience and delighted boys and parents usually deem it to have been transformative.

There is a tremendous breadth to a Cothill education and boys will be involved in sport, music and the arts most days. Taught by an outstanding, enthusiastic and committed staff, boys are encouraged to 'get stuck in' and challenge themselves. As a result, Cothill boys learn the benefits of teamwork, become self-assured and thrive within our vibrant community.

You are applying at an exciting time for Cothill, as the next two years will see considerable investment in our future. In March 2022, we begin construction of a £6m multi-sport hall that will revolutionize the sporting opportunities for our boys and our staff. We are also planning a special celebration of our 150 years – an event that had to be postponed last year due to the pandemic.

Cothill is a fantastic place to work, and there are so many ways in which one can contribute to the life of the school. It goes without saying that our parental body is extremely supportive of everything we do to put their sons' wellbeing and progress at the heart of all our activities. In short, Cothill is an outstanding school with a terrifically positive, sociable and supportive staff. The best way to get a true sense of all that is on offer is to visit, and I would encourage you to pick up the phone and give me a call. You would be very welcome to join us for lunch one day and see the school for yourself.

I look forward to receiving your application; if you have any questions, please do drop me a line.

A handwritten signature in dark ink, appearing to read 'Duncan'.

Duncan Bailey, Headmaster

Cothill House, Cothill, Oxfordshire, OX13 6JL Tel: 01865 390 800 Email: dbailey@cothillpst.org www.cothill.net

ROLE DESCRIPTION

Context

Cothill House is seeking an energetic, creative and enthusiastic Marketing Director for September 2022 (or sooner). You will be responsible for creating an integrated marketing programme to achieve maximum benefits for the school. You will also be tasked to shape and develop highly effective growth strategies and continue to build the school's strong profile and global reputation.

The Marketing Director will report to the Headmaster and work closely with the Cothill House Senior Management Team and Prep Schools Trust Director of Marketing and Communications.

Key Responsibilities

- Development, management and oversight of the school's marketing plan in line with the overall school strategy; including development and implementation of the school's local, national & international communications strategy with effective tactical contact, media and communication plans
- Management of marketing-related budgets
- Understanding market perspectives through research, including regular parent and prospective parent surveys
- Development and maintenance of close relationships with key feeder schools and other UK and overseas consultants/agencies through which boys are recruited
- Consistent implementation of the school's brand, providing overall editorial and design control across all communications, media and the school site
- Managing and monitoring the school's reputation & profile through school reviews & directory listings (GSG, Tatler, BSA etc.) as well as sponsorships, case studies, awards entries and all other promotion
- Development of the school's promotional materials, both print and digital
- Development and execution of the school's lead generation strategy to generate new enquiries and high attendance at open events
- Development & management of the school's marketing supplier roster (design, print, video supply etc.)
- Development and management of the school's website, with responsibility for its continual evolution, update and ongoing accuracy
- Development and implementation of an effective digital and social media strategy, including SEO and all social media channels.
- Promoting the school's news through social media, website, newsletters, school magazine etc.
- Development and delivery of the school's events strategy including open days, feeder school events, assessment events etc.
- Undertaking regular market and competitor research and analysis



- Building relationships with educational bodies and UK recruitment events, as well as involvement in developing beneficial relationships in the local community
- Ensure that Development and Alumni communications and events are integrated into the school's overall marketing strategy and reflect the brand consistently

Other

- Monitoring and reporting of metrics, revising strategies and tactical plans as required
- Keeping abreast of all matters related to education in general and to the independent sector, in particular ensuring constant monitoring of relevant guidelines and best practices.

Personal Qualities

- Excellent planning, administration and time management skills
- The ability to work to deadlines
- First class written, oral and presentation skills
- Plenty of energy, stamina and motivation to get stuck in to all areas of school life
- A good team player who thrives in a busy work environment
- Have strong interpersonal skills that inspire confidence
- Be an effective communicator with boys, parents and colleagues alike
- Be an ambassador for the school
- Have a 'can do' attitude and a sense of fun

Benefits of working at Cothill House

- Great colleagues and engaging pupils
- Freedom to make the most of one's strengths
- Ongoing professional development
- Competitive salary dependent on experience
- Large and well-stocked school library and cafe, with a World Championship snooker table!
- Vibrant music and arts
- Excellent in-house catering
- Superb sports fields and golf course, indoor swimming pool, climbing wall with a new Sports Hall opening in June 2023
- Extensive grounds and rural setting close to Oxford

Salary and Conditions of Employment

The school has its own generous salary scale, and your salary will be commensurate with your experience. This could be a part-time role, and hours are flexible - mainly during school terms. Cothill House is committed to the safeguarding and welfare of the pupils in its care. All staff must adhere to the school's safeguarding policy. Offers are subject to references and 'Disclosure and Barring Services' enhanced checks. The school is fully committed to the principles of equal opportunity, diversity, and inclusion. Cothill House does not discriminate on the grounds of race or colour, nationality or national or ethnic origins, religion or belief, sex, sexual orientation, pregnancy or maternity, marital or civil partnership status, gender reassignment, age, and disability. Applications are welcome from a diverse range of backgrounds.



How to apply

Applicants are asked to provide the Headmaster with a letter of application which should offer a personal insight into the skills and aspirations of the candidate. Letters should be sent to the Headmaster's PA, Julia Newton at jnewton@cothillpst.org. Applications will only be accepted from candidates completing the School's Application Form in full with an accompanying photograph. This can be downloaded from [here](#).

Applications close on **Thursday 12th May**, with interviews to follow soon thereafter.

