

Founded 1642



New Hall School
The Best Start in Life



Appointment of Communications Manager

(full time or term time only)

As soon as possible

newhallschool.co.uk

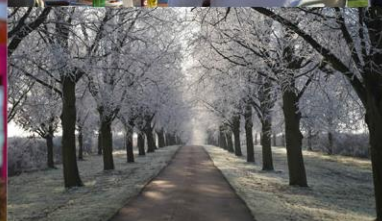
New Hall School, The Avenue, Chelmsford, Essex CM3 3HS | 01245 467 588

A Catholic foundation and ethos, welcoming all

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Independent
School of the Year

2016



New Hall School

New Hall School is a leading HMC boarding and day school for girls and boys aged 1-18 and was awarded the TES 'Overall Independent School of the Year' for 2016-17. Founded in 1642, New Hall School is one of the oldest Catholic schools and the largest Catholic boarding & day school in the UK. New Hall is a strong and thriving community, set in a stunning location on the edge of the city of Chelmsford, just 20 minutes by train from London Stratford and 30 minutes from London Liverpool Street. There are also plans for Network Rail to open a new station at the foot of New Hall's Avenue; this is due to be completed by 2023.

At New Hall, we operate the highly successful 'diamond model' structure, i.e. co-education in the Preparatory Divisions (ages 1-11), single-sex education in the Girls' Division and Boys' Division (11-16) and co-education in the Sixth Form (16-18). In this way, New Hall provides the best of both worlds: the benefits of a co-educational environment together with the advantages of girls and boys being taught separately throughout the 11-16 age range. The provision of single-sex education during the formative years enables students to grow in confidence, whilst enjoying an education that is specifically tailored and recognises the different ways in which girls and boys learn.

There is an exciting School Development Plan (SDP), which has the continued strengthening of the School's academic standing as its priority. New facilities successfully delivered so far in the 2016-19 SDP include: investment in digital technologies; outdoors 'Forest School' provision; a second Astroturf, 3G pitch and new PE changing rooms; new recreational and hospitality facilities, and additional staff accommodation. Plans are currently underway for the expansion of the Preparatory Division to 3-form entry and for a new Science Centre.

Students aged 7-18 can board in one of four boarding houses. High academic expectations and achievements, together with outstanding pastoral care and exceptional drama, music and sports facilities and provision, make New Hall a wonderful place to be educated.

The ethos at New Hall has been inspired by the founding Religious Community, the Canonesses of the Order of the Holy Sepulchre. New Hall has thriving Chaplaincy, RE and Theology teams and the community benefits from having a full time resident Priest Chaplain. The School welcomes all who support its ethos.

New Hall's Mission & Ethos Statement

New Hall, a Catholic boarding and day school, provides **the best start in life**, enabling students to meet confidently the challenges of the wider world. Here **academic excellence** is achieved in surroundings where relationships are based on **care, trust and respect**. We **welcome** students from many traditions, building a Christian **community** that has at its heart **prayer** and **service** to others.

Strategic Aims of the School

In all of these strategic aims, we seek to bear witness to our distinctive Catholic ethos, which is at the heart of everything we do:

1. To promote the Catholic life of the School and to provide outstanding Religious Education
2. To be an outstanding and caring educator of all students
3. To recruit, support and develop outstanding staff
4. To provide outstanding learning opportunities through the co-curriculum
5. To promote New Hall's reputation as a distinctive school of choice
6. To share our ethos, grow and innovate
7. To ensure the on-going security of the School's financial future, and ensure affordability of fees, while continuing to invest in improving the quality of education

Accolades for the School

New Hall School was awarded Independent School of the Year for 2016 in the *Times Education Supplement* school awards, as well as Financial Initiative of the Year (2016), in relation to our Green Travel and Transport Strategy. The School has previously won the TES Award for 'Outstanding Strategic Initiative' (2011).

New Hall received the highest commendations in its most recent inspections:

- 'Outstanding' in the Section 48 Diocesan RE inspection (2018)
- 'Excellent' (the highest category) in the whole school ISI inspection (2016)
- 'Outstanding' in the ISI boarding inspection (2014)

New Hall's sponsored primary academy, Messing Primary School, received the highest commendation of 'Outstanding' in the following categories:

1. Effectiveness of leadership and management
2. Personal development, behaviour and welfare of pupils
3. Early years provision

and 'Good' overall, in the Ofsted inspection (2018)



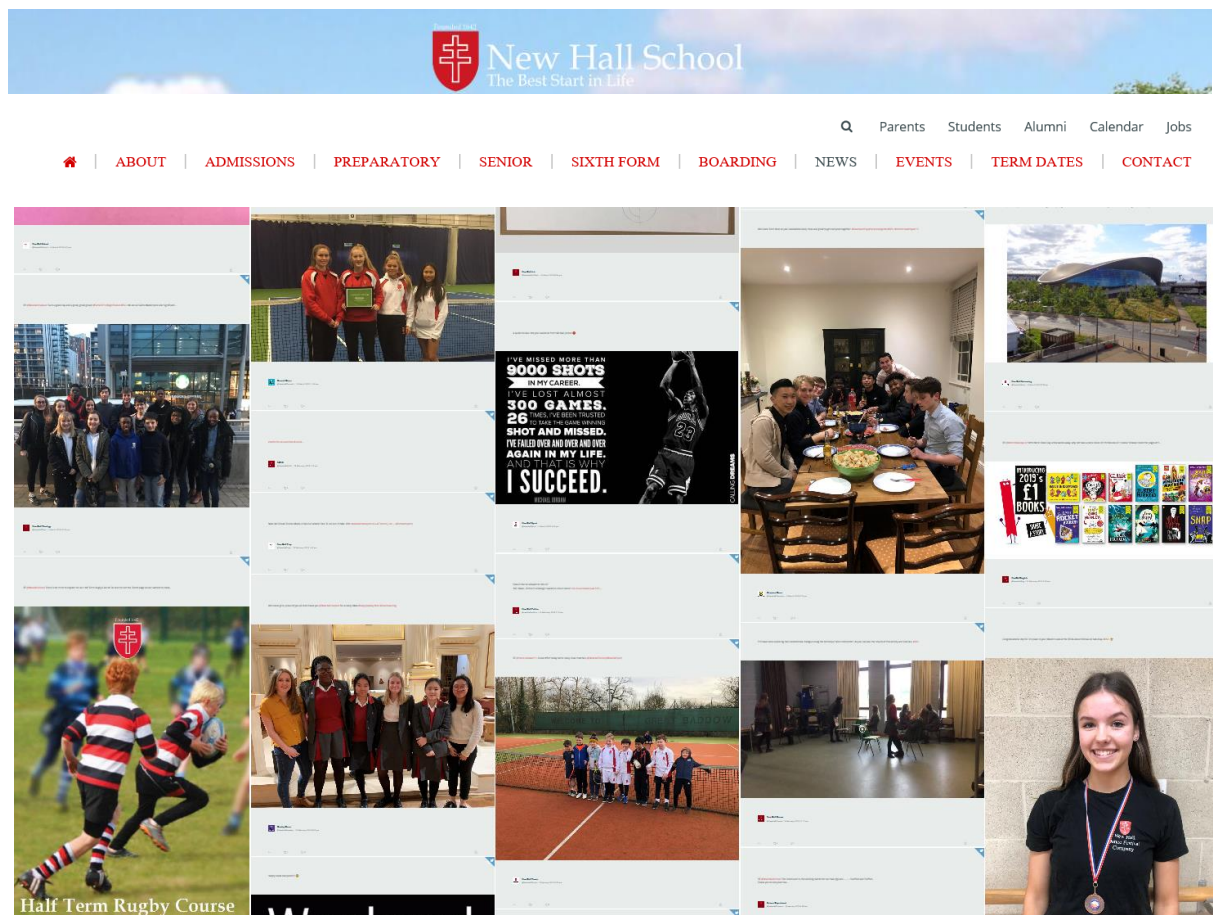
Independent
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The Communications Team

We are passionate about the School and committed to communicating the remarkable range of opportunities on offer at New Hall.

New Hall has a great story and it is our job to tell it effectively and engagingly, using a wide range of communications tools. Central to this is a programme of inspiring and interactive marketing which clearly reflects the ethos of the School.

The team leads and implements an effective and dynamic strategy for the sustainable recruitment of students (ages 1-18, girls & boys, day & boarding, UK and overseas). We work closely with the Admissions Team and Senior Leadership & Management Teams, as well as with the wider staff and students. In addition, we lead on marketing for the New Hall Multi Academy Trust and our sponsored academy, Messing Primary School.



Working at New Hall School

As an employee at New Hall School, you will enjoy working in a vibrant community with a strong sense of team work. As a boarding school, we are 'home' to many students and staff and, as such, there are always various activities taking place during the evenings and weekends. It is a busy, fast-paced environment that is set in beautiful surroundings; staff value working in a caring community and enjoy many exceptional benefits.

Hours

The working hours for this role are from 8.30am to 5.30pm, Monday to Friday, all year round, with a 1-hour unpaid meal break each day. The working hours for term time only are from 8.30am-5.30pm, with a 1-hour unpaid meal break, Monday to Friday, during term time. All staff are required to attend relevant INSET (staff training) days. There will be a requirement to share in a rota to work on some evenings and weekends to support school events. Time off in lieu will be awarded for additional hours worked.

What Staff Say

"Every child has a right to shine; it is our job to discover that talent and polish it"

"We advocate encouragement rather than pressure"

"At New Hall, children are encouraged to care and to treat others as they would like to be treated"

"We don't have 'colleagues' - at New Hall you're part of a family!"

"At New Hall we work together, sharing the same passion"

"The sense of community is built up through staff clubs such as staff choir, book club and dance classes, as well as staff vs Sixth Form sports fixtures"

"I love working in a place where I can be creative and make a real difference"

Job Description

The Communications Manager is responsible for the implementation of the School's marketing strategies, communications and public relations activities.

The Communications Manager reports to the Director of Admissions, Communications & Development (DoACD). The role will work closely with the Admissions Team, Alumni Officer and External Relations Manager. Externally, the position co-ordinates primarily with website and video production suppliers, as well as our sponsored academy, Messing Primary School.

Key responsibilities are:

1 General

- 1.1 to ensure good marketing practice across the School, supporting the DoACD with all aspects of digital and traditional marketing
- 1.2 to improve the quality and effectiveness of communication mechanisms, ensuring that the School's aims and key messages are communicated, whilst providing every opportunity for feedback
- 1.3 to act as brand guardian, ensuring the New Hall brand is prominent and adheres to brand guidelines across all communications
- 1.4 to assist staff to apply the School's visual identity to their documents; providing guidelines or developing templates
- 1.5 to maintain databases of key stakeholders and manage regular communications using a variety of different mechanisms
- 1.6 to keep abreast of innovations in marketing & communications and recommend appropriate enhancements
- 1.7 to maintain stocks of marketing materials and equipment, ensuring they are displayed at appropriate points throughout the School and available for events
- 1.8 to work with the DoACD, and where necessary outside agencies, to design digital and printed marketing materials
- 1.9 to maintain a press cuttings file of traditional and digital content relating to the School

2 Website

- 2.1 to manage the School websites (New Hall School, New Hall Alumni, Messing Primary School and New Hall Multi Academy Trust) and update them with calendar changes, important messages and engaging content, including news, sport, events, videos and photographs
- 2.2 to use new media technologies to deliver website visitors and increase online visibility
- 2.3 to ensure all content is accurate and timely
- 2.4 to create, maintain and update video content for the School website on a regular basis
- 2.5 to create booking pages for a range of events that take place throughout the year, produce email responses and maintain contact with future attendees
- 2.6 to keep abreast of innovations within digital marketing and make recommendations as appropriate
- 2.7 to work with all staff to ensure that each department is represented on the website

3 Digital Marketing

- 3.1 to maintain a digital photographic library, taking photographs at events or organising professional photography as required
- 3.2 to take photographs around the School, for promotional and communications use
- 3.3 to assist the Communications Officer with the School's social media accounts, including maintaining the social media strategy and monitoring the School's online presence
- 3.4 to produce monthly reports on the effectiveness of social media posts
- 3.5 to support academic staff with social media advice/account management
- 3.6 to gather information and produce a range of weekly e-newsletters to parents
- 3.7 to use the most appropriate tools for scheduling, tracking and producing digital communications
- 3.8 to use online survey software, such as Survey Monkey, to gather feedback on events and marketing activities, and send surveys to key stakeholders
- 3.9 to produce online advertising as part of agreed campaigns
- 3.10 to update the School's digital information screens with key messages

4 Traditional Marketing

- 4.1 to support the DoACD with marketing and communications
- 4.2 to draft and edit copy for digital and print marketing materials
- 4.3 to manage the production of artwork for internal communications and external advertising
- 4.4 to write interesting, engaging and accurate copy for a range of audiences
- 4.5 to research and place orders for promotional items
- 4.6 to assist in the planning and organisation of promotional and recruitment events
- 4.7 to attend recruitment events and shows, including Open Mornings, Taster Days, Educational Days, etc.
- 4.8 to produce displays of materials and keep noticeboards up-to-date with engaging content
- 4.9 to support the DoACD with the advertising plan including gathering information about audiences and rates for different options
- 4.10 to conduct marketing research, as required, for planning purposes

All staff are responsible for promoting and safeguarding the welfare of students at New Hall School by ensuring compliance with the School's Safeguarding and Child Protection Policy at all times. It is a requirement of all staff to report any actual or potential risks to the safety or welfare of students to the Designated Safeguarding Lead.

This document summarises the main responsibilities of the post. All staff are required to undertake whatever else may reasonably be requested by the Principal in support of the aims of the School. Job Descriptions are subject to annual review.

Person Specification

This is an exceptional opportunity for a motivated, knowledgeable and experienced Communications Manager to develop the Marketing Team, in this dynamic and forward thinking school.

In addition to the below, all candidates should have a clear understanding of and a commitment to the aims of a Catholic independent school and be committed to the values and ethos at the heart of New Hall School, as expressed in the Mission & Ethos Statement of the School.

	Essential	Desirable
Education	<p>Educated to A Level, or equivalent</p> <p>GCSE English Language, or equivalent, at Grade B or above</p> <p>Marketing or PR qualification</p>	<p>Educated to degree level, or equivalent</p> <p>A strong understanding of social and digital media and how it can be used to enhance brand awareness</p>
Experience	<p>Experience of setting up and managing multiple social media accounts</p> <p>Experience of producing high quality marketing materials, e.g. websites, infographics and basic graphic design</p> <p>Experience of working within a marketing role</p> <p>Experience of creating and editing videos for marketing purposes</p> <p>Previous communications experience</p>	<p>Experience of operating PPC (Pay Per Click) and other online advertising campaigns</p> <p>Experience of website management using a Content Management System (CMS)</p>
Skills and Aptitudes	<p>Excellent communication, organisational and management skills</p> <p>Excellent IT and database skills, including design and presentation software</p> <p>Experience of using social media</p> <p>Good graphic design skills, with the ability to use InDesign and other desktop publishing packages</p> <p>Exceptional writing, proof reading and editing skills</p>	<p>Competent user of Photoshop</p> <p>Videography skills</p> <p>Excellent photography skills</p> <p>Good marketing evaluation skills; using service providers such as Google Analytics</p>

	Ability to undertake planning, scheduling and project management	
Disposition and personal qualities	<p>An understanding of the importance of promoting and safeguarding the welfare of children</p> <p>Common sense and initiative</p> <p>Ability to relate effectively to students</p> <p>Flexibility to adjust to change and development</p>	

Salary & Benefits

Salary

The salary range for this post is currently between £25,097pa to £29,676pa, depending on qualifications and experience. The salary for a term time only role is pro rata (between £18,331pa and £22,317pa). This range is between points NHC26 and NHC31 on the New Hall Pay Scale C. There are also generous benefits; current benefits are detailed below.

Holidays

Staff are entitled to 22 days holiday excluding bank holidays. New Hall closes for two days between Christmas and New Year. Staff must set aside two days of annual holiday entitlement to allow for this closure. If working in a term time only role, the Communications Manager will be entitled to take as holiday all published school holidays, as published in the School Calendar, except for any relevant INSET days.

Bank Holidays, Weekends & Evenings

The Communications Manager will be required to work on School Open Days, which take place on the last Saturday in September and either the first Bank Holiday in May, or the Saturday of the first Bank Holiday weekend. The Communications Manager will also be required to work some weekend days and evenings to support School events and functions. Time off in lieu will be awarded for working on these days.

Pension

Subject to meeting the qualifying conditions, support staff are automatically enrolled in the designated stakeholder pension scheme provided by Standard Life. New Hall currently matches employee contributions up to 3%.

Training

New Hall is committed to professional development of staff and will support further in-service training as required. There are generous INSET and Continuing Professional Development (CPD) budgets.

Sports membership

Staff are entitled to free membership of the School Fitness Suite, which comprises a range of cardiovascular equipment and free weights. We also offer staff a generously discounted rate of membership to the New Hall Sports Club, which includes use of our 25-metre, 6-lane indoor swimming pool & 10 floodlit tennis/netball courts.

Your Application

The School can only accept applications made on the New Hall Application Form.

Completed Application Forms and your letter of application should be sent, via email, to hr@newhallschool.co.uk. The letter of application should be addressed to Mrs Jeffrey, Principal, and include:

- Your understanding of the distinctive nature of the School and this role
- How your skills and experience meet the requirements in our person specification and job description
- Why you wish to apply for this role and what particular contribution you would make

Alternatively, you can send your application by post to:

HR Department, New Hall School, The Avenue, Boreham, Chelmsford CM3 3HS.

Closing Date for applications is: Midday, Friday 19 April 2019

Interview Date: Wednesday 1 May 2019

New Hall School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and an enhanced check with the Disclosure and Barring Service (DBS).

Please do not hesitate to contact a member of the HR team on 01245 467588 should you have any queries.

