



# Director of External Communications

Required as soon as possible





# WELCOME



Thank you for considering this role at North London Collegiate School.

North London Collegiate School was founded in 1850 by Frances Mary Buss, a pioneer in girls' education, and was the first girls' school in the UK to offer its students the same educational opportunities as their male counterparts. We aim to nurture and develop independent minded young women who have the drive to take advantage of any opportunity they encounter and the desire to make a positive difference in the world.

As the *Good Schools Guide 2020* says, "If you're looking for an unashamedly ambitious and academic school, look no further".

We are proud of our reputation as one of the top academic schools in the country, consistently achieving excellent results and with an impressive record of securing places at Oxbridge, Ivy League and other top universities for our students.

This world-class education does not happen without the exceptional subject specialists in our classrooms and a strong body of Support Staff who assist them. We nurture the talents and interests of our staff through our continuing Professional Development courses and other INSET opportunities.

Thank you for your interest in this post. I look forward to meeting you in the future.

Best wishes

Hazel Bagworth-Mann , Interim Headmistress



# The School

Founded in 1850 and occupying an estate dating back to the 18th century, North London Collegiate School has an international reputation for academic excellence, combined with exceptional pastoral care and extra-curricular achievement. North London Collegiate is an academically selective school with around 780 students in the Senior School and over 300 pupils in the Junior School. The School aims to provide an ambitious education for all its students through our established values of academic endeavour, excellence, pastoral care and international mindedness.

Examination results are outstanding. In 2022 94% GCSEs Grade 8/9 with an impressive 79% Grade 9. At A level our students achieved 87% A\*/A equivalent and an impressive 63% A\*. Around one third of students gained three or more A\*s, placing NLCS as one of the top performing schools in the country. In addition to A-Levels, we offer the International Baccalaureate in the Sixth Form and have had an outstanding record of success. Our students gained an average point score of 40.7 in 2022, placing us again among the best IB schools in the world. Places are heavily oversubscribed, and entry is extremely competitive.

Our leavers receive offers from an impressive range of university destinations including Oxford, Cambridge, Harvard, Yale and Princeton, as well as other leading universities such as Warwick, Edinburgh, UCL and Imperial. We are extremely proud of our alumnae (Old North Londoners), who have achieved international prominence in a wide variety of career pathways from music, drama and the arts through to science, sports, politics and law.

We have an extensive schedule of extra-curricular activities including a weekly speakers' programme for all students in Years 11, 12 and 13. NLCS students regularly reach the finals of national and international competitions, such as F1 in Schools, chess, Young Enterprise, coding and debating. There is also a remarkable commitment to outreach and charity work, reflecting the rich and harmonious diversity of the School.

Following the opening of three partnership schools, NLCS Jeju (South Korea), NLCS Dubai, and NLCS Singapore, staff in the UK have opportunities to be involved in monitoring visits to these overseas schools, and to be involved in the recruitment and training of their staff. Teaching departments in all the schools are linked via Communities of Practice, which provide a forum for collaboration on projects between teachers and students, sharing of good practice and exchange of ideas.







## What we need:

This is a new role for the school. Post-Covid, the school has invested in a programme of strategic re-evaluation and has a new vision and focus.

The intention is to ensure that the school is acknowledged as not simply one of the UK's top girls' schools, but THE UK's top girls' schools: a brand in education that is recognised the world over. In short we want NLCS to be as famous as its provenance and reputation demands.

It is intended that the successful applicant for this post will embrace this new direction and help communicate it internally and externally. We are looking for a creative, energetic and proactive full time, Director of External Communications to take the school's new messaging to the widest possible audience.

The role will be part of the Support team at the school and will work directly with the Headmistress and the Directors.

# What you can bring:

## **BRAND BUILDING: Transforming NLCS into a global education brand**

- Develop a comms programme which can continue NLCS on its journey to being recognised as THE academic girls' school in the UK and a globally renowned education brand
- Be scrupulous and demanding in how the brand is presented to deliver its 'unashamedly academic' vision
- Using your own and our network of PR partners; designers; content providers and other appropriate partners, ensure that the school's key leaders produce high quality academic opinion pieces which make headlines and enhance the school's reputation in the appropriate channels
- Use appropriate media touch points to send out messages, stories about the school and opinion pieces and measure their impact
- Work with the Headmistress to develop engagement within the internal audience of staff as well as the external audience of parents and prospective parents
- Develop an influencer strategy using ONLs and parents
- Understand the needs and requirements of our key target audiences (prospective parents, parents, ONLs, current students and parents, the education-interested public, press and journalists)

## **EXCELLENT COMMUNICATIONS PLANNING SKILLS: ensuring our messages are effective, engaging and pioneering**

- Build on and enhance our current communications plan so it remains effective, creative, agile, engaging and consistent
- Ensure everything we do is consistent with the NLCS strategic priorities
- Refine and hone our social media strategy so messaging is channel specific: using Twitter, LinkedIn, Instagram, TikTok and Facebook appropriately
- Develop and manage an influencer strategy to support the NLCS positioning
- Track and develop ROI and engagement metrics
- Engage with NLCS's international marketing strategy as required





## **OUTSTANDING LEADERSHIP: building and leading a brilliant communications team**

- Thought leadership: lead the way in the latest advances in communications technologies and trends
- New thinking: seek out new sources of inspiration and information which keep the NLCS brand on top
- Career development: have a constructive, coaching approach to team members, enabling them to develop the skills they need to develop in new directions which play to their talents
- Category knowledge: know more than anyone about the dynamics of our sector and our competitive set and be restless in seeking ways to help us stand out
- Be an excellent and engaging presenter
- Approach internal teams with a collaborative mindset ; presenting well-reasoned arguments and a positive, problem solving attitude

## **Other skills you need:**

### **EXPERIENCE**

We are looking for an experienced brand builder, who has recently run substantial projects in the world of advertising, brand consultancy or marketing

You will have experience of building successful and happy teams

### **QUALIFICATIONS**

You will have a good undergraduate (or higher) degree in an academic subject

### **EXCELLENT WRITTEN & PRESENTATION SKILLS**



# Staff Benefits

## Location

NLCS is a short walk from Canons Park or Stanmore stations. This makes the commute from central London just under an hour on the Jubilee line. Staff arriving at Edgware Station on the Northern Line can use our free Station Shuttle-bus service. For further information please visit our Travelling to School page [here](#).

## Pension

Staff are eligible to join the Support Staff Scheme.

## Meals

A free lunch is available for all staff during term time. Chartwells Independent, our dedicated caterer, accommodates all dietary requirements.

## Cycle to Work Scheme

The School is a member of the long established Cycle to Work Scheme, which allows staff to make Tax and National Insurance savings when purchasing a bicycle.

## Eye Care Scheme

NLCS contributes towards eye care costs.

## Canons Sports Centre

Canons Sports Centre is located in the beautifully landscaped grounds of NLCS. Staff have free access to the Sports Facilities at designated times. This includes the Fitness Studios, Swimming Pool and Multi-Purpose Sports Hall.

## Performing Arts Centre

Our Performing Arts Centre which has a 350-seat theatre holds up to 40 productions and concerts each year. Tickets are available to staff with the majority of performances being free or at a discounted price.

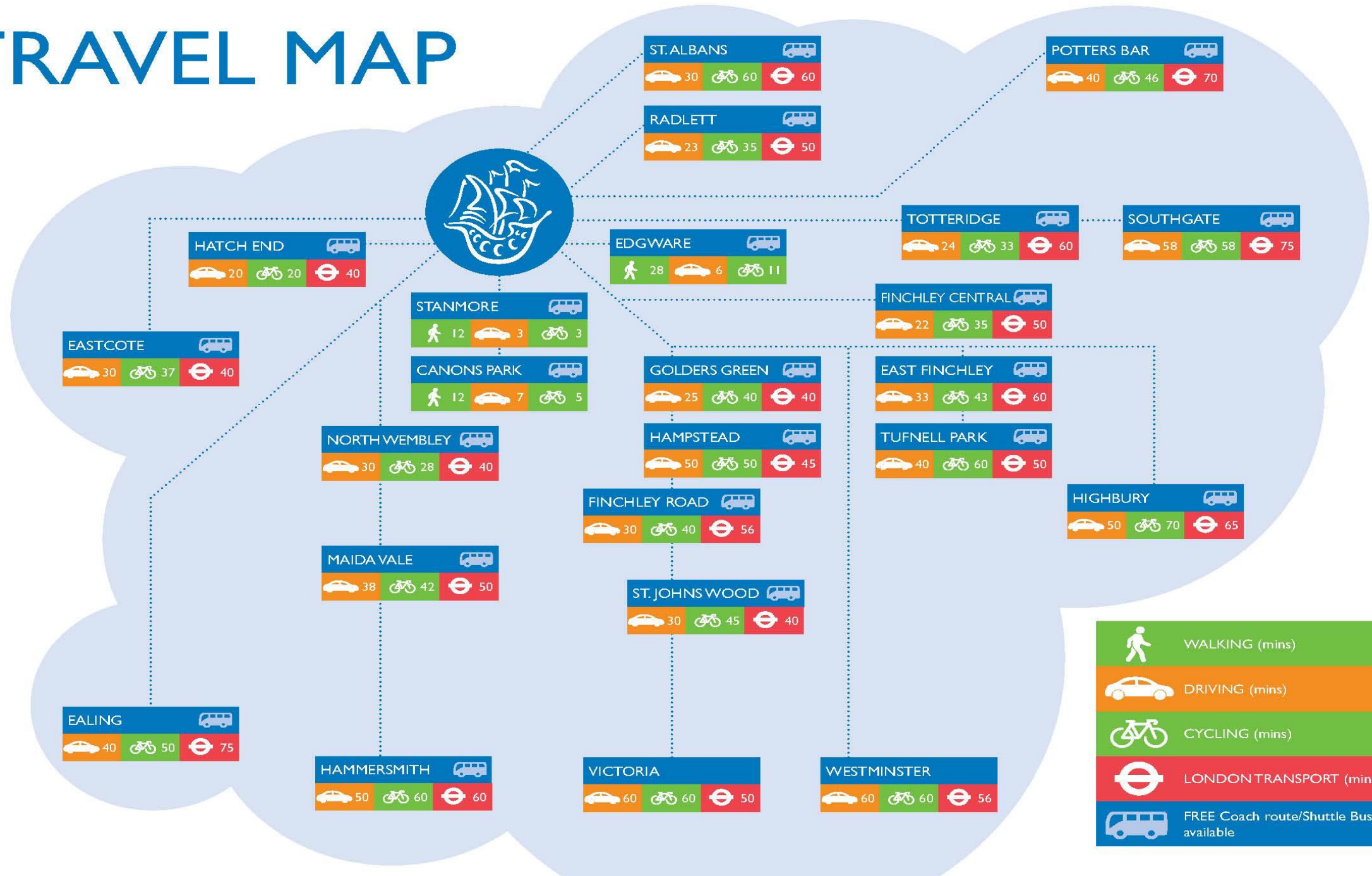
## Fee Remission

Staff are eligible for fee remission for up to two daughters that meet the entrance criteria.

## Health Care Scheme

Staff are eligible to be part of a discounted health insurance scheme.

# TRAVEL MAP







North London  
Collegiate School



Founded 1850