



WEST BUCKLAND  
SCHOOL

# Join Our Team

**WE'RE HIRING**

**Director of Marketing  
& Communications**

*"An outdoorsy, inclusive and happy school that provides a genuinely holistic education in a wonderful setting."*

GOOD SCHOOLS GUIDE



Founded in 1858, West Buckland School proudly stands among the leading independent schools in the UK, for boys and girls aged 3 to 18.

Standing in almost 100 glorious acres of North Devon, close to the surfing beaches and surrounded by countryside, the area is listed World Class by nature, and we count ourselves a school offering a world class education.

Our ethos distinguishes us, as we prioritise shaping the school experience around each child. With a commitment to exceptional teaching, we place the child at the heart of all we do.

*WE THINK YOU'LL LIKE IT HERE.*

West Buckland School, Barnstaple, Devon EX32 0SX +44 (0) 1598 760000

Email: [recruitment@westbuckland.com](mailto:recruitment@westbuckland.com) Reg. Charity No: 1167545





Described as “a gem of a school in an outstanding location” by the Good Schools Guide, West Buckland School, founded in 1858, is set in 90 acres of stunning countryside, close to the spectacular Atlantic coast in the South West of England. But it’s not just our location that is spectacular.

Our campus has been transformed in recent years, with over £14 million having been spent on its facilities, creating an environment which combines beautiful, traditional buildings, reflecting the school’s proud beginnings, with modern, spacious, light buildings, indicative of the forward-thinking school that we have become.

Our most recent development is the solar field and is a key part of our sustainability strategy. We believe the solar field is the largest in a UK school (as at January 2025) and we are proud to continue to introduce solutions to lower our carbon footprint, be that through award-winning eco-construction of the 150 building, underfloor heating in Parker’s and Michael Morpurgo library, to the planting of a new drover lane, to connect the old mediaeval Hatriss Lane to our woodland area with owl observatory.

Academic standards at the school are high and, for many years, West Buckland has been one of the most consistently high-performing schools in the South West at GCSE and A-level. A-level results are typically around 75% A\* to B and at GCSE around 50% of grades are A\* and A. Perhaps, more importantly, we prize most what our students become, not what they get. There is excellent university guidance and considerable emphasis on extracurricular activities at the school, with a proud record in Sport, Drama, Music, the Combined Cadet Force, Outdoor Education and the Duke of Edinburgh Award Scheme.



*HELP MAKE A DIFFERENCE.*



## Director of Marketing & Communications

West Buckland School are looking for a highly organised, creative and experienced marketing professional with a genuine interest in the independent education environment. The successful candidate will possess a strong work ethic and a desire to immerse themselves into the community enabling them to become an authentic ambassador for the school.

### Key Responsibilities

#### Leadership and Management

- Lead, manage and develop the Marketing and Communications Team and the Head of Admissions.
- Provide clear and inspirational leadership, vision and motivation for the team where collaborative and creative thinking are encouraged and rewarded.
- Work closely with the Head, Prep Head and SLT providing expertise in marketing and communications as a member of the Senior Leadership Team.
- Foster a department with a strong team spirit ensuring the highest of standards and continuous professional development.

#### Strategy and Planning

- Develop and implement a dynamic and cohesive vision for the school in line with the school's development plan for internal and external audiences.
- Formulate, agree on and implement a comprehensive marketing and communications strategy that aligns with the school's mission, values, and aims.
- Advance and maintain strong relationships with key stakeholders, including current and prospective parents, staff, alumnae, local communities, feeder schools and relevant associations, to enhance engagement and advocacy.
- Advise on positioning and presentation of the school in reference to the immediate competitor market.
- Agree all marketing and communications budgets and report to the Head and Governing Body, the latter through termly reports on adherence to budgets.
- Work collaboratively with other senior staff and particularly closely with the Co-curricular and Admissions departments.
- Identify and develop potential global markets and work to create opportunities for the school to expand into the global arena.

## **Brand Management**

- Provide strategic leadership to develop and implement a targeted and cost-effective marketing plan which enhances the reputation and brand of WBS.
- Lead the development and management of the school's brand identity, ensuring this is consistent in relation to its visual identity, image, positioning and messaging. This will include guidance for WBS Foundation, OWBA (alumni) and commercial arm of the school.
- Act as the brand ambassador across all platforms and communications, including the website, social media, print materials, and events and maintain oversight of all materials which represent the brand values and the school.
- As brand ambassador, optimise opportunities to engage local and global audiences.
- Develop systems through which brand consistency is maintained in communications from all areas of the school.

## **Communications**

- Advise the Head and the Senior Leadership Team on reputational risk, change management, and both internal and external communications strategies, providing strategic guidance and project management to foster alignment between interdependent teams.
- Play a central role in any crisis management event in terms of managing communications and be prepared to act as a spokesperson for the school if required to do so by the Head.
- Act as a communications adviser to the Head and SLT and provide best-practice communications guidance and support to the whole school.

## **Marketing**

- Provide oversight of the school's website with responsibility for its evolution and accuracy; analyse key digital metrics to inform future marketing activity.
- Work closely with the Compliance Officer to ensure that all output is GDPR compliant and complies with the latest school policies and upholds the best practice in safeguarding.
- Ensure that market intelligence (sector trends, the competitive arena and evolving parental aspirations/interests) is up to date to enable the targeting of market segments effectively and measurably.
- Commission market research as/when required to inform strategy.
- Develop and oversee the school's digital marketing, including website design and content, SEO, social media, email marketing, and online advertising, ensuring it is engaging, effective, and aligned with the school's values and ethos.
- Ensure that all photography, film, videography, design and copy are of the highest standards and reflect the West Buckland School brand.
- Support development of West Buckland Enterprise as a brand alongside the core identity and incorporate this accordingly in strategy and campaign planning.
- Develop targeted digital and non-digital media and advertising campaigns, ensuring effective positioning of the school's brand.
- Working closely with the relevant departments, develop and implement a proactive social media strategy to enhance engagement with stakeholders and reinforce the school's reputation.
- Stay at the forefront of digital communication trends, ensuring WBS leverages emerging platforms and technologies effectively.



## Admissions

- Manage the Head of Admissions and work closely with them to develop an effective recruitment strategy and to achieve the school's recruitment targets.
- Provide advice and support for the Admissions Team in all aspects of brand and marketing to enable the team to meet its targets.
- Provide advice and support on communications to maximise the customer experience and conversion rates from enquiry to enrolment.

## Media and Public Relations

- Lead the development of relationships with local media outlets, national education journalists, and influencers.
- Promote the school's social responsibility initiatives, including its scholarship and bursary programmes and diversity and inclusion commitments.
- Provide PR advice for the Head and SLT in times of crisis or when there is concern regarding reputational damage.



## Required:

- Educated to degree level (or the equivalent).
- Demonstrable evidence of the successful implementation of marketing and communications strategies.
- Excellent skills in all forms of written and spoken communication which successfully impacts all target audiences.
- Experience of successful brand management.
- Ability to think strategically, analytically and creatively, with a strong track record of delivering successful multi-channel campaigns.
- Proven success in leading teams and ensure delivery to deadlines.
- Experience of admissions in a school and ensuring high levels of conversion.
- Proven ability of understanding and analysing data, market trends and stakeholder feedback to inform and implement marketing strategy.
- Experience of preparing reports for, and delivering information to, formal committees such as governing bodies.
- Ability to work and collaborate with a wide range of stakeholders, and to manage their different priorities and needs.

- Willingness to attend events and meetings outside of standard school hours and in keeping with a boarding school environment.
- Understanding of the context in which you are working and a commitment to the safeguarding of children.

#### **Desirable:**

- Relevant professional qualifications or certifications in marketing and communications (e.g., CIM, PRCA).

#### **Personal Attributes:**

- Positive and self-driven with a desire to always achieve the highest possible standards across all your areas of responsibility.
- Exceptional organisational skills and a flexible way of thinking with a proactive approach to problem-solving.
- Creative thinker with a willingness to think innovatively including within any budget constraints.
- Ability to lead in a supportive manner so that your team feels motivated to perform at the highest level at all times.
- Excellent relationship-builder with internal and external stakeholders and a willingness to be an active member of the WBS community.
- In possession of a proactive, creative, and flexible approach, with the ability to manage multiple priorities in a fast-paced, evolving school environment.

#### **Hours of work**

This is a full-time time appointment working throughout the year and requires the incumbent to be flexible in their approach to hours worked.

#### **Benefits**

In addition to a competitive salary, we provide free parking, daily lunch and access to our outstanding sports facilities. Further details of benefits we offer can be found in the accompanying Benefits Overview document.



Applications should be submitted by 5.00pm on 3 July 2025. The school reserves the right to close the application window earlier should a suitable candidate be identified. Interviews will be carried out during week commencing 14 July 2025.

Candidates invited for interview will be shown around the school and shown the Marketing & Admissions Department. There will be an opportunity to meet other members of staff and to see the school at work. There will be a series of interviews with the Head and other members of the Senior Leadership Team. The details of West Buckland School's own salary scale can be discussed at interview.

The application should include a covering letter and a completed application form including the names and addresses of two referees, one of whom must be your current or most recent employer. Applications should be addressed to: HR Manager, West Buckland School, Barnstaple via: [recruitment@westbuckland.com](mailto:recruitment@westbuckland.com)

Further information may be found on our website at [www.westbuckland.com](http://www.westbuckland.com)



### **Safeguarding Policy Statement**

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with the school's Safeguarding and Child Protection Policy at all times. If, in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, s/he must report any concerns to the school's Designated Safeguarding Lead or to the Head.

West Buckland School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including reference checks with past employers and the Independent Safeguarding Agency.

This post is identified as being within the scope of Regulated Activity and requires a cleared Enhanced Disclosure from the Disclosure and Barring Agency. As such all previous criminal convictions deemed to be expired under the Rehabilitation of Offenders Act are required to be declared, this may not negate the applicant from being appointed.

In line with KCSIE guidance the school will conduct an internet search of short-listed candidates on Google and Social Media and limited to the information provided on the application form. Any information that is publicly available online and relevant to safeguarding or your suitability to work with children might be discussed at interview.

**Equal Opportunities**

West Buckland School is committed to equality of opportunity for all staff and applications are encouraged from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships. In line with KCSIE guidance the school will conduct an internet search of shortlisted candidates on Google and Social Media and limited to the information provided on the application form. Any information that is publicly available online and relevant to safeguarding or your suitability to work with children might be discussed at interview.

**Data Protection**

The school is registered under the Data Protection Act 1998. The information you supply when requesting a job pack will be held in electronic format for monitoring and evaluation purposes and in connection with any future contact. We keep applications from unsuccessful candidates for a period of six months from the closing date after which they will be destroyed. If you do not wish your application to be retained during this period please indicate this in a covering letter with your application.