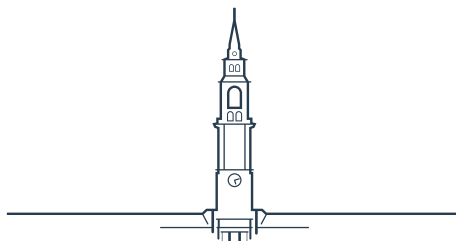




DIRECTOR OF COMMUNICATIONS

JOB DESCRIPTION





NAVIGATING
SUCCESS
SINCE 1712

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BACKGROUND

The Royal Hospital School (RHS) was founded in 1712 in Greenwich, London, to 'improve navigation' through education and, as it prepared boys for a life at sea, many went on to become explorers and pioneers of their time. Today, it is one of the region's leading co-educational boarding and day schools for 11 to 18-year olds set in 200 acres of beautiful Suffolk countryside overlooking the River Stour.

Over the past 10 years, the School has grown in popularity and reputation positioning itself as the school of choice for parents seeking an outstanding all-round and full education for their children, enriched by a unique naval heritage.

The School is part of the Crown Charity, Greenwich Hospital, and receives support for the children of serving or retired Royal Navy and Royal Marine personnel through the provision of seafarers' bursaries. More recently, a partnership with the Royal National Children's Springboard Foundation and the start of a bursary endowment fund has enabled the School to widen access to families who would not otherwise be able to afford an independent school education.

In 2006, day pupils were accepted for the first time and recruitment extended to international pupils. In September 2018, the roll was 750 pupils and current forecasts are predicated on sustaining this number with an equal number of boarders and day pupils. The recruitment of international pupils is focused on a broad diversity through a network of valued educational agents. There are currently around 100 pupils from 27 different countries in the school.

BRAND POSITIONING

The School recently undertook a comprehensive project to develop its brand. This involved engaging with all key stakeholders including parents, pupils, staff, governors, alumni and feeder school heads. The resulting positioning statement around 'helping individuals find what they are good at' and 'Navigating Success' led to visual concepts and messaging which elevated the Royal Hospital School brand. Between July 2017 and June 2018, a new prospectus pack, website, brand video and both internal and external communications were launched. The School was shortlisted for Marketing Campaign of the Year by the TES Awards 2019.

“ The work that has been done on elevating the Royal Hospital School brand must be considered some of the best we've encountered in the sector. ”

MILES LATHAM, MANAGING PARTNER, AFFIXIUS

“ The Royal Hospital School website is a fantastic example of where the design process can take a school with a clear understanding of its key messages and a desire to push creative boundaries ”

KEALAN DUFFY, PRODUCTION MANAGER, FINALSITE U

SOCIAL RESPONSIBILITY

The School enjoys close links with the wider community and prides itself on its partnerships with local maintained schools, clubs and societies as well as through its volunteering and charitable activities. It was the first school to establish an ongoing partnership in support of the Suffolk Community Foundation. As well relationships with local businesses and organisations, the School maintains strong links with the Royal Navy, Royal Marines and other services. The School also holds the Suffolk Carbon Charter Gold Award in recognition of its commitment to carbon reduction.

THE ROLE

This is an exciting opportunity for an experienced and highly skilled communications professional who is able to work effectively with a variety of stakeholders and to build on some very strong foundations and the school's growing reputation

The successful candidate will report directly to the Headmaster.

The Director of Communications will be expected to work closely with the Director of Development and Admissions Department.

The Director of Communications will be responsible for line managing the Marketing Manager and Graphic Designer as well as those with roles that incorporate aspects of marketing and outreach. The Director of Communications will provide strategic initiative, management and delivery on all aspects of both internal and external communications.

OBJECTIVES OF THE ROLE

- To protect and enhance the School's good reputation and profile in order to maximize income and increase awareness and support.
- To take a leadership role in safe-guarding and developing the Royal Hospital School brand and identity.
- To lead and support activity which enhances the reputation of the Royal Hospital School both in the UK and overseas.
- To maintain and develop relationships with all RHS stakeholders through effective communication.



RESPONSIBILITIES

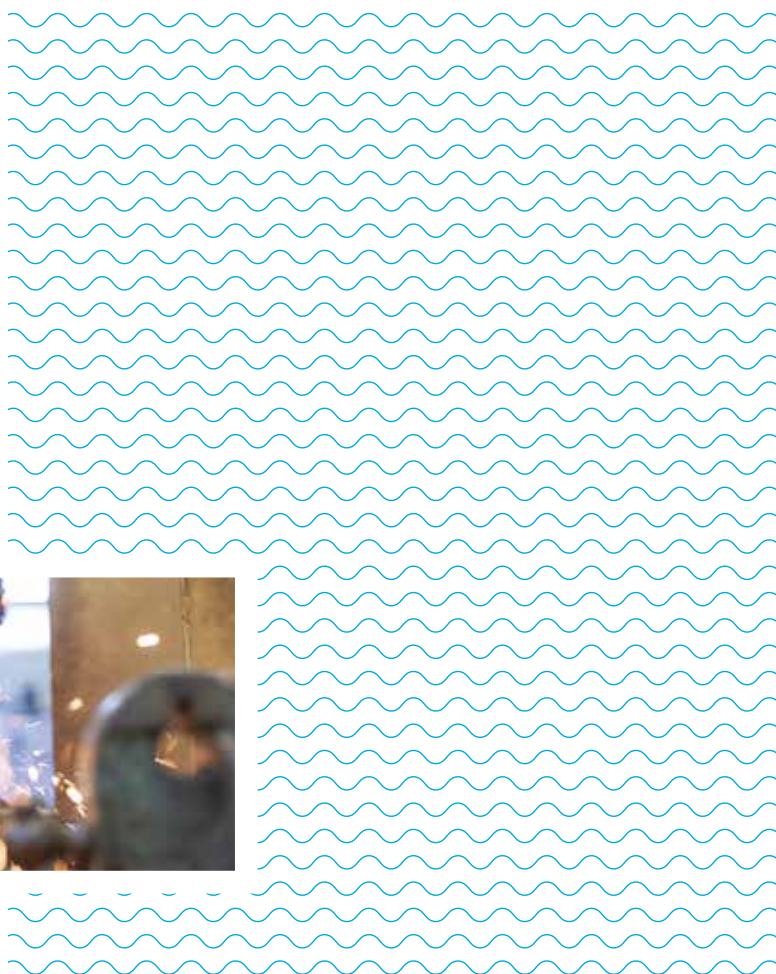
1. BUSINESS GROWTH AND DEVELOPMENT

- Develop and execute a Communications Strategy that assists in the delivery of the School's marketing, development, admissions and commercial objectives and in line with the School's strategic plan.
- Own and develop the Royal Hospital School's brand identity.
- Manage the School's integrity, profile and positioning in the market place and communicate its vision as outlined in the School's strategic plan.
- Support and advise the Headmaster, Senior Management Team and Board of Governors on areas of reputational risk, change management and associated internal and external communications.
- Commission, arrange and interpret research projects. These may include parent surveys, non-joiner research, exit interview analysis, socio-demographic research, affordability surveys and as required.



2. MEDIA RELATIONS

- Lead the strategic and operational relationships with key media contacts ensuring brand consistent communications.
- Assist the Headmaster and other senior staff in the creation of speeches, articles and opinion pieces in line with the school's brand positioning and key messaging.
- Lead on Crisis Communications Management.
- Support the development of relationships with local, regional and national government and communications with leading influential voices in the sector.
- Provide relevant media training, mentoring and coaching for senior members of staff where appropriate.



3. MARKETING

- Lead strategic and operational relationships with key agencies and suppliers (PR, creative, web development, photographers, film, media, print and production)
- Together with the Marketing Manager, develop and implement a highly targeted and cost-effective Marketing and Communications Plan in line with the school's brand positioning and strategic objectives
- Oversee the production of all content and creative for multi-media use
- Plan and implement digital and off-line campaigns with objectives to include brand awareness, search engine optimisation, remarketing and targeted conversions.
- Advise and agree on the School's Social Media Strategy
- Oversee the production of all printed and digital materials intended for external audiences including prospectus, magazine, development report, campaign brochures, RHS Enterprise Ltd materials, curriculum guides and as required.
- Direct the ongoing development of the School's website



4. INTERNAL COMMUNICATIONS

- Lead and implement internal communications to ensure that staff are aware of the School's brand positioning, performance and strategic direction
- Coordinate Parent Forum membership and meetings
- Advise and monitor all communications between the school and parents
- Work with the IS Manager, Head of Digital Learning, Marketing Manager and other relevant members of staff to maximise the parent journey/experience on all digital communications platforms including My School Portal, RHSPost and SOCs
- Work with relevant stakeholders to ensure efficient and effective functionality of digital communication platforms

5. ADMISSIONS

- Assist the Admissions teams, in defining and developing the School's Recruitment Strategy.
- Support the implementation of admissions processes that will maximise conversion rates and target high quality candidates in line with the School's recruitment objectives.
- Establish the print and production requirements of the UK admissions team and oversee the production of support materials such as display materials, promotional items, subject information, fulfilment packs and open day, event and taster day programme promotions.
- Establish the print and production requirements of the international admissions team and oversee the production of support materials including agents' resources, promotional items and display materials.

6. DEVELOPMENT

- Assist the Director of Development in the production of a Development Plan in line with the School's medium- and long-term strategic objectives.
- Assist the Director of Development in all internal and external communications
- Establish and agree the print and production requirements of Development Department and oversee the production of support materials including development reports, campaign literature and display items.

7. RHS ENTERPRISE LTD

- Advise the Commercial Manager and Bursar in the promotion of commercial activities including the development of web pages.
- Establish the print and production requirements of RHS Enterprise Ltd and oversee the production of support materials.

8. MANAGEMENT AND REPORTING

- Report to the Headmaster and governing body on key performance indicators and targets
- Contribute to Senior Management Team discussions where appropriate.
- Manage direct reports (Marketing Manager and Graphic Designer) and work closely with marketing, admissions, development and enterprise departments.
- Responsibility for the updating of policies where appropriate including Admissions Policy, Taking, Storing and Using Images of Children Policy, Guardianship Policy, Data Protection Policy, Privacy Notice, Concerns and Complaints Policy, Disaster Plan and others as required by the Senior Management Team.
- Submit and manage the School's marketing budget and maintain a high level of control over departmental expenditure.
- Undertake any other tasks reasonably required by the Headmaster.

9. SAFEGUARDING

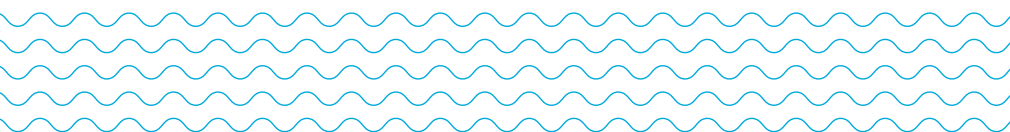
- Adhere to School policy on safeguarding and update training as required.
- Ensure the safeguarding and well-being of children and young people at the School in accordance with School policies.

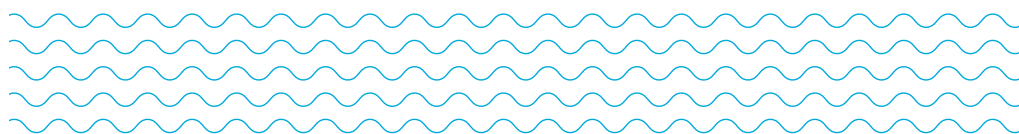


PERSON SPECIFICATION

The successful candidate will with be able to demonstrate creativity and enthusiasm for the sector and will show a passion for the education of young people. He or she will have an understanding of our stakeholders and sympathy and commitment to our heritage and individuality.

REQUIREMENTS	ESSENTIAL	DESIRABLE
EXPERIENCE AND QUALIFICATIONS	Educated to degree level or a relevant communications/ marketing qualification	Experience of working in an educational environment
	Held a similar role in a consumer or service orientated organisation	Previously held a senior PR or journalistic role
	Demonstrate successful leadership and management of marketing/ communications functions.	
	Experience of managing effective relationships with key stakeholders	
	Experience of managing budgets	
KNOWLEDGE	Experience in managing successful multi-channel communications strategies and/or marketing campaigns.	Understanding changing markets in the independent education sector
	Management of media relations	Crisis Management
	Digital marketing including social media strategy	Established media contacts
	Writing creative and engaging copy	Strategic skills
	Proof reading and editing content	
	Understanding of the briefing and design process	
	Brand development	





REQUIREMENTS	ESSENTIAL	DESIRABLE
PERSONAL SKILLS	Outstanding written and verbal communication skills.	
	Ability to manage multiple projects, prioritise and deliver to deadline	
	Able make considered decisions and work under pressure	
	Meticulous attention to detail	
	Self-motivated, enthusiastic and continually striving for improvement	
	Honest, reliable and a good sense of humour	
	Ability to foster good relationships and influence.	
	Team player willing to help out and be flexible with time. Ability to respond to unexpected challenges at short notice	
	Creative thinker who is results-driven	
	Strong interpersonal skills with the ability to form relationships with key stakeholders	
IT SKILLS	Microsoft	Adobe InDesign
	Website CMS	iSAMS

TERMS AND CONDITIONS

Salary: Dependent on experience and qualifications.

Hours of work: Full time, all year round. Normal hours of work are from 08:30 to 17:00 Monday to Friday but a degree of flexibility will be required to meet deadlines and fit in with the rhythms of a busy boarding school.

Holiday: 33 days including bank and public holidays

Benefits: Pension

Lunch during term time and when available in school holidays

Contributory Health Scheme

