



Tettenhall College

AN INDEPENDENT SCHOOL FOR AGES 2 TO 18

Head of Marketing

Information for applicants

www.tettenhallcollege.co.uk

Welcome to Tettenhall College



Founded in 1863 by a local industrialist, Tettenhall College is an independent, co-educational day and boarding school providing continuous quality education for children aged from 2 to 18 years. The School currently has 420 pupils, the majority of whom are drawn from across the Midlands, but also includes a vibrant boarding community made up of pupils from over 15 countries worldwide.

The School stands in 33 acres of stunning grounds and woodland situated in the picturesque village of Tettenhall, on the outskirts of the city of Wolverhampton. Tettenhall is within easy reach of Birmingham, Manchester, Liverpool, Shrewsbury and London.

Our pupils are known for their positive approach, their appreciation of the staff, of their School and of their fellow pupils, their motivation to learn and their whole-hearted commitment to every aspect of school life. Tettenhall College, in turn, is committed to providing an outstanding personalised education, combining strong academic standards and a wide range of extra-curricular activities. Academic results are consistently high. In 2018, three quarters of the GCSE pupils achieved grades 9 to 4, and at A level over 50% of the cohort achieved grades A* to B. The vast majority of Sixth Form leavers choose to go on to university with many selecting Russell Group institutions and a few each year opting for prestigious international options or competitive, sought-after apprenticeships with major companies. Beyond the classroom, pupils have the opportunity to participate in a wide range of sporting, performance and co-curricular activities, as well as being encouraged to engage in adventure and charitable causes.

The School is an active member of the Society of Heads, the Independent Schools Association and the Boarding Schools Association.

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Working with us

The School combines the best of modern teaching and facilities with the heritage and values of a traditional educational establishment – both in its physical setting and in its ethos. A substantial, recently completed investment programme has created outstanding facilities for the next era of Tettenhall College: modern, en-suite study-bedrooms, a state of the art Study Centre, a new Sixth Form Common Room, a library, a multi-purpose all-weather sports facility and squash courts. These investments complement the already impressive facilities of the Victorian 'Towers Theatre'; a charming Victorian indoor heated swimming pool; extensive sports fields and modern IT facilities.

This commitment to providing the very best facilities is matched by the energy and passion of our inspirational, committed staff who strive to inspire and ensure that all pupils fulfil their personal best. Small class sizes throughout the College ensure individual attention for each pupil with emphasis on the development of the individual. This supportive environment has resulted in the School's excellent reputation for pastoral care – confirmed by a recently awarded Well-Being Award. Support of those pupils who have additional learning needs, including EAL, is a critical element of the School's offering.

This is an exciting time to join the College; under the current leadership the School has increased its profile consistently over the past five years both locally and within overseas markets. Pupil numbers have grown by 25% with a steady increase in boarding. Tettenhall College is now widely recognised as one of the Midlands' leading independent schools and is progressing rapidly towards its goal of becoming one of the best small independent schools in the UK.

The well-being for all our staff is of particular importance and, as part of an overall strategy for the School, ongoing initiatives are continually introduced to enhance our working environment. Staff are entitled to fee remission for their children and we encourage all staff to look outwards and focus on continuous professional development.



*The well-being of all our staff
is of particular importance*



For further information about the School
please visit our website at www.tettenhallcollege.co.uk

Our Mission, Vision and Values



Our mission is to nurture our pupils to achieve their full potential and discover their unique talents

The cornerstone of our community is our vision to be the school of choice for outstanding personalised education, inspiring every pupil to excel academically and beyond. Our mission is to nurture our pupils to achieve their full potential and discover their unique talents in an educational setting where they will thrive and be happy. Our exceptional staff motivate pupils to embrace challenge, giving them the best preparation for life and personal success.

Our core values include:



Ambition

We strive for excellence in every aspect of our work and have high aspirations for our pupils. We encourage resilience by embracing mistakes as learning opportunities.



Opportunity

We foster self-belief. We provide academic challenge, personalised support and a breadth of learning opportunities.



Creativity

We have the freedom to adapt our education to find the most effective way to meet our pupils' needs. We recognise that nurturing creativity is vital in today's world.



Community

We have a safe and secure family environment throughout our School. We look to promote our shared values and respect for each other. We equally want pupils to look outwards, act responsibly and become valued global citizens.



Character

We cultivate emotional intelligence well-being and self-respect and encourage support for each other. We lead by example to promote healthy and balanced lifestyles.

The Role

The School operates in a highly competitive environment and requires creative, strategic marketing to help it maintain and raise its profile as one of the Midlands' leading independent schools. Much work has been done in recent years to build the School's reputation which now needs to be further developed by a new Marketing Manager.

The Head of Marketing is responsible for progressing and implementing the marketing strategy and working with the Registrar to achieve recruitment targets for all sections of the School from ages 2-18. The Head of Marketing will work with all staff to strengthen the position of Tettenhall College in the marketplace, promoting a positive image of the School locally, nationally and internationally.

The post holder will report to and work closely with the Headmaster and the Governors' Marketing Committee.

This is an exciting opportunity to be part of a successful, forward-thinking team and make a real difference in an independent school environment. We welcome applications from a range of backgrounds but he/she will need to apply their skills and understand quickly the competitive independent school market.



Person specification and experience

- ▶ Degree in marketing/business related subject or recognised marketing qualification
- ▶ Strategic marketer with track record of success
- ▶ An experienced self-starter – schools/education marketing of value but not critical
- ▶ Recent hands-on experience of working in or leading a successful marketing department
- ▶ Flair for creative thinking and the ability and initiative to translate ideas into reality
- ▶ Excellent face to face, written and verbal communication skills
- ▶ Copywriting for publications, media, website and PR
- ▶ Managing websites and social media and their effective application in marketing
- ▶ Events management
- ▶ Ability to work on PC-based software applications
- ▶ Well organised/high levels of efficiency; meticulous attention to detail and accuracy
- ▶ Flexible approach to duties undertaken and working hours
- ▶ The ability to work as part of a team as well as on their own
- ▶ The ability to work under pressure and prioritise effectively



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Duties and responsibilities

COMMUNICATION

- ▶ Development and implementation of the School's communication and PR strategy by raising awareness and differentiation across key markets at home and internationally
- ▶ Consistent implementation of the School's brand guidelines, providing editorial and design control over all communications and advertising
- ▶ Develop links with the media, writing media releases and copy for all publications and website in line with the positioning statements
- ▶ Design of the website and renewal where necessary
- ▶ Overseeing inputting of information into the website
- ▶ Engage in social media activity
- ▶ Creation and distribution of newsletters and all paper and electronic marketing communications
- ▶ Organise video and photography for media releases, internal publications and website

EVENTS

- ▶ Overall marketing responsibility for all internal and external events
- ▶ Work with the Registrar to develop and support initiatives focused toward pupil retention and recruitment
- ▶ Attend key School events – some evenings/weekends
- ▶ Support the Registrar with feeder school and partnership/community activities
- ▶ Work with the Alumni Relations Manager to promote and support the Old Tettenhallian strategies
- ▶ Work with the Parent Teacher Association to help promote and support fundraising events

Two roles currently report to the Marketing Manager:

- ▶ Digital Marketing, Advertising and Website Assistant FT
- ▶ Lettings and Events Co-ordinator PT

How to apply

Closing date: Midday on 22 November 2019

Interviews: Week commencing 2 December 2019

Salary: Circa £40k

To apply please complete an employment application form and return to head@tettcoll.co.uk



Tettenhall College is committed to safeguarding and protecting the welfare of children. All appointments are subject to a satisfactory enhanced Disclosure and Barring Service check (including a check against the Children's Barred List) and other pre-employment screening including references and medical fitness.

Please note that we will take up references provided in your application form prior to interview.

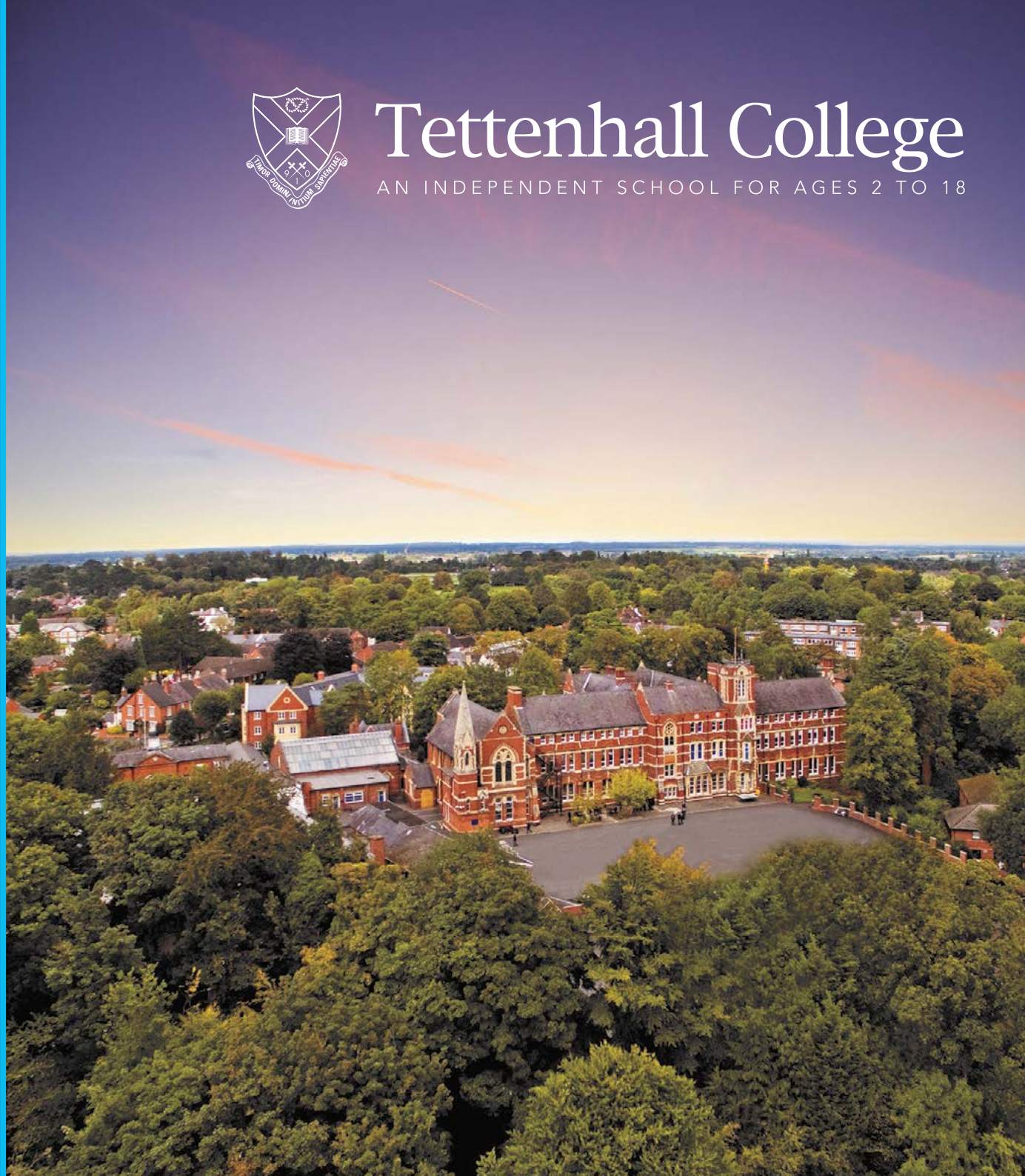
Full details of the School's safeguarding policies and procedures are available on the School website: www.tettenhallcollege.co.uk





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Wood Road, Tettenhall, WV6 8QX