AMDG

STONYHURST

1999-2019 Celebrating 20 Years of Co-Education

PREP SCHOOLS LIAISON OFFICER

Candidate Information



ABOUT STONYHURST

Stonyhurst College is the UK's leading Catholic co-educational boarding and day school for pupils aged 3-18. Boarding is from the age of 7.

At the College, there are approximately 500 pupils aged 13-18, two thirds of whom are boarders. At Stonyhurst St Mary's Hall, the adjacent dedicated preparatory school, there are around 300 pupils aged 3-13. Stonyhurst is set in stunning countryside, near the Ribble and Hodder rivers and the beautiful Trough of Bowland. Manchester is only about an hour away by road or rail. The market town of Clitheroe is four miles away, and we are 12 miles from the city of Preston. The Lake District can be reached in about an hour, and the Yorkshire Dales are even closer.

Stonyhurst has a fascinating heritage, being the oldest continuously active Jesuit school in the world. It was founded in St Omer, Northern France (then the Spanish Netherlands), in 1593, and moved to its present site in Lancashire's beautiful Ribble Valley in 1794. Throughout the years of religious persecution in England, Stonyhurst educated the boys of the English Catholic aristocracy and gentry.

This year Stonyhurst celebrates 20 years of full co-education. Our roll is 50/50 boys and girls.

The College's Jesuit mission and identity, and its sense of family, set Stonyhurst apart from other schools. Pupils are urged to do as much as they can (*Quant Je Puis*) for other people following the example of Jesus Christ and following in the spirit and charism of the Jesuits. The College prepares young people to change the world for others.

Stonyhurst is a family where heritage and innovation are fused to inspire young people to be agents of change in the world.

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CONTEXT

This is a new role within our Admissions Team. Admissions sits within our External Affairs Department. The appointee will report to the Director of Admissions and work closely with members of the Stonyhurst Executive team on the development and implementation of the College's recruitment and admissions strategies. He/she will work alongside the wider Admissions and External Affairs functions to create a cohesive 'Prep and Feeder Schools Strategy', based on a shared understanding of Stonyhurst's aims and vision. Central to this is maintaining and increasing the number of boarding pupils at Stonyhurst from national and international Prep and Feeder Schools.

THE ROLE

The core purpose of this new role is to deliver a sector-leading engagement and outreach service to Stonyhurst's Prep and Feeder Schools, at home and longer term overseas. The Prep Schools Liaison Officer will co-ordinate and implement Stonyhurst's 'Prep Schools and Feeder Schools Strategy', establishing and nurturing strong relationships through a series of events, activities and communications. This person will work to position Stonyhurst as the leading Catholic independent boarding school in the UK. The role is focused on maintaining and increasing our flourishing boarding pupil intake.

The Prep Schools Liaison Officer will develop a detailed knowledge of preparatory, feeder and competitor schools, locally, nationally and internationally, working with the Director of Admissions and others as required. He/she will produce an evidence-based strategy for building relationships with existing and new Prep and Feeder Schools, based on recruitment priorities and market research. He/she will ensure that Prep and Feeder Schools are informed of their former pupils' progress.

This exciting and varied role is newly created and would be ideal for someone with a background in schools or marketing and a track record in relationship management and engagement with partners/stakeholders. The post-holder will be working with multiple stakeholders, both internally and externally so excellent interpersonal and communication skills are a must, as well as a flexible approach to the role.

CANDIDATE PROFILE

The successful candidate will ideally have experience of independent schools and of preparatory schools. He/she will have a talent for strategic marketing, communications, general management, customer care and people relationships. He/she will also have a keen understanding of independent education in general and the benefits of boarding in particular, and will be able to communicate Stonyhurst's character with enthusiasm and conviction.





KEY RESPONSIBILITIES

Events

Under the line management of the Director of Admission creating and managing a Prep and Feeder Schools Strategy event management plan; co-ordinating existing activity and using data and insight from the Prep and Feeder Schools Strategy to introduce new activity, both externally and internally to nurture and develop relationships.

External Prep & Feeder School Events

- Representing Stonyhurst College at Prep and Feeder School fairs and events, ensuring all exchanges are reflective of key messages and strategy of our school
- Researching, creating and executing an engagement plan to deliver bespoke outreach events and activity at target Prep and Feeder Schools
- Researching, creating and executing an engagement plan to deliver bespoke outreach events and activity to our alumni families, in partnership with the Stonyhurst Association
- Researching, creating and executing an engagement plan to deliver bespoke outreach with Prep and Feeder Schools which publicises Stonyhurst's extensive bursary and fee assistance offering for boarding pupils
- Working with internal stakeholders, including Heads of Department, Heads of Playrooms (Assistant Heads in charge of year groups), our Co-Curricular and other departments to resource and deliver outreach events and activities
- Developing and maintaining a log of all staff visits to Prep and Feeder Schools and Prep and Feeder School Head and school visits to Stonyhurst College
- Monitoring and researching competitor outreach programmes, highlighting new initiatives, conducting gap analysis and escalating risk/s
- Planning, communicating and delivering new events for target Prep and Feeder Schools and partners
- With the Director of Admissions researching , planning and executing off site Stonyhurst events for Prep and Feeder School Heads and schools to attend across the UK

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Internal Prep and Feeder School and Admission Events

To work closely with the Director of Admissions, as well as the Senior Registrar and College Registrars on:

- The planning and implementation of the programme of Admissions internal events (new and existing) for prospective families
- Researching and managing external event agencies (when relevant) to delivery specific event elements
- Working closely with the wider Admissions Team for individual visits and tour mornings of pupils from Prep and Feeder Schools

Joint Events with Stonyhurst's Preparatory School, Stonyhurst St Mary's Hall

- Identifying and implementing joint events (new and existing) for Prep and Feeder School Heads and prospective families to promote our dedicated preparatory school, Stonyhurst St Mary's Hall
- In particular, identifying, attracting and stewarding applications from 11+ Prep and Feeder Schools, securing pupils into Years 7 and 8, which are taught at Stonyhurst St Mary's Hall. Accordingly, the successful candidate will also work very closely with the Headmaster of Stonyhurst St Mary's Hall

Communications

- Acting as the conduit for all Prep and Feeder School communications, ensuring messaging is consistent and relevant at all times

- Working closely with the Director of Admissions and the marketing function to:

    - Create and distribute personalised communications to Prep and Feeder Schools
    - Prepare any marketing collateral required in support of the event programme. Including: literature, signage and merchandise
    - Maximise engagement on digital communications channels pre and post events when relevant





QUALITIES & KEY SKILLS

Affinity with the School's culture - The Prep Schools Liaison Officer will need to be at ease in promoting the values of an independent Catholic day and boarding school and be able to embrace and articulate with conviction the character of the school.

A genuine interest in education and support for independent education

Support for Stonyhurst's unique mission as a boarding school

A Relationship-based approach - A commitment to engaging with Prep and Feeder Schools, and also with individual prospective families, understanding their needs and priorities

Communication - The ability to write and speak messages that are clear, convincing and inspiring. An appreciation of how to use different media to best effect with different audiences. A persuasive and compelling public speaker

Strong administrative and organisation skills, with meticulous attention to detail

A self-started with a positive 'can-do' attitude and has the ability to work on their own using their own initiative

Digital literacy - High level of competence in standard office software (word-processing, presentation and spreadsheet packages). A proven understanding of, and ability to interpret, databases and their use in customer relationship management. Familiarity with social media platforms and their effective use in a communications strategy

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REMUNERATION AND TERMS OF EMPLOYMENT

The salary will be in the region of £25,000 - £30,000 per annum dependent upon candidate skills and experience. A formal contract of employment will be drawn up on appointment. The following notes provide guidance, without prejudice, on the main provisions of the agreement

Contract
This is a permanent, Term-Time only role

Appointment date
Easter Term 2020, or as soon as possible

Hours of work
Normal office hours are 37.5 hours a week but the Prep Schools Liaison Officer will be expected to work such hours as may reasonably be required to carry out the role. Flexible working will be expected given the nature of the role

Travel
This role will be a mobile role with a large amount of travel. Expenses and transportation costs will be covered

Pension Scheme
The School operates a money purchase pension scheme to which the employer contributes up to a maximum of 6% (matched to employee contributions)

Provision of meals
Meals and refreshments are provided free of charge in the Refectory during working hours

Sports Centre
The College has a wide range of sporting facilities which are available for use by staff at subsidised rates

Safeguarding
All staff share responsibility for promoting and safeguarding the welfare of the pupils and must adhere to, and comply with, the School's Child Protection Policy at all times

Pre-employment checks
The appointment is subject to an Enhanced Disclosure and Barring check. The notice period will be one full term, following an initial probationary period





APPLICATION PROCESS

To arrange a confidential discussion about the role, please contact:

Stephen Withnell (s.withnell@stonyhurst.ac.uk) and/or Sharon Mallinson (s.mallinson@stonyhurst.ac.uk)

The deadline for receipt of applications is 10.00am on Wednesday 15 January 2020.

Interviews will take place at the school. Dates and processes will be confirmed after receipt of applications

To apply, candidates should complete the application form and email it, together with a covering letter (both as PDF files please) to recruitment@stonyhurst.ac.uk

Please address your letter to Mr Stephen Withnell, Deputy Head (External), Stonyhurst College

LDS