



CITY OF LONDON
SCHOOL FOR GIRLS

Contents

About us
The role
Details of post
Person specification
Staff development and benefits
How to apply
Conditions of service
Our school
Our ethos and vision
Strategic development plan

Information Pack for the position of
Head of Marketing and
Communications

The role

Reporting to: Director of External Relations

Responsible for: Communications Officer, Digital Content Creator (to be appointed autumn 2025)

Salary: £47,620 to £53,310 plus Market Forces

The City of London Corporation is currently undergoing a programme to ensure that our pay and reward practices are competitive and equitable across the whole organisation to ensure that everyone has the opportunity to thrive in the work that we do.

The role

We are seeking an exceptional, strategic, and visionary Head of Marketing and Communications to help lead and shape the school's brand narrative, enhance visibility and support student recruitment. This is a pivotal role, responsible for developing and delivering an integrated marketing and communications strategy that aligns with the school's ethos, values, and aims.

Purpose of the post

- Under the direction of the Director of External Relations, lead on the development and delivery of plans and strategies for marketing and communications activities at City of London School for Girls in accordance with the school's strategic goals.
- Lead on all marketing activities, including copywriting, event management, developing the school's relationship with key stakeholders, managing publications, acting as a brand ambassador, managing advertising campaigns and commissioning and liaising with designers and photographers.
- Position the school as a sector leader through clear brand messaging, targeted campaigns, and high-impact storytelling.
- Oversee marketing and communication strategies for the school with measured and costed plans for delivering targets.
- Actively promote the school and develop new opportunities for promotion through events, advertising, feeder schools, school fairs and schools shows etc.
- Line manage the communications and marketing team.



Summary of responsibilities

- Under the direction of the Director of External Relations, create and execute short-, medium- and long-term marketing and communications strategies to continue to raise the profile and awareness of City of London School for Girls

Strategy

- Conduct regular market analysis and competitor benchmarking to inform strategy and decision-making.
- Work closely with senior leadership to support strategic priorities and actively contribute to the strategic direction of the school
- Provide strategic advice to the Headmistress and governors on brand positioning and reputation management.
- Build and maintain strong and collaborative relationships with internal stakeholders including the Head and senior management team, developing effective working relationships with external stakeholders such as the media, the Corporation and consultants
- Maintain an excellent understanding of the political and educational landscape.

Communications

- Lead on the development and delivery of internal and external communications, including newsletters, press releases, and crisis communications. Ensure that all messages are delivered in an appropriate manner and tone and uphold the good reputation of the school;
- Provide advice and specialist expertise to the senior leadership team on internal and external messaging and communications as and when necessary;
- Enhance the school's reputation through proactive public relations efforts. Work with journalists and the Corporation of London's Communications Team to secure national and local media coverage of the school and its activities in accordance with the school's goals;



Summary of responsibilities

- Work with the Director of External Relations during a critical incident, and lead in their absence.
- Ensure that channels of communication are effective, accessible and appropriate;
- Collaborate closely with City Junior School and City of London School, ensuring an aligned approach

Marketing

- Develop and manage advertising campaigns in line with the school's marketing plans and focus on new markets and track their effectiveness to help inform future campaigns;
- Plan and manage projects and programmes of work in respect of marketing and communications activities in support of school objectives as required.
- Lead on the development and production of all marketing publications including the prospectus, school magazine and related materials;
- Work with the wider External Relations team to develop and produce content for development and partnerships as appropriate;
- Manage the school's digital presence, including the website and social media channels, developing content and ensuring that it is informative, up-to-date and engaging and which leads to an increase in usage and conversion to applications or satisfaction from existing parents;
- Oversee all content development for website, digital signage, newsletters, and social media platforms.
- Act as the school's brand ambassador, ensuring that all materials meet the brand guidelines and corporate identity, offering guidance, templates and support where necessary;
- In collaboration with the Admissions team, proactively identify areas for improvement in the school's customer service and communications, and provide support and guidance as required in ensuring all communications meet the necessary standards;



Summary of responsibilities

Events

- Work with Admissions on the organisation and management of high-quality school open events, both online and offline;
- Represent the school at external school events, school recruitment fairs and similar as required;
- Assist with major school events to ensure on brand.

General

- Deputise for the Director of External Relations when required, particularly in the event of crisis/major incident and corporate communications.
- Produce and share regular marketing reports as agreed with the Director of External Relations and Headmistress, evaluating the success of each marketing channel, key performance indicators including (but not limited to) ROI, Cost per Lead and social media traffic and use this to develop and improve future marketing activities.
- Line manage the marketing team.
- Draw up budget proposals for marketing and communications activity, allocating resource appropriately, monitoring and managing the agreed budget effectively.



Person specification

Professional qualifications, relevant education and training:

- Educated to degree level or an equivalent level of skills knowledge and professional experience. (A)
- A related-post graduate qualification desirable. (A)

Experience required, including budget holding experience (if appropriate):

- Significant experience in a marketing and communications role, to include developing plans and strategies in accordance with organisational objectives; (A,I)
- Proven experience of developing and implementing marketing and communications strategies which meet agreed targets and organisational objectives; (I)
- Experience of managing a team or staff; (I)
- Demonstrable experience in developing and maintaining a strong organisational brand, including tone and voice; (I)
- Experience of managing external agencies, designers, printers or other key stakeholders in marketing and communications activities; (A, I)
- Experience of managing budgets; (A)
- Experience of working in a school or the education sector
- Proven expertise in all aspects of on and offline marketing, PR, communications and engagement, with a detailed understanding of how to maximise the effectiveness of all key marketing channels in a school or similar environment; (I)
- Ability to move seamlessly between strategic thinking on marketing and communications issues and operational delivery and make a significant contribution to both; (I)

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (A), interview (I) or test (T) as indicated below. Professional qualifications, relevant education and training:

- Ability to develop and manage a wide range of marketing and communications activities in a school environment to include print materials and social media/digital; (A, I)
- Ability to provide sound advice to senior staff on internal and external messaging and communications and which may be in respect of sensitive issues; (I)
- Ability to develop, organise and manage high quality online and offline school open events; (I)
- Excellent interpersonal and oral communication skills with the ability to build and sustain effective working relationships within the school and externally with key stakeholders on marketing and communications issues and to discuss issues with sensitivity, tact and diplomacy; (I)
- Strong written communication skills in order to draft high quality reports, plans and strategies, and to compose engaging marketing and communications material for a range of audiences and which demonstrate creative flair; (I)
- Proficient in the use of IT packages such as Office 365 (A)

Desirable

- Experience in using databases and digital marketing software, including digital analytics, SEO and digital platforms.
- Experience of using Adobe Suite and Canva is an advantage.

Staff development and benefits

Members of staff at the City of London School for Girls enjoy competitive salaries.

The school is thoroughly committed to supporting the professional development of staff and we believe that staff learning is as important as pupil learning at CLSG.

The school is part of the City of London Corporation along with City of London School, Freeman's School, and City Junior School.

Annual season ticket loans, cycle loans, shopping discounts and reductions on ticket prices at the Barbican are among the range of benefits available to all staff. The school offers free and confidential employee assistance helpline.



How to apply

The closing date for this role is 9am on **Monday 28 July**. Interview dates are to be decided.

CLSG is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

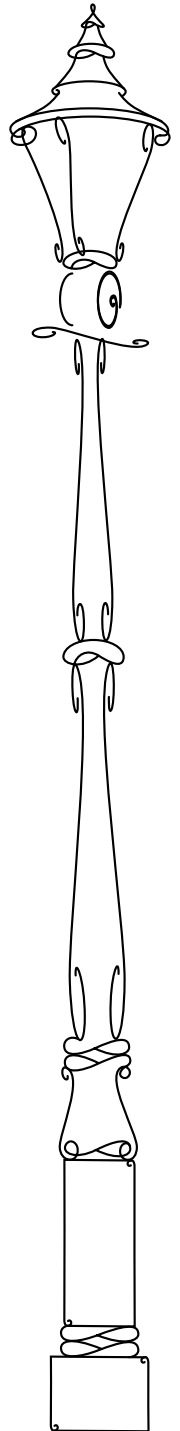
This post is exempt from the Rehabilitation of Offenders Act and as part of the selection process applicants must be willing to undergo child protection screening appropriate to the post, including employment references, criminal conviction & professional checks.

The City of London Corporation is committed to equal opportunities and welcomes applications from all sections of the community.

Important instructions for applicants

- The application form should be used to detail all relevant qualifications and provide a full, dated career history with explanations of any gaps in employment
- If you have spent three months or more living or working outside the UK, you should tell us the country/ies and the dates of your stay
- Space is provided in the application form to include a supporting statement. You should use this statement to set out clearly why you consider you are suitable and how you meet the criteria listed in the person specification for the post
- The application form asks you to declare all criminal offences, including those that are spent, and any relationship you have to other employees of the City of London Corporation

Note that any misrepresentation of or failure to declare information that is material to the appointment may invalidate an application, or lead to summary dismissal if the applicant has started in post.



Conditions of service

The school is an equal opportunities employer. The school welcomes applications from all suitably qualified persons regardless of their race, gender, disability, religion/belief, sexual orientation or age.

CLSG is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All applicants should read the school's child protection policy, [which is available here](#), and are required to declare any criminal convictions or cautions, or disciplinary proceedings related to young people. [Our recruitment policy can be found here.](#)

All appointments are subject to satisfactory references and checks, including verification of identity, qualifications and right to work in the UK, a satisfactory enhanced disclosure and barring service certificate, medical clearance and overseas checks (where applicable). Applicants should be aware that the school may approach any previous employer to seek a reference.

It is a condition of appointment that employees for whom new DBS certificates are obtained are subscribed to the disclosure and barring update service, and give the school consent, whilst they remain in employment, to carry out regular checks via this service on the currency of their certificate.

Once appointed, 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 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 (deputy head, pastoral) or to the headmistress.



Our school and our values

City of London School for Girls is an independent day school for pupils aged 11-18 situated in the heart of the Barbican. Opened in 1894, the school provides an outstanding education for able students from all backgrounds, cultures and faiths. We capitalise on our location to attract students from all over Greater London and beyond, and give them access to every learning opportunity our capital has to offer.

Academic yet unstuffy, modern yet acutely aware of its history, diverse yet with a strong sense of identity, our school defies easy categorisation. This is best demonstrated by our unique geography, nestled between the brutalist Barbican and looming Roman walls. Ours is an intellectually edgy, unassuming and unpretentious environment, unshackled by tradition, and imbued with a relaxed excellence. This is a refreshing and modern place in which to work and learn.

Achieving academic excellence is an important part of life at City, but so too is the provision of a wealth of co-curricular opportunities, broadening students' lives with new experiences and challenges. A highly supportive system of pastoral care is in place in which understanding, encouraging and inspiring individual pupils is fundamental. Our school is cosmopolitan in outlook and the staff and students make the most of all that London has to offer. We are committed to an active partnership programme, to an international outlook and to educating students to be the leaders of tomorrow.

The school has about 800 pupils. There are c,200 girls in the sixth form. Entry is by competitive examination and interview at 11+ and 16+. The school has a strong academic tradition, and virtually all girls go on to higher education. Approximately 20 per cent of the girls in the senior school are on means-tested bursaries.



Our ethos

Being a pupil at CLSG means being part of the City of London and part of the great tradition of people arriving in the City, learning, and working together to forge better lives for themselves and for the world.

We reflect the City's pioneering energy in the liberal, scholarly education it offers and in our inclusivity. We encourage pupils' curiosity and courage, emphasise respect, collaboration and connectedness for communal and individual success. We seek to build readiness for the world that our location and ethos so distinctly delivers.

Our values of respect, responsibility and resourcefulness underpin our ethos.

Our vision

We inspire our pupils to **find their space to pioneer.**



Our strategic development plan will *ready* our pupils in five key areas:



[Our strategic development plan can be read in full on our website by clicking this link.](#)