



CANDIDATE BRIEF

HEAD OF MARKETING AND COMMUNICATIONS



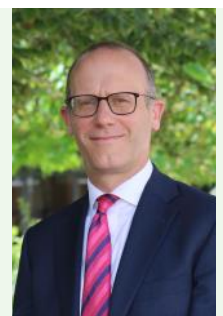
St John's School
LEATHERHEAD



ABOUT ST JOHN'S

Thank you for your interest in St John's. Our mission is to create an environment that is kind, supportive and full of opportunity, that inspires and equips pupils to thrive now and in the future.

We are proud of the outstanding work that our teaching and support staff do to create the vibrant, inclusive community which characterises our school. Working with us offers an opportunity to teach, grow, contribute and become part of a forward-thinking team. We look forward to welcoming an exceptional candidate to join us. **Alex Tate, The Head**



St John's is a co-educational independent school for over 800 boys and girls aged 11 to 18 and predominantly a day school (75% day, 25% boarding) with an innovative boarding offering which includes weekly, flexi or ad hoc options to create the best possible balance between home and school life for busy families.

As soon as you walk through the door into St John's, you sense the warmth and feeling of community that pervades our school. From the historic architecture to the infectious enthusiasm of staff and pupils, this is a welcoming and exciting place in which to belong.

Founded in 1851 to provide education for the sons of the poor clergy, St John's has always been progressive and has developed significantly over time to meet the changing needs of the pupils we educate. Although we have changed with the times, our core values of courtesy, kindness, respect and tolerance hold true and remain integral to what it means to be part of St John's.

The School has a reputation for innovation, academic excellence, strong pastoral care and a first class all-round education for every pupil. Interest from prospective families is strong and growing, meaning that we are over-subscribed with five candidates for every Year 7 (11+ Lower Third) place and every Year 9 (13+ Fourth Form) place. Although there are currently over 800 pupils

enrolled, our strong staff team enables us to keep class sizes small.

In the first two years of St John's, Years 7 and 8 (Lower and Upper Third), pupils belong to the Lower School. From Year 9 (Fourth Form) upwards, each pupil joins either a boarding or day house where they are cared for by a team of tutors and domestic staff who are overseen by a Housemaster or Housemistress. The strong pastoral ethos provides a supportive and nurturing environment that centres upon the development of the individual child. Delivering a truly rounded education, with rich co-curricular opportunities and experiences, is at the heart of school life and all pupils participate in the varied array of activities on offer from sport, music and drama to serving the community. The School has a Christian foundation and all pupils attend Chapel once a week.

Set in the beautiful Surrey countryside, the School's 50-acre campus is a short stroll into Leatherhead town centre and just 45 minutes by train to the cultural attractions of nearby London. It has excellent transport links by road, rail and nearby airports Heathrow and Gatwick. We are fortunate to have an impressive campus with a stunning mix of mid Victorian architecture and purpose-built contemporary additions. Our facilities are excellent and, from the state-of-the-art Sports Centre to the high quality IT infrastructure which enables our 1:1 managed device scheme, we ensure that we create the best possible environment in which to



WORKING AT ST JOHN'S

We believe there is no limit to our pupils' potential and, in this vibrant learning community, we encourage our pupils to work hard, aim high, help others and have fun. None of this is possible without the exceptional team of people who make up St John's staff. We value the expertise, energy and commitment of our staff across all areas of school life and reward, support and develop our employees accordingly. Attracting and retaining the very best people is fundamental to allowing us to take St John's forward.

Our academic staff body is actively involved in developing creative and sophisticated teaching and learning practices through regular CPD, self-reflection and peer observations. Class sizes are small, our staff support is first-rate and the high standards set in the classroom reflect in excellent public examination results. We are firm believers that academic results are not the only measure of a successful education and our rounded approach aims to create open-minded, thoughtful, confident and happy young men and women who will go on to have productive, positive experiences in higher education and their adult lives.

Our support staff are integral to the wider success of the School. They are highly skilled professionals whose expertise allows the School to function effectively across functions as diverse as estates, operations, communications, catering, pastoral care, IT, finance and HR.



EMPLOYEE BENEFITS

PROFESSIONAL REWARD AND DEVELOPMENT

We recognise the expertise of our staff and aim to create an inspiring environment in which you can work to your full potential and develop your career.

What We Offer:

- A competitive remuneration package with additional allowances for extra responsibilities
- A comprehensive induction and CPD programme for all levels of staff
- Regular appraisals to reflect on professional practice and developmental opportunities
- Full commitment to the induction and training of ECTs, providing excellent support and ongoing training and support with teacher training for unqualified teachers
- A comprehensive INSET programme delivering high quality seminars, shared good practice, first aid training and insights from expert external speakers
- High quality IT facilities, hardware and software
- Well-resourced departments
- Automatic enrolment into the School's pension schemes.

REWARDS AND PERKS

To make everyday life just that bit easier, we are continually developing the variety of rewards, discounts and perks that we can offer our staff.

What We Offer:

- A discount on school fees for staff children who satisfy the admissions criteria (following successful completion of probationary period / proportionally reduced for part time members of staff)
- Cycle to Work Scheme
- Microsoft 365 for up to five personal devices
- Interest free School Loan
- Access to discounts at popular retailers
- Discounts are also available at local businesses such as Nuffield Health in Leatherhead.

HEALTH AND WELLBEING

Your health and wellbeing is important to us and we encourage our staff to make use of the services offered to help you live and work healthily and happily.

What We Offer:

- Family friendly policies including flexible working, enhanced maternity and paternity pay
- A fun, free weekly bootcamp to get fit in an encouraging, motivating environment
- Use of the School's Sports Centre and outstanding sports facilities, including the swimming pool, at agreed times
- Access to the Employee Assistance Programme (Education Support Partnership) which provides caring and compassionate advice and support on professional or personal matters
- During term time, our excellent Catering Department provides meals and refreshments
- Free flu vaccinations
- Access to Wellbeing Champions.

COMMUNITY AND ENVIRONMENT

This is a stimulating, welcoming community where colleagues build supportive professional relationships and friendships.

What We Offer:

- A supportive network of experienced Heads of Department, Senior House Staff and the Senior Management Team
- Highly skilled support and academic staff who, together, are integral to the successful running of the School
- As part of the staff community you can take part in enjoyable social events, sports activities and more...
- A beautiful environment which combines well-maintained historic buildings with state-of-the-art facilities
- Many parts of our beautiful and flexible school site are available to hire at a discounted rate for staff



THE ROLE

The Head of Marketing and Communications is responsible for delivering a strategic, creative, and results-driven marketing and communications programme. The postholder will enhance the School's reputation and visibility, advance pupil recruitment and retention and strengthen engagement with key stakeholders, and ensure consistent, high-quality messaging across all platforms.

REPORTING TO

Director of Marketing and Communications (SLT).

Responsible for: Marketing and Communications Manager, Marketing and Events Manager, Digital Marketing Executive, Senior Admissions and Communications Administrator, and School Archivist.

KEY RESPONSIBILITIES

Under the leadership and direction of the Director of Marketing and Communications, the post-holder will:

- Develop and deliver a comprehensive marketing and communications strategy aligned with the School's vision, values, and strategic goals.
- Use data-driven insights and market research to inform strategy and decision-making.
- Safeguard and develop the School's brand identity, ensuring consistency across all touchpoints including publications, advertising, signage, digital platforms, and internal communications.
- Lead the development and implementation of public relations strategies to enhance the school's media profile and reputation.
- Oversee the production of high-quality marketing materials and branded content.

Communications and Marketing

- Develop and implement the School's communication and public relations strategy by raising awareness and differentiation across key markets.
- Manage all school communications, ensuring clarity, professionalism, and alignment with the School's ethos and values.
- Support internal communication initiatives to foster a cohesive and informed school community.
- Monitor and report all high-level metrics, proactively using data to devise appropriate interventions where required, revising strategies and tactical marketing and communications plans as required.
- Work with the Director of Marketing and Communications to assist with any other communications activity required to enhance stakeholder relationships e.g. feeder schools, alumni etc.
- Oversee all general school communication and correspondence with parents, including weekly, termly and annual communications.
- Ensure effective communication between departments to ensure all marketing activities align with the St John's brand and its recruitment and retention goals.
- Lead the creation of high-quality, compelling content for both traditional and digital platforms, including the website, newsletters, social media, and prospectuses. Consistently review, assess and report on content effectiveness.
- Manage the School's digital presence, including website management, SEO and social media.



THE ROLE

- Ensure marketing campaigns are data-driven, measurable and continuously optimised for impact.
- Build and maintain relationships with local and national media outlets, securing coverage for the School's initiatives, successes, and events.
- Ensure effective communication across the School community, fostering collaboration and engagement across staff, pupils and parents.
- Provide guidance, ideas and direct input as appropriate for developing communications and marketing activity for the School.
- Deliver consistent and high-quality messaging across all platforms and media.
- Act as the School's brand ambassador, fostering strong relationships with key stakeholders, including parents, alumni, and the media.
- Manage the annual production cycle for all print and digital publications such as magazines, brochures, information for new pupils etc. including gathering content, writing new material, proof reading and overseeing design / production.
- Generate new vehicles to improve communication with key groups including current parents, prospective parents and alumni e.g. creation of newsletters etc.
- Liaise with other departments and relevant groups to ensure materials for wider school activities and events represent the School effectively.
- Support the promotion of commercial activities such as lettings, holiday programmes, and community events. .

Events

- Support the planning and delivery of key school events including open events, feeder school events, alumni events and promotional activities.
- Ensure events are well-branded, professionally executed, and aligned with the School's values.
- Collaborate with internal teams to ensure a seamless experience for prospective and current families .

Line Management

- To set departmental objectives for direct reports based on the School's Strategic and Development plans.
- To motivate, support and empower direct reports to achieve the School aims and to conduct appraisals and review staff objectives regularly.

Budget & Reporting

- To submit and manage the School's marketing budget and maintain a high level of control over departmental expenditure.
- Prepare reports for the Director of Marketing and Communications and the Senior Leadership Team and Governors on marketing performance and impact, providing recommendations for continuous improvement..
- Use analytics and KPIs to evaluate campaign success and inform future planning .

The Head of Marketing and Communications will also:

- deputise for the Director of Marketing and Communications;
- contribute to the whole school vision, strategy planning and review;
- build and maintain effective relationships with the wider community to develop the reputation of St John's School;
- demonstrate and role model constructive leadership behaviours.



PERSON SPECIFICATION

ESSENTIAL QUALIFICATIONS & EXPERIENCE

The successful candidate will have:

- A degree in marketing, communications, or a related discipline.
- Proven experience in a senior marketing or communications role, preferably in education or the independent sector.
- Demonstrated ability to develop and execute strategic plans.
- Excellent leadership and people management skills, with experience of managing a small team.
- Outstanding copywriting skills and a discerning creative judgment across both print and digital communications and publications.

SKILLS AND COMPETENCIES

- Exceptional written and verbal communication skills.
- Be an effective organiser, with the ability to prioritise well, master a diverse workload and meet deadlines
- Proficiency in digital marketing tools, CMS platforms, and social media.
- Creative flair and an eye for design.
- High emotional intelligence and ability to manage a range of stakeholders.
- A strong understanding of safeguarding and child protection principles.

PERSONAL ATTRIBUTES

- Enthusiastic and proactive.
- Collaborative and team-oriented.
- Resilient, flexible, and calm under pressure.
- A passion for education and the values of independent schools.

CONDITIONS OF SERVICE

Salary – circa £55,000 per annum (the stated salary will also be subject to the annual salary increase, which takes place in September 2025), depending upon experience and qualifications.

This is a year round, full-time position of 35 hours per week, Monday to Friday, 52 weeks per year with a one hour unpaid lunch break . The actual hours worked will be between 8.00am to 6.00pm, however, some flexibility in working hours will be needed depending on the other roles within the department. The post holder will be required to work the hours needed to fulfil the duties which may involve working outside of normal working hours, so flexibility is required. The post-holder will also be required to assist with some school events such as Open Events and Taster Events.

The salary is inclusive of holiday entitlement of 28 days, plus bank holidays. Although some annual leave is possible during term time, if agreed with the Director of Marketing and Communications and given there is suitable cover, the majority needs to be taken in the school holidays. There are some dates during the year that attendance is essential, such as INSET days and for various events.

There is a probationary period of six months and the appointment is subject to satisfactory references and clearance by the Disclosure and Barring Service.

Staff are permitted to use the facilities on site (such as the swimming pool, gym, tennis courts and Library) at times which do not conflict with the School's requirements and within the School rules. Lunch is provided during term time.



PERSON SPECIFICATION

If you would like to discuss the role in more detail please contact Kate Sadler, Director of Marketing and Communications, at ksadler@stjohns.surrey.sch.uk

Health & Safety at St John's School

Under the Health and Safety at Work etc. Act 1974 and associated legislation, colleagues at St John's are expected to be comply with H&S requirements at all times, including but not limited to Risk Assessments, COSHH, PPE, Manual Handling and to follow St John's policies and procedures. Specifically, colleagues must continuously carry out all duties in a manner, which endangers neither themselves nor others. If you consider something is unsafe or likely to cause injury or ill health, you must rectify it if safe to do so, or report it to your immediate manager or the Health and Safety Manager.

Data Protection at St John's School

The School will comply with its obligations under the prevailing data protection legislation when processing your personal data. For further detail in this regard you should refer to the School's Data Protection Policy and the Staff Privacy Notice which can be found on the website.

Staff Conduct

Colleagues at St John's are expected to uphold the values of the School, including its commitment to kindness, in all areas of professional life.

All staff are also required to adopt high standards of personal conduct in order to maintain the confidence and respect of all those with whom, and for whom, they work and must abide by the Staff Code of Conduct at all times.



THE SELECTION PROCESS

CHILD PROTECTION

St John's School is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

The post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask job applicants to declare all convictions and cautions (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children."

In addition to their job description, the job holder should be aware of their responsibilities for promoting and safeguarding the welfare of children and young persons who they may come into contact with whilst at St John's. The post holder's responsibility will be to adhere to and ensure compliance with the School's Child Protection Policy Statement 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.

HOW TO APPLY

Please complete an application form and equal opportunities monitoring form (both forms are available to either complete via the online application form or can be downloaded from www.stjohnsleatherhead.co.uk/about-us/careers-at-st-johns/current-vacancies/) and provide a letter supporting your application addressed to: Karen Perkins, Head of HR via email to recruitment@stjohns.surrey.sch.uk or by post to Epsom Road, Leatherhead, Surrey KT22 8SP.

Closing date: **9.00am, Monday 28 July 2025**

Interviews will be held: **Thursday 31 July 2025**

Applications will be assessed in order of receipt and interviews may occur at any stage after applications are received. We reserve the right to appoint before the closing date and therefore invite interested candidates to apply as soon as possible.

Please contact the Recruitment Team if you require the application form in an alternative format, please either email us at recruitment@stjohns.surrey.sch.uk or call us on 01372 231545.

FURTHER ENQUIRIES ABOUT THIS POSITION OR APPLICATION PROCESS

HR Department

recruitment@stjohns.surrey.sch.uk

01372 231545