Principal of Pearson Online Academy UK Global – Job Description

Pearson Online Academy UK Global is a new, unique online school which will provide learners aged 14-18 across the world access to the best of contemporary practice and heritage in British education, whilst they remain in their own homes. The Principal will have overall operational responsibility for the school, ensuring students receive a high-quality education while also being a key member of the team that is building a commercially successful enterprise. The Principal will be the ambassador for the school, implement strategies for its growth and also, as a leader of what will be one of the most high-profile online school brands, will need to drive the recognition of online schooling as a viable alternative for parents and children. He or she must be comfortable with the developing technologies behind online platforms and have awareness of competition in the marketplace. They must be relentless in driving improvements in the educational progress and attainment of all students, as well as exploring innovative ways of enriching the curriculum delivery with extra-curricular opportunities.

Role and responsibilities

Overall

Lead the successful launch and development of Pearson Online Academy UK Global.

Articulate a clear and dynamic vision for the school, building on foundational work by the Pearson team.

Ensure that Pearson ethos, purpose and values are deeply embedded into every aspect of the school and its learning environment.

Act as the recognisable public face of the school, particularly with prospective pupils, parents/carers and the global media.

Be a global ambassador for Pearson Online Academy UK Global and lead student recruitment.

Take overall commercial control of the online school, ensuring it meets its commercial objectives.

Develop and implement a rigorous quality assurance framework.

Rigorously track and monitor data on progress and attainment of all students implementing appropriate strategies and interventions when necessary

Draw on the support provided by members of the online school community including: staff, parents, students and the wider education community to create a productive learning environment, which is engaging and fulfilling for all students.

Ensure that all staff and volunteers feel able to raise concerns about poor or unsafe practice in regard to children, and such concerns are addressed sensitively and effectively in a timely manner in accordance with agreed complaint and whistleblowing practices.

Teaching and Learning

- Lead the selection, appointment and development of a high-performing team of teaching and non-teaching staff.
- Determine, organise and implement a broad, balanced curriculum for the online school, which is suited to the needs of its pupils where English is not their first language.
- Set high expectations of engagement, behaviour and achievement for teachers and pupils.
- Ensure effective processes and systems are in place for planning, assessment, recording and reporting, and use data and benchmarks to monitor attainment and progress in every pupil's learning. Use this data to support and improve standards and learning outcomes, and to ensure that proper standards of professional performance are established and maintained.
- Ensure that all teaching and non-teaching staff provide a high level of customer service to all pupils and their parents/carers.
- Initiate and support research and debate about effective online learning and teaching and develop relevant strategies for performance improvement. Stay abreast of technology developments and seek to embrace solutions which enhance the online learning experience.
- Promote an environment where continual professional development is an integral part of the school's ethos.
- Consider and implement options to facilitate other face-to-face events, including field trips, with pupils and teachers.
- Apply research and learning into strategies and programmes to improve attainment and progress of all students.
- Ensure that a programme of e-safety is implemented, and all stakeholders are aware of keeping themselves safe virtually.
- Ensure that effective partnerships are created and maintained between teachers and the student's parents/carers to support the student's online learning.
- Ensure that the health and wellbeing of children is encouraged through a nurturing online environment, designed to improve student's achievement and personal development.
- Promote equality and inclusion in all aspects of the school's life.
- Devise and implement online methods of creating and maintaining a "school community".
- Lead on the development of initiatives to support partnership working with schools, community groups, charities and businesses to improve the outcomes of all children.
- Create and offer opportunities for students to experience and understand the importance of global citizenship, offering them enriching activities which shapes their understanding of the world around them.
- Take responsibility for the management and resolution, directly or indirectly, of all pupil and parent/carer issues which are escalated by teaching and non-teaching staff.

- Coordinate the support given to pupils as they apply to university and liaise closely with appropriate Pearson staff to gain access to appropriate resources and programmes used to advise students on university admissions.
- Liaise closely with nominated contacts at Pearson Edexcel, the British Council, and other partners for the coordination of examination logistics.

Student recruitment

- Actively champion Pearson Online Academy UK Global and the benefits of online learning to prospective pupils and parents and in the wider education community, including engaging with the global media and handling all media enquiries.
- Attend student recruitment conferences and events, and host webinars, to attract applicants to the online school.
- Work closely with student recruitment partners to maximise the flow of qualified applicants.
- Establish and oversee the admissions process, ensuring that appropriate processes, protocols and assessments are in place.
- Be a champion of online learning and seamlessly link it to the school's vision, mission and ethos.
- Develop and coordinate a Scholarship programme as appropriate.

Financial

- Assume responsibility for the financial performance of Pearson Online Academy UK Global.
- Work with the Pearson finance team to fulfil budgeting, planning and forecasting requirements.
- Ensure that resources are efficiently and effectively used to achieve the school objectives and making sure its money is well spent
- Collaborate on a strategic financial plan that will indicate the trends and requirements of the school development plan and will forecast future year budgets. Have a strategic view of all financial activity
- Adhere to financial regulations.

Reporting and other

- Ensure that all aspects of the online school's performance are monitored and evaluated in a robust, cyclical manner and maintain a record of self-evaluation and areas for improvement, and of progress made in respect of these.
- Arrange and oversee the production of surveys and other feedback mechanisms for pupils and parents/carers to understand their experience and needs, and implement changes as necessary.
- Work closely, and manage relationships, with appropriate regulatory and accreditation organisations.

- Take a research-led and evidence-based approach to professional development within the online school and to continuous improvement.
- Ensure the online school's compliance as necessary with all prevailing regulations in the countries in which it operates (or seeks to operate) and prepare for inspection by regulatory agencies, acting on any recommendations made by them as necessary.
- Co-ordinate the online school's philanthropic, charitable and service-related work.
- Produce the Annual Report and an annual self-evaluation and improvement plan for the school, evaluating, setting targets and outlining actions taken.

Person specification

Qualifications and experience

- A minimum of 3 years' experience in an academic leadership position at a UK curriculum school, ideally an International independent school.
- Substantial experience of teaching in an online environment.
- Proven record of administrative and visionary leadership in a demanding and student-centered environment.
- Demonstrated experience in academic strategic planning, curriculum development, faculty evaluation and assessment, and professional development, design and delivery.
- Demonstrated successful experience with international students and their families.
- Experience in the start–up and scale-up of a new school, business or non-profit would be helpful.
- Effective and clear communication skills (written, oral and digital/ online) with knowledge and respect for local cultural norms and expectations.
- Experience with educational technology and social media in the context of ensuring safe and respectful learning environment.

Attitude, behaviours and competencies

- Comfortable with taking risks and using failure as moments of deeper learning.
- The ability and willingness to inspire others; leading by example and role modelling the school's values.
- Demonstrate empathy, humility and genuine care about staff and pupils, taking time to support, guide and motivate them.
- Integrity at the highest ethical and moral professional standards.
- Ability to deal with change and ambiguity and motivate colleagues in periods of uncertainty in the context of a start-up operation.
- A confident decision maker with an inclusive, transparent, collaborative leadership style with the ability to effectively lead teams and achieve consensus.
- Passionate about being directly engaged in the daily life of the school and with a generosity of spirit and commitment to the personal growth of learners, parents and staff members.
- Experience of successful delivery against agreed strategic plans
- Understanding of Customer Services, PR and Marketing
- Negotiating skills

- The ability to rapidly switch thinking, decision making and communication styles
- Excellent communication, ICT and presentation skills, both written and oral
- A belief that everyone can benefit from and has an entitlement to high quality educational opportunities

Title: Principal, Pearson Online Academy UK Global

Type of role: Full-time, permanent

Start date: January 2021

Salary: Commensurate with experience

Location: UK/Remote