



# Saint Martin's

An Exceptional Independent School for Girls



**Candidate Brief: Head of Admissions & Marketing (Full time, maternity cover contract)**

## School Life

---



Saint Martin's School is situated in a stunning twenty acre site in the centre of Solihull and located in the grounds of the historic Malvern Hall. The Hall, once owned by the Greswold family, has a unique link with the landscape painter John Constable who visited early in the 19th century.


The School was founded in 1941 and has a tradition of providing the very best education for girls from Nursery through to Sixth Form, from 3 - 18 years old. Our academic expectations are high and Saint Martin's is a school where girls succeed to the very best of their ability. Our girls grow up in a supportive community where each girl is encouraged to reach her full potential.

Our small class sizes ensure that girls are given individual attention and guidance. They are taught in a stimulating environment, with a supportive combination of both academic and pastoral care at all stages of their school life. Every girl in our care has a wide range of extra-curricular opportunities to choose from in order to promote and develop individual talents as well as new interests. Girls develop the skills, knowledge and personal qualities required to enable them to adapt to a world where the way of working is undergoing rapid change.

The school is a non-denominational Christian school where respect for others is paramount regardless of their faith or background. The enthusiasm of girls to look beyond themselves, to understand the global dimension of the world in which they live and to seek ways of helping others are important elements of our School community.

The School Motto is "The Grace of God is in Courtesy" and the Code of Conduct, written by the girls, is central to the expectations of daily life.

Our staff aim to provide an all-round education of the highest quality in a safe, happy, supportive and stimulating environment. All staff give generously of their time and energy to enhance the educational experience and to give support to the girls both in and out of the classroom. The girls are able to take part in a wide range of extra-curricular activities, enrichment clubs and educational trips to support their academic learning. Communication with parents is a high priority and contact is very much encouraged, in addition to the regular programme of parent evenings and formal reporting.



Our School House system encourages girls to interact with their peers across all years within the school. House Points are awarded as a reward for effort, achievement and perseverance across the curriculum, sporting endeavours and also any extra-curricular activities that girls may dedicate time to. These can include participation in the School play (either on stage or behind the scenes), the annual Charity Music Concert and Debate Club. The wide range of Inter-House activities and events ensures that all girls can take an active part, whatever their interests, enabling them to feel part of the Saint Martin's community.

## **Academic Results**

Our staff are passionate about their subjects and about sharing their knowledge with the students. The school uses baseline data to support assessment and progress, and there is an established reporting schedule to provide regular feedback to staff and parents. Our personal tutor system aims to support each student academically and pastorally.

The academic results of the girls speak for themselves. In 2017 the Upper Sixth students received a record number of top grades and all gained places in their first or second choice University. At GCSE, girls gain on average 10 GCSEs. The School was placed in 27<sup>th</sup> position in the DfE League tables following the 2016 GCSE results. The School was last inspected in November 2017 by ISI and a copy of the Report is also on the website.

## **Facilities**

Our beautiful listed building, Malvern Hall, lies at the heart of our school site. The grounds behind the school hide a wealth of facilities, including separate blocks for Nursery – Year 2, Junior School and Sixth Form. We also have the Saint Martin's Arts Centre (SMArt), opened in 2012, providing a purpose built space for performing arts. Our sports facilities include 20 acres of grounds, all-weather astroturf pitches, an indoor swimming pool and sports hall.



## The Curriculum

---



### Nursery to Year 2

Within the setting of Malvern Hall there is a safe and secure environment where the children are able to benefit from the extensive grounds. It's a happy, friendly and stimulating place to be and with the guidance of experienced teachers our children follow a broad curriculum. Working individually and in small groups they achieve their full potential.

Emphasis is put on oral fluency in the early years, in order to develop a wide vocabulary, encourage clarity of expression and foster an ability to reason. This is achieved initially through a variety of pre-reading and practical number activities which prepare the children for the more formalised schemes of Mathematics, Writing, Reading and Language Development. Science and Technology are also taught as individual subjects and are introduced at a very early stage, as is ICT. The use of computers is introduced in the Nursery and, as they progress, the children use them in all subject areas. An enrichment programme including Music, Dance, PE, Art, Craft and Drama is included in the curriculum for the whole school and, from Nursery; children also receive weekly swimming lessons. Throughout, careful attention is paid to the requirements of the National Curriculum and each child's learning is individually structured and monitored by the form teachers who liaise closely with parents.

Small classes ensure that each girl develops her aptitudes and abilities to the full, and is helped to achieve a high level of attainment, so that she may move on with confidence. Extra-curricular activities play a large part in the formation of a girl's whole personality. Consequently all girls take part in the annual play, and educational and cultural visits are arranged each year for each class. As the girls progress, there are opportunities to join Music groups and Sports teams.

## The Curriculum (continued)

---



### Junior School – Year 3 to 6

The main aims are to combine well-structured learning with enjoyment and enthusiasm and to promote self-esteem and confidence.

Careful note is taken of the National Curriculum. The core subjects of English, Mathematics, Science and ICT have high profile in the weekly timetable; they are complemented by History, Geography, Religious Studies, Art and Technology. These subjects are taught by a combination of form and subject teachers. In addition all girls have lessons in Music and Drama, PE, Games, Swimming and Dance, all taken by specialist staff. Classes are small and pupils are in ability groups for the teaching of Mathematics. The Modern Foreign Languages of French, Spanish and German are taught by specialist language teachers from the Senior School.

Classrooms provide a lively and stimulating environment in which to work. Pupils use specialist facilities for Physical Education, Drama, Dance and Music and each girl uses the networked computer systems with confidence across all subject areas.

Extra-curricular activities include Choirs, including Chamber Choir and Orchestra. The Drama Club is extremely popular. There are a variety of other clubs, which encompass academic and sporting interest. Gym Club, Trampoline Club and a variety of swimming clubs are all popular. Team activities such as Tennis and Netball are popular and, for those of an artistic nature, Art and Craft Club is well attended. Further enrichment is provided by an exciting and diverse range of cross curricular trips and residential visits.

## The Curriculum (continued)

---



### Senior School

Girls are encouraged to achieve their full potential in a wide range of academic, practical, creative and physical activities. The staff through differentiation aim to stretch the most able, while at the same time supporting those who lack confidence in some areas of the curriculum. Girls are set by ability for Mathematics from Year 7. From Year 9 the Sciences and English are also taught in sets.

### Key Stage 3

All girls follow the same broadly based curriculum in Year 7 of English, Mathematics, Science, MFL, Latin Studies, History, Geography, Religious Education, Art and Design, ICT, Design and Technology, Home Economics, Music, Drama, PE and Dance. In Years 8 and 9, girls have the opportunity to study a second language, Latin or Classics. The three sciences are taught separately.

### Key Stage 4

At the end of Year 9, girls currently begin a programme of studies leading generally to examination in ten GCSE subjects. Girls are encouraged to continue with as varied a curriculum as possible in order to allow both a wide choice of A Level subjects and career opportunities. All girls continue with English, English Literature and a Modern Foreign Language, and also Mathematics, Biology, Chemistry and Physics. In addition three other subjects are chosen from the following: History, Geography, Religious Education, Classical Civilisation, Latin, French, German, Spanish, Art and Design, Music, Drama, Food and Nutrition, ICT.

### Sixth Form

The majority of girls study three subjects at A Level in the Sixth Form. A wide choice of subjects is offered: Business Studies, Economics, Further Mathematics, Photography and Psychology in addition to those studied in Key Stage 4. Additional subjects such as AQA's EPQ are very popular. There is extensive support given for UCAS applications and career choices, and girls have every opportunity to help develop their leadership skills by helping with the younger girls.

Each year the Upper Sixth are always successful at gaining places at top universities such as Bristol, Durham and Nottingham in a wide range of subjects from Medicine to Psychology to Urban Studies.

**Candidate Brief: Head of Admissions & Marketing (Full time, maternity cover contract)**



## Beyond the Classroom - Extra-curricular and Enrichment Activities

---



*“An excellent programme of extra-curricular and enrichment activities supplements the taught curriculum most effectively and has a significant impact on the pupils’ personal development.”* ISI Inspection Report, January 2013

A full programme of extra-curricular activities and trips enriches timetabled lessons. We believe in offering our pupils the opportunities to develop as individuals, the time to find talents and the support to excel. As such our extra-curricular and enrichment programme is rich and extensive.

During lunchtime and after school, girls have the opportunity to join choirs and musical ensembles, take part in drama and dance groups and be part of one of the many sports teams. In addition there are clubs to suit all interests including bridge, gardening, craft, Christmas cake decorating, Spanish and debating. There are annual concerts and drama performances for all year groups. Last year’s highlights include the Alice House Nativity, the Year 5 performance of “Grimm’s fairy Tales”, the Junior School musical recital and the Senior School production of “The Lion, the Witch and the Wardrobe”.

In addition to our many extra-curricular clubs we believe that learning takes place outside of the classroom as well as in school. Girls in Alice House learn about the outdoor environment through the “Forest School” programme. In the last year, as part of their learning the girls in Alice House and Junior School have visited the Butterfly Museum in Stratford, the design and manufacturing departments at Jaguar Land Rover and enjoyed a trip to the theatre to see “Gangsta Granny”. In the Senior School the Geography department organizes field trips for all year groups, Drama students have the opportunity to see local and national productions and Art and Design Technology students visit major exhibitions in London. These trips are just a snapshot of the variety of trips on offer to girls.

Overnight and residential trips are organised for girls of all ages. These include “sleepovers” in school, outdoor pursuit weekends at PGL, a visit to London for girls in Year 6, the ski trip, the Classics trip to Bath and the annual Sixth Form cultural trip which was to India in October 2016.

## Benefits of working at Saint Martin's

---

We value our staff and are committed to providing a good working environment for all staff and encouraging them to feel part of the Saint Martin's family. There are many benefits to working at the school, including:

- Free parking on site
- Excellent lunch provided during Term Time
- Pension scheme
- Professional development opportunities
- Wellbeing activities, such as staff swimming sessions and running clubs





## The Senior Leadership Team

---

The Senior Leadership Team (SLT) at Saint Martin's School has six members; the Head, the Director of Finance and Operations, the Director of Development, the Head of Nursery – Year Six and two Deputy Heads in Senior School.

One Deputy Head takes responsibility for the academic life of the school and the other Deputy Head has responsibility for safeguarding, behaviour, co-curricular activities and day to day running of the Senior School. The Deputy Heads are expected to be flexible in approach and have a desire to take on new roles or exchange responsibilities for their own professional development or the changing needs of the School. The ability to show extensive initiative with appropriate communication and collaboration is crucial.

Whilst specific responsibilities are allocated to individual members of the Team, we work closely as a team whereby all have a holistic awareness of the School. We are all, therefore, able to contribute to debate and decision making from an informed position and, if needed, we can carry out each other's roles. The Team is committed to the strategic leadership and management of the school and maintains a corporate responsibility for the formulation and implementation of all matters of whole school policy.

The Senior Leadership Team co-ordinates formulation of the ongoing development plan that is agreed by the Governing Body and is subsequently responsible for its implementation.



**Candidate Brief: Head of Admissions & Marketing (Full time, maternity cover contract)**

## JOB DESCRIPTION

<b>Title</b>	Head of Admissions & Marketing
<b>Department</b>	Marketing
<b>Hours of Work</b>	Monday – Friday 8.00am – 4.30pm (including 1 hour unpaid lunch break) Attendance at Open Days and INSET days. In addition to office hours you will be required to attend meetings and functions during the evenings and at weekends to support School events.
<b>Contract</b>	Full Time, Maternity Cover Start date October 2018 Holiday Entitlement – 5.6 weeks (inclusive of Bank Holidays)
<b>Salary</b>	Competitive + Pension +Benefits
<b>Line Manager</b>	The Head

### Information for candidates

Applications are invited for the position of Head of Admissions & Marketing (Maternity Cover) at Saint Martin's School.

The department was restructured in January 2017. The aim is to enable Saint Martin's School to develop an integrated approach to marketing, admissions and development across its Nursery, Infant, Junior and Senior Schools. In addition to this position, the team has two additional part-time members; the Marketing Administrative Assistant and the Admissions Secretary. The post holder will report to the Head.

The successful candidate will have a proven track record creating and delivering strategic marketing campaigns with measurable outputs. Experience of marketing independent schools is extremely valuable but not essential. The successful candidate will be a key public face of Saint Martin's School.

### PURPOSE

The post holder will:

- provide expert advice, support and regular briefings to the SLT and Governors and attend appropriate meetings for relevant agenda items.
- work with (and enhance where needed) the 2018/2019 Marketing strategy in line with the School's strategic development plan.
- lead the Marketing and Admissions team in creating, delivering and evaluating a strategic marketing plan together with supporting campaigns and activities to ensure the effective positioning and promotion of the School.

**Candidate Brief: Head of Admissions & Marketing (Full time, maternity cover contract)**

- together with their team, provide marketing and communications support across the school, including for the promotion of school events.
- understand the pupil enrolment position and admissions pipeline, using this data to influence school marketing and ensure it is accurately targeted.

The successful candidate will have the knowledge, confidence, and skill to lead, influence and advise staff of all levels. This will include working with the Head, Governors and SLT. The post holder will be comfortable contributing to whole school strategy.

## **RESPONSIBILITIES**

As the leader of the Admissions and Marketing team the post holder will be expected to lead the members of the team in their specific roles and in:

### **Marketing**

- Developing a termly marketing plan in line with the school marketing strategy
- Conducting competitive environment research to benchmark the activities of the school against local and regional competitors.
- Preparing, developing and leading a long and short term marketing plan to increase numbers at the School and increase publicity
- Improving links with the local and wider community and feeder schools to build relationships and identify sources of potential pupils
- Developing and supporting the promotion of the School's USPs and managing the brand in the marketplace and within the school community.
- Overseeing the production of all school communications, both printed and online – including the prospectus, school newsletters and website.
- Ensuring marketing materials, including the website, printed media and advertisements are up to date, accurate, fresh and exciting
- Statistically tracking the effectiveness of marketing strategies
- Working with the Director of Development to build the 2019/2020 marketing plan based on knowledge gained within the role.
- Management of the school website and related social media. Liaising and communicating with staff and pupils to increase awareness of the school's media platforms and to ensure a steady flow of news, photographs and video are provided.
- Management of the marketing spend, ensuring all activities are planned within agreed budgets.



- Evaluating and developing our digital marketing to include emerging social media and mobile technologies.

### **Admissions**

- Coordinating the Admissions process across all sections of school working with relevant members of the Senior Leadership Team
- Ensuring that procedures are being followed to allow timely responses to all admissions enquiries
- Delivering the School's recruitment targets at all entry points
- Maintaining and improving the School's admissions procedures
- Forecasting, analysing and reporting on all pupil admissions data and statistics
- Overseeing, reviewing and developing all admissions materials, including the prospectus, general literature, website and other digital media
- Organising, overseeing and attending admissions and marketing events
- Building and developing networks and relationships with feeder schools
- Ensuring the school's adherence to ISI requirements, including maintaining regular contact with local councils to inform of both leavers and starters and production of the monthly admissions register

### **Event Management**

- Shaping key school events to communicate our core brand values.
- Working closely with SLT to organise Open Days, and effectively promote the events to the public.
- Planning, organising and promoting taster days and entrance examinations
- Promoting events and seeking PR coverage as appropriate.

### **Public Relations**

- Proactively managing and developing media relations and coverage to strengthen our reputation, core brand values and pupil acquisition and retention.
- Systematically monitoring formal and informal broadcast, print and social media for Saint Martin's School and competitor coverage.

- Managing all PR based media relations – digital and offline – relating to the promotion of the school, including proactive message placement through drafting of press releases

#### **Other Duties**

- To adhere to school policies and procedures.
- To comply with policies and procedures relating to Safeguarding Children, Confidentiality and data protection.
- To comply with policies and procedures relating to Fire, Health and Safety.

#### **Note:**

The Job Description may change along with the needs of the organisation and in consultation with the jobholder.

Nicola Smillie  
Revised August 2018

## PERSON SPECIFICATION – Head of Admissions & Marketing

	ESSENTIAL	DESIREABLE
	These are qualities without which the applicant could not be appointed	These are extra qualities which can be used to choose between applicants who meet all of the essential criteria
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>A record of good academic achievement</li> </ul>	<ul style="list-style-type: none"> <li>Relevant high level professional marketing or other relevant qualifications</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>A demonstrable understanding of the principles of marketing, customer care, and PR.</li> </ul>	<ul style="list-style-type: none"> <li>ICT literate and a working knowledge of relevant software packages and databases</li> <li>A clear understanding of the Saint Martin's ethos</li> <li>Understanding of Marketing and PR within the Independent Education Sector</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Significant experience of leading / managing marketing in a relevant environment</li> <li>A proven track record of successful leadership and the ability to influence, motivate and persuade at all levels</li> <li>Significant experience of managing a brand and communicating with a wide range of stakeholders</li> <li>Experience of writing and implementing strategic plans</li> <li>Experience in effectively using Digital Marketing as a marketing tool</li> </ul>	<ul style="list-style-type: none"> <li>Experience of successfully managing budgets and delivering against objectives</li> </ul>
<b>PERSONAL SKILLS AND ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>The ability to write and verbally communicate messages that are clear, concise and inspiring</li> </ul>	



	<ul style="list-style-type: none"> <li>• Energy, commitment and enthusiasm, a willing and positive disposition</li> <li>• Ability to work dynamically and flexibly</li> <li>• The ability to represent the School at all levels</li> <li>• Vision, creative flair and commercial acumen</li> <li>• The ability to manage and prioritise a diverse workload, to meet deadlines and to work calmly under pressure</li> </ul>	
<b>SAFEGUARDING</b>	<ul style="list-style-type: none"> <li>• Commitment to safeguarding and promoting the welfare of pupils</li> <li>• Ability to form and maintain appropriate relationships and personal boundaries with young people</li> <li>• You will be suitable to work with children &amp; young people (this will be verified prior to appointment)</li> </ul>	

Measurement may include application form, interview(s), documentary evidence and testing / observation.

## Remuneration & How to Apply

---



### The Application Form

All candidates are requested to fill in the application form as otherwise their application cannot be considered. Please submit your application by 12 noon – Tuesday 11 September 2018.

**Candidate Brief: Head of Admissions & Marketing (Full time, maternity cover contract)**

## References and the Interview Procedure

References will be sought for shortlisted candidates before the interview and it may be the case that previous employers are approached for information to verify particular experience or qualifications. Any anomalies in the information provided or issues arising from references will be taken up at interview.

Shortlisted candidates will have an informal tour of the school and meet with staff as part of the interview procedure; there will also be a formal interview.

It is expected that interviews will be held week commencing Monday 24 September 2018.

## Safer Staff Recruitment

Saint Martin's is a school committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful applicant will be required to provide a disclosure from the DBS at an enhanced level. The interview for the post will include questions about the safeguarding of children and young people and the applicant's suitability to work with children.

## Interview expenses

Claims for reimbursement of candidates' reasonable travelling expenses within the UK will be paid.



# Saint Martin's

Saint Martin's School, Malvern Hall  
Brueton Avenue, Solihull, West Midlands, B91 3EN

Tel: 0121 705 1265

Email: [mail@saintmartins-school.com](mailto:mail@saintmartins-school.com) [www.saintmartins-school.com](http://www.saintmartins-school.com)

**Candidate Brief: Head of Admissions & Marketing (Full time, maternity cover contract)**