



THORNTON



Head of Marketing, Communications and Events

Job Description

Thornton College is a leading independent Catholic day and boarding school for girls, offering a warm and nurturing educational environment alongside a rigorous and exciting curriculum.

There are approximately 375 children in our Pre- Reception, Pre-Prep, Prep and Senior departments, aged from 3-19. Over 50 girls board on a weekly or termly basis and many more take advantage of our occasional boarding option.

The School is part of the wider Jesus and Mary Trust that educates young people in 29 countries across the world. It is set within 25 acres of beautiful parkland just outside Buckingham and within easy reach of Milton Keynes, and conveniently located between Oxford & Cambridge. Children of all Christian denominations, of other faiths and of no faith are welcome in our school. All are equally valued, and all are equally important.

Thornton is a school that parents and girls can trust to deliver the highest standards of education coupled with outstanding pastoral care. We are dedicated to blending academic excellence with a richness of opportunity beyond the classroom. We believe that teaching and learning should be both challenging and enjoyable for students of all abilities and we aim for the highest possible standards. Our academic results are testament to the way the girls are challenged and motivated to give their best in all they do.

The provision of single-sex education during formative years enables students to grow in confidence, whilst enjoying an education that is specifically tailored and that recognises the different ways in which girls learn.

There is an exciting School Development Plan, which has the continued strengthening of the school's academic standing as the priority. Following the successful opening of our award-winning Science and Prep Classroom building and our Expressive Arts Studio, we opened a Sixth Form in September 2016 which has grown, thrived, and proven to be a successful addition to our school. In October 2022, the school received 'Excellent' in all areas in its ISI inspection, with inspectors commenting upon the 'dynamic teaching' and the 'positive attitudes to learning' displayed by 'pupils of all ages' and most recently, the CSI judged the school to be 'Outstanding' in all areas noting the school's 'commitment to the flourishing of every member of the community.'

Job Description:

Reporting directly to the Headteacher, the newly appointed Head of Marketing, Communications and Events will be responsible for ensuring the effective marketing and promotion of the College (Pre-Prep, Prep and Senior – including Sixth Form) as a whole and the recruitment of pupils into each part of the College.

This is a role that has a significant strategic element to it and the person undertaking it will be expected to play a leading part in generating the College's future Marketing, Communications and Pupil Recruitment strategy. The Marketing, Communications and Events Manager will therefore work closely with, amongst others, the Headteacher, the Bursar, the Deputy Head and the Head of Admissions, to ensure the development and implementation of effective recruitment, marketing and promotional strategies.

The successful applicant will be a key public face of the College. This is a high profile and leadership position suited to someone who combines demonstrable leadership skills with strong marketing and communications skills and experience. The successful candidate will have excellent knowledge of and experience in a wide range of digital marketing and social media especially and will have a proven track record of innovative strategic planning, meeting a range of KPIs. The role requires excellent organisational skills, the ability to work simultaneously on several projects, and a good understanding of the independent education sector.

The Marketing, Communications and Events Manager will line manage a Marketing Officer. The post holder should expect to travel occasionally in order to fulfil the requirements of the role, not least because the role will require a close working relationship with the Head of Admissions who, together with the Head of Marketing, has responsibility for recruitment of national and international pupils, working with overseas agents and attending regional and overseas Trade Fairs as required.

Key Responsibilities:

General

- To lead and drive all marketing and recruitment initiatives and activities of the College, both strategic and tactical, promoting the College's brand, services and ethos, seeking to differentiate it from its competitors;
- In close consultation with the Headteacher, the Bursar, the Deputy Head and other Senior Staff as appropriate, to develop and implement a coherent corporate marketing strategy for the whole College; identifying future opportunities for brand enhancement
- To align the marketing strategy with the College's key aims, mission and fundamental principles;
- To work with the Head of Admissions to optimise pupil recruitment and retention, ensuring pupil enrolment and retention targets are met
- To work with the Head of Admissions to develop and execute both UK and international pupil recruitment strategies to aid the College in achieving its recruitment targets;
- To lead the development and maintenance of the College's communications strategy, enhancing all digital marketing opportunities as well as paper publicity materials and advertising, in line with our branding;

- To continue the promotion and raising of the profile of the College locally, nationally and internationally amongst all constituencies, including parents, prospective parents, feeder schools, international agents, embassy links, businesses and the wider community in general;
- To develop links with independent feeder schools, the Diocesan Schools and local Catholic churches within a suitable catchment area;
- To strengthen interest from existing markets and identifying new ones, including overseas;
- To generate regular reports on all aspects of the marketing programme, including website traffic statistics and campaign responses in order to inform planning and assess the effectiveness of the school's strategies.
- To develop a thorough understanding of the local market and the educational opportunities available to confidently communicate what makes Thornton different.
- To actively participate in outreach events, cultivating external relationships to build a strong pipeline of prospective pupils
- To manage the annual marketing budget and financial resources;
- To contribute regular high quality award submissions to the various national and international competitions.

Press, Media and Advertising

- To ensure the maintenance, review and update of the College's website with clear, engaging and accessible material that is consistent with the College's communication and marketing messages, targeted appropriately to stakeholder groups.
- To ensure good and effective press coverage, including identifying opportunities for stories and events, preparation of press releases, regular liaison with local and national press, and co-ordination of copy production for marketing supplements, etc.
- To oversee the review and update of My School Portal to ensure that information uploaded is current and correct.
- To ensure the School's digital communication channels, including social media platforms, includes content that is vibrant, fresh, relevant, accurate and brand compliant.
- To ensure:
 - An annual calendar of social media posts is in place and implemented
 - The department keep abreast of, and capitalise on, digital/electronic initiatives.
 - Key events in the College calendar are filmed and photographed and that pupils and staff provide relevant details for the website, College publications, press releases and other promotional material.
- To ensure the maintenance and management of a well-catalogued media library, for promotional use. This includes arranging any professional photoshoots where required.
- To develop the college's use of film to promote the school on the website and via other means.
- To plan and implement the college's annual advertising schedule
- To manage and enhance the college's profile in external guides and on websites

Branding

- To ensure that all internal communications messaging and branding remain consistent across all platforms
- To work on various internal design projects, such as wall art, where appropriate

Internal communication

- To support all staff with expert advice and assistance, where necessary, on projects which have a direct impact on the school's reputation and image, including attendance at such events where required.
- To continually promote the need for marketing and stake-holder – oriented approaches in all aspects of the college's operations and help to ensure that all staff feel informed of, and involved in, the college's marketing programme.

Events and External Communication

- To manage the Marketing of all open events – including Open Mornings and 'Meet the Head' mornings, maintaining a 'front of house' presence as required;
- To lead and design marketing exhibits at various independent school exhibitions as required;
- To be the link with the Chair of Old Thorntonians, working with them to host events and to maintain the school's 'Old Thorntonian' database.
- To be the college's link person with the 'Friends of Thornton'; attending all meetings and working with them to provide support and to promote the best interests of the college – this will involve actively contributing to each event hosted including those at weekends and in the evening.
- To work closely with the Senior Leadership Team and Governing body regarding communications – preparation and implementation in incidents of a critical nature.
- To work with the administrative team to ensure all external communications are appropriate, including in incidents of a critical nature

Health and Safety

- To maintain an excellent working environment with all maintenance issues dealt with quickly and safely.
- To adhere to all health and safety policies and procedures.
- To be fully aware of all safeguarding procedures, including emergency and security procedures.
- To pay due regard to the School's Health & Safety Policy, including one's own H&S needs and those of others; particularly those for whom you have a duty of care.

All staff are expected to perform such other tasks as may be reasonably requested by the Head Teacher.

All staff are responsible for promoting and safeguarding the welfare of students at Thornton College by ensuring compliance with the school's Safeguarding and Child Protection Policy at all times. It is a requirement of all staff to report any actual or potential risks to the safety or welfare of students to the Designated Safeguarding Lead.

All staff are required to undertake whatever else may reasonably be requested by the Head of Thornton College in support of the Aims of the School. Job Descriptions are subject to annual review.