



BURGESS HILL

— GIRLS —

Tomorrow's Women



DIRECTOR OF MARKETING AND COMMUNICATIONS

CANDIDATE PACK



WELCOME TO BURGESS HILL GIRLS

Our motto at Burgess Hill Girls is 'I am, I can, I should, I will'. It encapsulates the journey students take with us. Discovering who they are, what they are capable of, the importance of supporting others and developing the will to achieve their dreams. When you join Burgess Hill Girls you become part of a unique empowering community where there are no limits.

We love learning at Burgess Hill Girls and this passion extends far beyond the curriculum into all aspects of life. We believe in a complete education and successfully combine an excellent academic provision with a strong pastoral programme and an immense variety of enrichment activities while always focussing on the needs of the individual.

We are seeking to appoint a Director of Marketing and Communications to provide strategic direction and inspiring leadership for the School's marketing, admissions and events activities. This pivotal role is part of the senior management team, reporting directly to the Head. This is an exciting time to join and an opportunity to work with the governors, Senior Leadership Team and the rest of the School's community to implement an exciting new vision for the future of the School. This is an excellent opportunity for a senior marketer, a strategic thinker with a demonstrable track record of delivering distinctive communications.

If this role excites you, and you believe that you have the necessary skills and experience, then we would be delighted to hear from you.



LARS FOX | HEAD

OVERVIEW

Burgess Hill Girls is an independent, day and boarding school for girls located in the centre of Burgess Hill, West Sussex.

The School was founded in 1906 by Beatrice Goode to provide a high-quality education for girls which was not widely available at the time. In 1928 the School moved from Church Road to its present location on Keymer Road in order to expand.

The School currently educates over 500 pupils, with boys and girls in the Nursery and girls only from Reception through to the Sixth Form.

The School's catchment area for day pupils extends across Sussex. It is well-connected by road (lying close to main roads such as the A23 to London and Brighton) and by train, just a few minutes' walk from the town's railway station with frequent direct services to Brighton, London and Gatwick Airport.

Living on-site there are approximately 50 boarders, typically full-term from across the globe.

Notable alumnae, called Bold Girls, include cricketer Caroline Atkins, actor Haydn Gwynne, presenter Holly Willoughby, neuroscientist Professor Francesca Happé and diversity champion, Funke Abimbola MBE.





MISSION & AIMS

OUR MISSION

To develop Tomorrow's Women.

OUR AIMS

Our mission is achieved by ten core aims. We will:

- Champion individual strengths and aspirations through our excellent academic provision, extensive co-curricular opportunities and forward-thinking initiatives such as our B-spoke and BOLD programmes.
- Endow pupils with confidence, self-belief and a determination to succeed.
- Embed a strong sense of moral responsibility through activities in the school and the local community.
- Develop meaningful and effective partnerships with local nurseries, and primary and secondary schools.
- Recruit and retain high-quality staff.
- Promote a positive balance between academic work, recreation and volunteering.
- Provide expert higher education and careers opportunities and advice.
- Deliver an outstanding Early Years education to ensure a solid foundation.
- Innovate in the development of our curriculum and facilities.
- Encourage a mutually supportive community that empowers girls to reach their full potential.

Pupils at Burgess Hill Girls will be equipped to lead a fulfilled and productive adult life in a rapidly changing world.

CAMPUS

Burgess Hill Girls is set within 14 acres of beautiful grounds within a conservation area close to Burgess Hill town centre in the heart of Mid Sussex.

The site comprises of open playing fields surrounded by natural woodland. The buildings date back to 1704 and are a mixture of Victorian and Edwardian villas complemented with sympathetic contemporary buildings.

The newest additions to the site are the Croft II Performance and Music Academy and Little Oaks, a modern building encompassing Nursery and Infant classrooms.

OTHER BUILDINGS OF NOTE

- Webb House - Main teaching block for Senior School
- Pre-Prep and Prep School
- Music School
- Sixth Form Centre
- Art Department
- Science Centre
- Sport pitches and courts
- Fitness hub
- Dining hall
- Two boarding houses





SUMMARY OF THE ROLE

As Director of Marketing and Communications, the postholder will provide dynamic and creative management of all internal and external communications, raise the profile of the School regionally, nationally and internationally, and provide visionary leadership. This role will play an essential part in executing key areas of strategy across the School, including ambitious pupil recruitment targets, and the postholder will be monitoring admissions performance accordingly. The successful candidate will be a subtle but clear communicator, able to engage key stakeholder groups and will thrive on the opportunity to define and implement a clear strategy and monitor its effectiveness.

The position is full time and permanent subject to a satisfactory probationary review. This position will ideally suit a candidate with experience of working in a public or private sector organisation at senior level and who is prepared to lead, inspire and challenge. The successful candidate will have a track record of success in the delivery of services and managing change, ideally within an education environment.

Burgess Hill Girls is committed to promoting the safeguarding of children and expects all employees to share this commitment. Any offer will be made subject to the satisfactory pre-recruitment checks, including an enhanced DBS disclosure. Burgess Hill Girls is an equal opportunities employer and welcomes applications regardless of age, gender, race, religion, disability, or sexual orientation. All staff at Burgess Hill Girls are expected to contribute fully to the life of this busy and successful School.

Burgess Hill Girls anticipates the successful candidate to start from 22nd July 2024.

JOB DESCRIPTION

This is a pivotal strategic management role, reporting to the Head, and working alongside the School's Executive (consisting of the Director of Finance and Operations and the Deputy Head & Head of the Prep School). The Director of Marketing and Communications will manage the Marketing, Admissions and Events teams and will provide dynamic and creative leadership of all internal and external communications. The overall aims of the role will be to engage key stakeholders in meaningful relationships, to strengthen the School's brand, to enhance its profile regionally, nationally and internationally and to deliver a firstclass customer experience in every interaction with the School. The post holder will be an inspirational and dynamic leader, with senior-level expertise in marketing and in communications, both internal and external.

MAIN RESPONSIBILITIES

- Oversee marketing and communication across the Senior, Prep, and Pre-Prep schools' community, strengthening the School's overall standing and reputation with all key stakeholders.
- Develop and implement marketing, communications and pupil recruitment strategies and ensure they are aligned with the School's vision and strategic priorities.
- Manage and develop the School's brand, ensuring it is effectively communicated and differentiates the School from its competitors.
- Have oversight of all key communications from and within the School.
- Enhance all press and PR relationships to maximise the impact and profile of Burgess Hill Girls on a national and international scale.
- Be accountable for the delivery of pupil recruitment targets. Work in close liaison with the Senior School, Prep School and Pre-Prep School Admissions department to ensure optimum pupil roll, monitoring and responding to key market trends in pupil recruitment and revising strategies accordingly.
- Inspire and professionally develop all staff at Burgess Hill Girls for the successful fulfilment of marketing communications and pupil recruitment goals.





JOB DESCRIPTION

STRATEGY

- Develop a clear marketing and communications strategy that builds on Burgess Hill Girls' culture and strategic priorities. Develop and manage a detailed action plan to support this strategy and disseminate it from the Executive through to all staff.
- Embrace and communicate the School's mission, values, culture and strategic aims, ensuring consistency of messaging across the Senior, Prep and Pre-Prep schools and all staff in their daily work and practice
- Keep abreast of and advise the School's Executive team about trends in the independent education sector, ensuring our offering sets us apart from competitors
- Track, monitor and report on the effective delivery of marketing, communications and pupil recruitment.
- Advise the Executive on fundraising opportunities and effective implementation of such ventures

ADMISSIONS

- Set, monitor and track the short and long-term strategies for marketing and communications, related to pupil recruitment.
- Develop and implement effective strategies to recruit from key target groups, including recruitment of UK and overseas boarders.
- Analyse, forecast and report on key pupil admissions data and statistics, revising strategies and tactical plans where appropriate.
- Identify new local, national and international markets and target marketing accordingly.
- Oversee the development and refinement of all pupil admission procedures, including admissions-related events (such as: Open Weeks, Taster Days, external 16+ events and other tactical promotional events), and touch-point strategy.
- Devise, oversee and review communications, PR and advertising strategy, to include prints, digital and social media on a national and international level.

JOB DESCRIPTION

MARKETING

- Together with the School Executive and Board of Governors effectively communicate the School's brand and enhance its reach and reputation on a global level.
- Use analytics to create and deliver targeted strategies to drive enquiries, improve conversion levels and produce remedial action where required.
- Develop and deliver an effective digital and social media strategy, including for advertising.
- Have strategic oversight of the School's website, ensuring it is regularly maintained and updated.
- Provide support to the Head of Partnerships as necessary and work in conjunction with them to enhance partnership work in the community.
- Undertake regular market and competitor research and analysis to inform planning.
- Update and review existing marketing material to ensure that it accurately reflects the school and latest developments.

COMMUNICATIONS

- Develop, promote and protect the School's brand guidelines.
- Oversee and manage all Burgess Hill Girls publications and content (online and offline), including, but not limited to publications; digital content e.g. web and social media; key events; staff Communications etc.
- Ensure regular press releases, editorial material, and photo calls, to enhance the profile of the School locally, nationally and internationally.
- Support the Head of School and Executive in the matter of all internal and external School communications.
- Provide public relationship and communication support, as needed and in any crisis, to the School Head and Chairman of Governors.
- Provide support to the Assistant Head (Head of Sixth Form) as necessary and build supportive relations with the Bold Girl community
- Conduct stakeholder surveys and use relevant tools to measure satisfaction and Communications with the School.





JOB DESCRIPTION

LEADERSHIP AND MANAGEMENT

- Advise the School Executive and Chairman of Governors, as necessary, drawing on knowledge from previous senior roles, and experience in all areas of external relations.
- Management of the Admissions, Marketing and Events teams across all sections of the school, ensuring a consistent brand experience and high performance, supported by professional development at all times.
- Report to the Board of Governors as required and provide an exceptionally high level of expertise in presentation and communication.
- Plan, oversee and report on expenditure, in line with agreed budgets.
- This is a Senior Leadership position. The post holder is required to work independently and in accordance with School's policies, professional standards, and budgetary limits at all times.

ADDITIONAL DUTIES

- The above list is not exhaustive but is by way of example only. Responsibilities and duties may vary from time to time as the position evolves. A flexible approach to all aspects of this role is essential. This role may involve a small amount of weekend work (usually associated with Open Days) and flexible hours in order to attend key out of work-time meetings and events. The post holder will be required to travel nationally and internationally if required.
- The School reserves the right to alter the content of this Job Description, after consultation, to reflect changes to the job or services provided, without altering the general character or level of responsibility.

SALARY & BENEFITS

HOURS OF WORK

This is a full-time post. Normal office hours are 8.30am to 5pm daily, with an hour for lunch; some flexibility around these hours will be both given and expected.

SALARY

A competitive salary will be offered by negotiation with the successful candidate.

HOLIDAY

Support staff are entitled to 28* days holiday per annum, (rising to 30 days after 5 years of service) plus statutory holidays.

**Staff are required to take 3 of these days during the school's closure at Christmas.*

ADDITIONAL BENEFITS INCLUDE:

- Contributory pension scheme
- Free lunch in our state-of-the-art dining hall
- Significant discount on school fees
- Corporate discount at The Triangle leisure centre
- Free car parking
- Unlimited use of school and fitness facilities
- Free staff wellbeing MOT provided by Sussex Wellbeing
- Employee Assistance programme

For more information on staff wellbeing, please view our booklet [here](#).



APPLY

Candidates are required to submit an application form with supporting letter and details of two referees. References will be taken up prior to interview.

Closing date for applications is Monday 22nd April.

Short-listed candidates will be contacted by telephone and first round of interviews will take place **on Thursday 25th and Friday 26th April.**

Final round of interviews will take place on **week beginning Monday 29th April.**

All appointments are made in accordance with our equal opportunities policy and applicants should let us know of any special needs they may have.

The School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

