



# CHELTENHAM COLLEGE

*Head of Marketing and Communications  
Cheltenham College*



If you would like to discuss the role informally, please contact the HR Department on 01242 265670 or by email at [recruitment@cheltenhamcollege.org](mailto:recruitment@cheltenhamcollege.org).

The closing date for applications is: **Sunday, 29<sup>th</sup> May 2022**

Interviews will be held in the following week commencing 6 June.

*College is committed to safeguarding and promoting the welfare of children and young people in its recruitment and selection of job applicants and expects all staff and volunteers to share this commitment. The successful candidate will be required to undergo an enhanced DBS check.*

## Message from the Head of Cheltenham College, Nicola Huggett



I am delighted that you are considering a role here at Cheltenham College. I hope that you find this information helpful and we would welcome your application.

The College lies in the heart of one of the country's most beautiful Regency spa towns, only a few short miles from the rural delights of the Cotswolds. This means that as a place to live and work, you truly have the best of both worlds; a cosmopolitan centre with wonderful restaurants, shops and of course, four major cultural festivals a year, in addition to easy access to walks, country pubs and the great outdoors. Having moved to Cheltenham myself just a few years ago, with my husband and four children, I can assure you that there is something for everyone here.

Cheltenham College is a thriving community, with over 1100 pupils from the Prep and Senior Schools combined, cared for by 600 support and academic staff. We have high class facilities for academic development, boarding, sport, music and drama, as well as a truly awe-inspiring chapel. We are a 24/7 operation, working a six-day week with Saturday school. With our focus on full boarding (80% of our pupils are boarders) we are able to get to know our pupils very well and that makes inspiring them in and outside the classroom all the more enjoyable.

As staff, we enjoy the very wide range of activities that our pupils enjoy, with access to wonderful sports facilities for you and your family, a beautiful Common room, full IT provision, a thriving staff consultation committee and many staff social events. You will also have a tailored professional development programme and extensive support from our dedicated HR team.

Whilst we may seem a large organisation, we operate very much as a close community with a family feel. I know that as a new member of staff you will find that our focus lies very much in developing you as an individual. Just as we expect you to go the extra mile in your role, we will engage with your own professional and personal development from the start, ensuring that you enjoy and feel valued in your new role as quickly as possible.

We recognise the time and thought that goes into an application and we will certainly give this our serious consideration. If you have any further questions, the HR department via [recruitment@cheltenhamcollege.org](mailto:recruitment@cheltenhamcollege.org) will be happy to help.

With best wishes

*Nicola Huggett*

## Head of Marketing and Communications

### The Appointment

Cheltenham College is seeking to recruit a top-quality professional marketer with a proven track record. This is a pivotal position within Cheltenham College and the successful applicant will be responsible for the management and operation of the marketing function in both the Senior and the Prep Schools as well as a wider responsibility to support Alumni and Development, events, commercial activity, overseas schools, admissions and other functions as required across the College.

The Head of Marketing and Communications is supported by direct reports who work across both schools and by team members with specific expertise in social media and photography/videography. The postholder will provide expert advice and support for both external and internal communications activities including press statements.

### The School

Cheltenham College is an independent boarding school located at the heart of the Cotswolds and consists of two inter-dependent fee-paying schools within a single executive structure. [College \[13-18\]](#), founded in 1841, is the oldest of the Victorian public schools and is predominantly a boarding school of some 730 pupils, including a Sixth Form of approximately 280 pupils. [The Prep School \[3-13\]](#) is largely a day school of some 420 pupils. Both schools are fully co-educational. The schools are situated in their own spacious grounds near the centre of Cheltenham, a flourishing Cotswold town. Both schools are committed to the delivery of academic excellence in an environment that encourages the development of pupils with a broad set of interests.

### The Job Specification

The Head of Marketing and Communications is a cross-school role responsible for the implementation of the Cheltenham College marketing strategy, including brand custodianship, ongoing management of the website and social media, marketing collateral, events, public relations including the active promotion of College and Prep School activities and achievements in the media.

The key responsibilities of the role are:

#### Marketing & Communications

- Develop and deliver a creative marketing and communication strategy, plan and approach to help market and position Cheltenham College as a whole to build a strong brand, attract pupils, strengthen development relationships and promote commercial and community programmes
- Undertake and report on robust market research of key markets locally, in the UK and Internationally highlighting opportunities or threats to the senior management team supporting a proactive approach to positioning our brand
- Develop a Digital Marketing strategy including making best use of social media, enhancing and updating our website working closely with the Director of IT. Ensure good practice from contributors across College to the content management process in keeping our digital presence fresh and on-brand
- Plan the marketing and communications strategies for specific areas of College's work and for different audiences. Work with the senior management teams to put the strategy into practice. This will include:
  - Design and develop creative communication and marketing products – brochures, presentations, briefings, etc. that will maximise College's message and support strategic objectives
  - Plan and implement direct marketing approaches including targeting, personalisation of messages and measurability; data analysis, customer profiling and segmentation
  - Develop and oversee a strategic programme of activities and events for key College occasions and anniversaries
  - Ensure the brand meets expectations through monitoring marketing trends and partner and parent feedback
  - Provide expert marketing support and actively participate in key Admissions events such as Open Days and feeder school events

- Support our programme of attendance at pupil recruitment events in the UK and Internationally to ensure College achieves an effective presence in the market. Work closely with the Tours and Events team and Pupil Recruitment to ensure it is effectively delivered and reviewed
- Develop and retain responsibility for the communications to existing pupil's parents through the Parent Portal. Work closely with boarding house staff, tutors and colleagues in College Office to develop exciting and engaging content for both College and Prep parents. Ensure this meets parents' needs and that it acts as an effective marketing tool to make use of word-of-mouth potential.
- Contribute to and strengthen fundraising proposals and funder reports to ensure robust and creative marketing and communication considerations are adopted.

### **Reporting and Control**

- Set and manage the Marketing & Communications budget and ensure programme milestones related to marketing & communications are achieved on time and within budget
- Act as guardian of the branding and ensure it is applied consistently
- Provide regular reports to the Senior Management Team on key deliverables
- Put in place, monitor and adjust as necessary robust project plans for each marketing activity
- Establish and manage relationships with agencies and suppliers, searching out and ensuring best value for money.

### **Key Projects**

- Create a package of support for our emerging overseas schools programme
- Propose a strategy to better manage communications for the commercial activities and short courses which run on College premises and with College staff
- Embed a sense of "every transaction matters" across all staff.

### **Staff Management**

- Performance and operational management of a small team
- Inspiring, motivating and supporting staff so that they are thinking and acting at their best, delivering high quality work, working as an effective team and meeting organisational and individual objectives
- Support the professional development of the team to continuously develop skills and expertise and support career development aspirations.
- Coordinate, and in some cases manage, the work of external communication consultants and identify new consultants with additional expertise.

### **Internal Communications and Public Relations**

- Manage College's press and public relations operation including drafting press statements
- Act as an expert advisor to the Senior Management Team as part our crisis planning team
- Provide advice to management colleagues in planning and delivering excellence in internal communications both as routine and in response to change
- Relationship management of key publications (e.g., Good Schools Guide)
- Enhance and manage College's national and educational media profile
- Foster good media relations locally.

### **General**

- Ensure the values of participation, partnership, sustainability, social responsibility, cost effectiveness, transparency and accountability are reflected in your work.
- Any other responsibilities as may reasonably be required from time to time.

## **Skills and Characteristics**

- Professional Chartered Institute of Marketing qualification or equivalent
- Educated to degree level or equivalent and appropriate marketing experience essential
- Knowledge of the independent schools' sector highly desirable
- Demonstrable track record of effective customer relations and communication
- A proven understanding of the use of social media within an overall communication strategy to drive traffic and increase customer collaboration is essential
- Budgeting experience
- Ability to manage spreadsheets, produce reports
- Vision, creative flair, commercial acumen, confidence & commitment
- Highly literate and numerate with an exceptional level of accuracy
- Excellent written and verbal communication skills with a keen eye for detail
- Proven organisational skills, capable of multitasking and delivering to tight deadlines
- Effective problem solver with the ability to plan ahead and a 'can-do' attitude at all times
- A flexible team player in possession of excellent interpersonal skills and with the ability to influence and persuade at all levels
- A sense of humour with the ability to remain calm and cope with the unexpected

## **Terms and Conditions**

- Starting salary competitive & depending on experience
- 9.00 am to 5.30 pm, Mondays to Fridays, with occasional evenings and weekends.
- Holidays 25 days, at times to be agreed in advance with line manager and normally to be taken in College holidays.
- School lunch (during term time only).
- Use of college sport facilities (at staff allocated times)
- Pension scheme
- Subsidised health scheme membership (Benenden)

**May 2022**