



CLAREMONT FAN COURT SCHOOL



## **JOB INFORMATION**

# **HEAD OF MARKETING, COMMUNICATIONS AND ENGAGEMENT**

Closing date: 9.00am Monday 22 April 2024

First round interviews will be held week commencing 22 April 2024

Second round interviews will be held week commencing 29 April 2024





# THE SCHOOL

Welcome to Claremont Fan Court School. We are a thriving, co-educational independent day school in Surrey for pupils aged 2½ to 18. Founded in 1922, we recently celebrated our 100th anniversary as an evolving, successful school.

We are proud of Claremont Fan Court School's strong reputation for being a compassionate, child centred, truly co-educational school of choice for families seeking an academically ambitious environment that educates the whole child.

Set in 100 acres of historic grounds, Claremont is known for focussing on the academic potential of our pupils, but not at the expense of their pastoral wellbeing; for a culture that nurtures pupils' limitless potential, not just in exams but also in equipping them with the skills to shape the world around them at university, in their careers and in the wider society beyond.

We prioritise, too, an understanding of character and the way in which our relationship with others are fundamental to our successes in life, university and careers.

Where else, within a school bus ride from south west London, can children from 2 ½ to 18 balance forest schools with further maths, lacrosse with the pursuit of a medical career, learning history in a building that made history or playing rugby while designing for a fashion show.

Teachers, staff, pupils and their families are expected to support and extend the atmosphere of respect, courtesy, the love of learning and the value of friendship that is held dear at Claremont Fan Court School. This peaceful and purposeful intent extends throughout every lesson and into the pastoral and co-curricular activities we offer.





# MISSION AND ETHOS

## *Mission*

Our mission guides the ethos of the school and is a primary document for all who work at the school.

- To provide an environment where the God-given potential of every individual is recognised and valued. With this recognition comes the expectation of high personal achievement and moral standards and a developing awareness of our individual responsibility to each other and our world
- To maintain a broad and forward-looking curriculum in which pupils are encouraged to think independently to meet the demands of a rapidly changing world
- To encourage our pupils to awaken to all that is good and true within and around them in their spiritual journey of self-discovery
- To equip our pupils with a strong set of values for future decision making
- The following values are fundamental to everything we do: courtesy, respect, trust, moral integrity, self-discipline, love for God and man
- The School embraces the whole Claremont family: pupils, parents, guardians, staff and governors in its mission, vision and ethos

## *Vision*

In accordance with our mission, Claremont Fan Court develops individuals who are outstanding citizens, aware of their responsibility to others and contribute positively to global society.

We realise this by being a high-quality school of choice where young people achieve more than they think is possible.

## *Ethos*

Goodness underpins this school. Teachers, staff, pupils and their families are expected to support and extend the atmosphere of respect, courtesy, the love of learning and the value of friendship that is held dear at Claremont Fan Court School. This peaceful and purposeful intent extends throughout every lesson and into the pastoral and co-curricular activities we offer.

Young people leave Claremont Fan Court School as confident, contributing and caring members of the global community. They cherish the values that equip them to make a positive contribution and be a force for good in the world.





# THE ROLE

Claremont Fan Court School offers a kind, caring, compassionate, pupil-centred, truly co-educational setting where each pupil can be themselves. The school has experienced strong pupil growth in recent years and is transitioning towards a whole school approach for educational provision for pupils aged 2-18 years. The head of marketing, communications and engagement will have a leading role in planning and implementing the school's marketing, communications and engagement strategies.

This is an exciting and key role which is both strategic and hands on and will be instrumental in shaping the school's future. The role demands a strategic thinker with senior-level experience in marketing and brand management, strategic communication and engagement, with exceptional interpersonal skills, and a proven track record in impactful campaigns. The successful postholder will also oversee and lead on the day-to-day aspects of marketing, communications and engagement, fostering relationships within the school community to promote engagement and collaboration. They will ensure consistent communication with current and prospective families, work in close collaboration with the admissions team to manage open days and feeder events and organise initiatives promoting

the school's culture and ethos. The role would suit an enthusiastic, energetic, creative and driven professional who can work as a team player to nurture strong links and build excellent relationships within the Claremont Fan Court School community and beyond.

The head of marketing, communications and engagement will lead and manage a team consisting of an events lead and marketing officer and will work closely with admissions and development colleagues.

The head of marketing, communications and engagement will report directly to the headmaster and collaborate closely with other key leaders including the bursar, heads, deputy heads, and those in school-wide roles to communicate effectively with stakeholders and contribute to shape a one-school pupil journey. Additionally, they will work closely with support staff heads of departments to complement the school's marketing, admissions, and development strategy.





### *Key Responsibilities*

- Provide strategic leadership and expertise in marketing, communications and engagement, including advising the key leadership team
- Develop and execute cohesive, exciting whole school marketing, communications and engagement strategies to support the school's vision and strategic objectives
- Planning and delivery of marketing, communication and engagement campaigns
- Lead the effective and exciting use of communication channels, PR, event management, and social media content
- Enrich engaging and nurturing relationships with parents and other stakeholders to understand their views and ideas, gather and respond to feedback, and heighten the sense of belonging within the school community
- Promote and boost the special culture and ethos of Claremont Fan Court School
- Provide inspirational leadership, creativity and professional expertise to the marketing and events team

### *Marketing and brand strategy*

- Develop, manage and implement an evidence-based and outcome-focused marketing strategy to strengthen awareness and understanding of Claremont
- Drive pupil recruitment and retention, and reinforce Claremont's market positioning and brand
- Keep abreast of trends in the sector to ensure this contributes to the school's ongoing marketing strategy and tactical plans
- Work collaboratively with the key leadership team and head of admissions to develop a marketing strategy, identifying new markets, geographical reaches and respond to key market trends
- Work closely with headmaster and head of admissions to review, refine and strengthen the admissions process
- Be the brand custodian for Claremont, articulating and enhancing the brand and values to a wide range of audiences
- Provide strategic direction to the marketing officer to create compelling content and material including photography and film to support marketing campaigns for all areas of the school
- Liaise with the Friends of Claremont to ensure brand consistency across communications and merchandise
- Manage the marketing budget to optimise value for money



### *Communications and engagement strategy*

- Develop and implement a communication and engagement strategy that informs, aligns understanding, embeds excitement, enthusiasm and a strong sense of belonging to the Claremont community, and contributes to the school's overall success
- Build effective relationships and meaningful dialogue with staff, pupils, parents and others to develop and facilitate effective communications and foster two-way conversations, gain deeper connections and understanding to help shape the school's future direction
- Set and uphold the very highest standards in communications across the school community, monitor consistency in messaging and effectiveness
- Lead, shape and steer staff with the tone, style, content and timing of communication to parents, which should convey the school's culture and ethos
- Take a leading role in the design and delivery of marketing, communication and engagement campaigns creating exciting and inspiring communication content to influence and/or change stakeholders' attitudes or behaviours with measurable targets supporting the school's strategic objectives and deeper personal connections
- Develop engaging relationships with feeder schools/nurseries to expand reach and attract new families to Claremont while also to gaining deeper understanding of prospective families' needs and preferences.

### *Digital*

- Oversee, develop and plan the school's digital and social media strategy ensuring activity across the yearly calendar, advising on the appropriate channels, messages and activity, working in close collaboration with the marketing officer
- Take a leading role in the development of a school communication platform plan including a parental portal, social media channels and the school website
- Undertake regular analytical monitoring to consider effectiveness against strategic objectives and make necessary refinements

### *Events management*

- Working closely with the admissions team, oversee the planning and delivery of school promotional events such as open days, scholarship events, taster events and assessment days
- Identify relevant community-based initiatives in which the school can engage to increase brand awareness and foster deeper emotional connections





# THE PERSON

Applicants should be eager to work in a busy, fun and fast-paced school embarking on an exciting journey. They should be passionate about independent school education and, with excellent interpersonal skills, would be at ease joining an ambitious team of staff leading the school's transformation in the pursuit of excellence for pupils. Applicants should be highly creative and bring new inspirational ideas while also keen to listen to those of others.

## *Education and experience*

- Educated to degree level or equivalent
- Professional marketing qualifications desirable but not essential
- A highly skilled communicator with experience of strategic planning in marketing, communication and engagement and campaigns with diverse audience reach
- Demonstrable experience of running successful campaigns with evidence of changing attitudes and behaviours to reach a desired outcome
- Strong facilitation skills with a proven track-record of building trusted relationships with a wide variety of individuals to attract and maintain enthusiasm, involvement and loyalty from customers
- Experience of managing teams

## *Skills and competencies*

- Hardworking, driven and flexible with a 'can-do' attitude
- A strategic mindset and a hands-on approach
- Confident and engaging in any company and can speak with influence to any audience while also being a good listener
- Creative, imaginative and resourceful approach to marketing, communication and engagement
- Strong initiative combined with outstanding organisational skills
- Can work at pace to manage a time-sensitive workload
- Exceptional written skills with a keen eye for detail
- Excellent IT and administration skills: highly proficient in Microsoft 365, web platforms and competent user of MIS systems
- Proficient in using social media as an engagement tool
- Tactful, diplomatic and can manage sensitive information with absolute discretion
- An understanding of the motivations, attitudes and aspirations of parents, children and other stakeholders in the community interested in independent school education
- Genuine interest in educational issues and empathy with the independent sector and the opportunities provided
- Emotional intelligence to engage well with all stakeholders including pupils, parents, staff, alumni, the local community and external contacts
- The ability to act as an approachable, sympathetic and authentic ambassador for Claremont



# WORKING AT CLAREMONT

Claremont Fan Court School is set in a beautiful location and is a warm and welcoming community. Professional standards are high, and we encourage ongoing training and personal development.

The school is located just outside Esher in Surrey and is easily accessible from the A3, M3 and M25 with ample free staff parking. The nearest train station is Claygate which is a 25-minute walk, with local bus services also available.

Esher and its neighbouring towns offer easy access to both central London and the stunning Surrey countryside, offering a feeling of space whilst being only a stone's throw from London and all the facilities a capital city has to offer.

The local area has a mix of leisure activities available. Both the historic palace at Hampton Court and the beautiful gardens at RHS Wisley are nearby, as well as Sandown Racecourse. There are many arts venues (theatres, cinemas, live music) and sports clubs in the surrounding area and for cyclists there is access to some of the finest roads.

Benefits include 3 x salary life assurance, cycle to work scheme as well as complimentary lunches and refreshments during term time.

Pension: Group personal pension scheme via salary exchange available from the start of employment

## *Terms and Conditions*

Hours: 40 hours per week throughout the year with some flexibility required at busy times. Some occasional evening and weekend working required. Hybrid working is available during holiday periods whilst ensuring a member of the team is present in the office each day.

Holidays: 25 days plus 8 bank holidays

Salary will be competitive and commensurate with qualifications and experience





# HOW TO APPLY

Please ensure you read the job information pack carefully, as well as the school's Recruitment, Disclosures and Selection Policy, Safeguarding Policy and Applicant Privacy Policy on our website.

Interested applicants should complete an application form, which can be found on our [website](#). The application form is available in a Microsoft Word read/write format. You should provide a covering letter in support of your application addressed to the headmaster, William Brierly.

Please note: applications should be submitted by email to [jobs@claremont.surrey.sch.uk](mailto:jobs@claremont.surrey.sch.uk).

Documents must either be in Microsoft Word or pdf format as we are not able to accept any other type of file.

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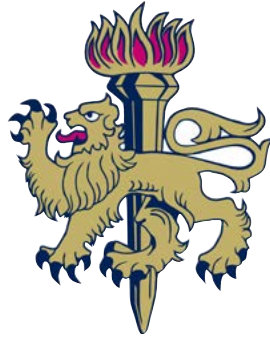
**Please note that we may conduct interviews prior to the closing date. Early applications are encouraged**

References may be taken up at any stage during the recruitment process.

All applications will be acknowledged by email within one working day of receipt. Please contact Human Resources on 01372 473720 should you have any questions or if you have not received an acknowledgement.

Claremont Fan Court School and its staff are committed to safeguarding the welfare of children. Successful applicants will be required to undergo screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. It is an offence for any person barred from working with children to apply for this post.





## CLAREMONT FAN COURT SCHOOL

[www.claremontfancourt.co.uk](http://www.claremontfancourt.co.uk) | [jobs@claremont.surrey.sch.uk](mailto:jobs@claremont.surrey.sch.uk)  
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