



ST ALBANS
SCHOOL



Marketing and Communications Manager

THE SCHOOL

St Albans School is a multi-dimensional institution: academic excellence, intellectual development and strong pastoral care lie at the core of an exceptional holistic education, enabling us to identify and nurture each pupil's potential. Our fundamental and unremitting focus on our pupils' wellbeing gives them the self-confidence and self-belief to do, and to give of, their best. Inspirational teaching ensures strong intellectual development whilst outstanding provision and achievements in the wider curriculum enrich each pupil's experience. Our pupils develop important values, qualities and skills, as well as learning an awareness and understanding of the wider world as they determine the contribution they intend to make to it in their adult lives.

We believe that a good education comprises so much more than just academic work and intellectual development. Significant emphasis is placed on wellbeing and pastoral care (organised by section and year group): the warmth and friendliness of the School community is one of its great strengths and most distinctive features. The School's vision is *to help each pupil flourish intellectually and personally, developing self-knowledge and self-confidence in order to find meaning and purpose in life*. Further information about the School's motto, ethos, aims, vision and values can be found [here](#).

The School has an excellent reputation for academic achievement, for success in university entrance and for achievement thereafter. Distinguished Old Albanian academics include Professor Lord Renfrew, formerly Master of Jesus College, Cambridge; the late Dr John Barber, formerly Vice Provost of King's College, Cambridge; and the late Professor Stephen Hawking. Academic standards are consistently very high: the five-year average of A Levels grades is A* 35%, A*-A 70% and A*-B 90%. At (I)GCSE the five-year grade average is 70% 9-8 grades and 87% 9-7 grades. Further information about examination results can be found [here](#).

However, the School sees examination results as means to an end rather than an end in themselves and the importance of the learning journey is prioritised. The focus of teaching and learning is to ensure pupils are educated in the fullest sense so that they may be productive in their communities in the spirit of the School motto (*non nobis*

nati – born not for ourselves) and fulfil their potential. St Albans School pupils are holistic learners who take responsibility for their own education. We equip them, via our Learning to Learn (LTL) programme, with the theoretical, practical and creative skills to thrive in any environment, including in higher education and the workplace. Our teachers are subject specialists with a commitment to developing transferable skills as well as excellent subject knowledge; they are innovative and creative in their pedagogical approaches and have high expectations for their pupils. Support and training are provided by the Teaching and Learning Team who aim to develop and extend the professional community within and beyond the School.

All teachers are provided with a School laptop with WiFi connectivity to smart boards in classrooms. Whilst teaching and learning is not exclusively undertaken via digital means, teachers deploy a wide range of digital strategies and all classes utilise Microsoft Teams and OneNote notebooks.

The extensive co-curricular programme with over 200 clubs and activities plays a vital role in developing values, skills and qualities in preparation for adult life: drama, music, sport, CCF and the Duke of Edinburgh's Award Scheme are all thriving as is our extensive partnership scheme with 16 local state-maintained schools.

The vast majority of our leavers are successful in securing places on competitive courses at Russell Group universities. The most popular destinations in recent years have been Bath, Bristol, Birmingham, Cambridge, Durham, Exeter, Leeds, Manchester, Nottingham, Oxford, Warwick and York.

St Albans School is among the most ancient educational foundations in the world and can trace its history back to its foundation in 948AD. After the dissolution of the monasteries, the School's activities were temporarily suspended before its re-founding in 1570. This was made possible by Queen Elizabeth I's grant of the wine licences for the borough of St Albans to Sir Nicholas Bacon, Lord Verulam and Lord Keeper of the Great Seal, who used the income to pay the annual salary of the Master of the School. For 300 years the School flourished in the Lady Chapel of the Abbey, until in 1870 it moved to occupy the Great Gateway of the Abbey and the beautiful adjacent site overlooking the remains of the Roman City of Verulamium. The School has not, therefore, been a Church Foundation since the Reformation, but its historical links with the Abbey have naturally helped to shape its character, and the School still meets for assembly in the Abbey twice a week.

The School was, for much of the twentieth century, a Direct

Grant school, but is now fully independent. The present school roll is c.893 with a Sixth Form of about 320, and the teaching staff numbers some 110

Over the years, significant investments have been made in the School's facilities, including the development of extensive sports grounds, a Field Study Centre in the Brecon Beacons, and various campus upgrades like a new Music School and Science laboratories. Our Sports Centre is also fully equipped with a swimming pool, sports hall, fitness centre, dance studio and climbing wall, and we recently opened the £6.5m Corfield Building for Mathematics and CCF. There is a rolling programme of refurbishment: most recently, we refreshed the walls and floors of our Sports Grounds at Woollams.

At the last ISI Inspection in 2022 the School received the highest possible inspection grading with 'Excellent in all Areas'. The School also received a glowing review from The Good Schools Guide (February, 2024): "*A school that does exactly what it says on the tin - brilliantly. Academics are a given - it's the pastoral care, participative ethos and outstanding extracurricular offering that makes St Albans stand out.*" A copy of the review can be found [here](#).

The School is heavily oversubscribed at all levels of entry. The main ages of entry are ages 11 and 13 for boys, and girls and boys are admitted into the Sixth Form. Scholarships are offered at all ages of entry, and the School is able to provide assistance to some families, in cases of proven need, from its own bursary fund. Entry at 11+ and 13+ is by competitive examination and interview. Many 13+ joiners secure their place through 12+ assessments in the Summer Term of Year 7. Entry into the Sixth Form is by interview and conditional upon GCSE results.

St Albans is a beautiful Cathedral city, with a lively cultural life, surrounded by countryside but only 20 minutes from London by train, with easy access to motorways and airports. It is a relatively affluent area on the edge of a densely populated conurbation with areas of affordable property within easy travelling distance.



JOB DESCRIPTION

Purpose of Position

The Marketing and Communications Manager plays a pivotal part in promoting St Albans School, enhancing its reputation and supporting pupil retention and recruitment by leading the creation, development, and management of all marketing and communication initiatives across the School, internally and externally. The Marketing and Communications Manager supports the Director of Marketing, Admissions and Communications with day-to-day Marketing department operations. They contribute to the development and implementation of comprehensive marketing strategies that align with the School's objectives, communicating our values, achievements and unique identity to prospective families, current families, alumni and the wider community.

The Marketing and Admissions Department

The Marketing, Admissions and Communications Department is responsible for all the School's communications throughout a pupil's journey and across staff, both internally and externally. This includes advertisements, handbooks for parents, content creation, the School website, social media channels and the School's publications. The Department is the key touch-point and source for external communication pieces disseminated to parents and pupils, as well as the wider community.

Knowledge/Skills/Abilities

- A proven track record in a medium-large sized marketing function, ideally with experience in the education sector. Commercial sector experience is essential.
- Significant, proven experience creating and producing a wide range of promotional material; demonstrating proficiency in Adobe CreativeSuite, InDesign and other creative publishing packages.
- A good creative eye and understanding of online and offline marketing.
- Up to date knowledge and understanding of effective digital marketing and social media. A social media user with experience generating content suitable for external feeds; adept at sharing engaging and relevant information as needed.
- Has experience of developing and implementing successful PR, marketing and communications plans.
- Has an understanding of current marketing trends in the education sector. Ability to research the market sector to identify trends, analyse data and use it to make informed decisions.
- Proficiency in website and CMS management.
- Strong MS Office skills across Word, Excel and PowerPoint.

- Strong writing skills and experience in writing content for external audiences.
- A high level of numeracy and accuracy in written and spoken communication.
- Experience in photography and videography for effective content creation across various marketing channels.
- Significant experience in proof-reading and design-proofing skills.
- Experience project managing external suppliers and agencies, working with them to deliver cost-effective solutions.
- A team player, who brings solutions and support to both the Marketing team and the wider School.
- Natural ability to build relationships with colleagues at all levels and work collaboratively within teams and across departments.
- Accuracy and outstanding attention to detail are key as is the desire and ability to take ownership of tasks and to see them finished on time and to a high standard.
- Comfortable working under pressure, juggling tasks and prioritising.
- A self-starter who is well organised and able to competently manage the unpredictable demands of the job.

Key Responsibilities & Accountabilities

- Support the Director of Marketing, Admissions and Communications to develop and implement a marketing strategy and communications plan to build brand awareness, raise the School's profile and drive pupil recruitment.
- Manage the School's PR activity, maintaining relationships with local media, identifying newsworthy stories and preparing and releasing press releases and campaigns. Develop a database of key editorial contacts to disseminate a regular supply of news stories.
- Ensure consistent application of the St Albans School brand across all marketing materials and communications, maintaining brand integrity and consistency of vision, values, messaging and tone of voice. Act as 'Brand Guardian', advising and guiding staff and pupils on St Albans School's brand guidelines.
- Research and identify new advertising opportunities and manage the creative process for developing impactful advertising campaigns that align with our marketing strategy. Liaise with outside suppliers and agencies for advertising, marketing and printing as required, ensuring budget is spent wisely and efficiently.
- Supported by external graphic designers where necessary, manage the workflow, creation, design and implementation of high-quality marketing collateral

such as brochures, booklets, newsletters, fliers, posters and advertisements.

- Manage the content and design of the School's bi-magazine, *Versa*. Lead on its planning and creation ensuring each edition is delivered on time and to a high standard. Monitor feedback and reader engagement to improve the content and design of future editions.
- Liaise with the editorial team of the annual *The Albanian* magazine and provide support in its production, assisting with gathering content and proofreading.
- Design templates and drive the content for all departmental newsletters, as required.
- Collaborate with the Digital Marketing and Communications Officer to plan and develop our digital newsletter, *Voices*, published every three weeks. Ensure a steady flow of engaging content for each edition and proofread and edit all articles before publication.
- Work in collaboration with the Digital Marketing and Communications Officer to drive the School's digital marketing presence, including website management, social media strategy and online advertising. Oversee the monitoring of analytics to improve the effectiveness of digital campaigns and arrange regular reviews to ensure content remains engaging, fresh and on brand.
- Support the Digital Marketing and Communications Officer in the creation of videos and photography for School publications and social media content. Occasionally take photos/videos when required for use in marketing.
- Build strong relationships with staff across the School to ensure effective communication and support for their marketing needs. Act as the primary point of contact for departments seeking marketing support, providing a responsive and collaborative approach. Ensure that the Marketing team stays informed about upcoming events, achievements, and activities across departments to proactively offer marketing support.
- Lead the planning and organising of Admissions and Marketing events and visits, such as open mornings/evenings. Develop and manage event plans ensuring a seamless experience for prospective families. Collect and analyse feedback from attendees and staff to evaluate the success of each event.
- Liaise closely with the Admissions team, providing support to them and assisting with the creation and production of any marketing materials required in advance of assessment days and key admissions events.
- In collaboration with the Director of Marketing, Admissions and Communications and Head of Admissions, develop and deliver a consistent, relevant

communications and events programme with our key feeder schools.

- Source interesting sector and news content to share with the Marketing and Admissions team. Stay informed of sector-specific developments, including political and regulatory changes. Monitor market trends and opportunities for growth within the education sector.
- Alongside the Admissions Team, occasionally attend Senior School Fairs to evaluate competitor activity and ensure we maintain a competitive edge.
- Review competitor activity, and occasionally 'mystery shop' at our competitors' Open Days, to ensure our marketing initiatives stay one step ahead in terms of creativity, engagement and effectiveness.
- Ensure the School is up to date in all relevant listings, such as school guides, directories and handbooks. Regularly review and update entries in both print and digital listings to ensure the School's information is accurate and well-presented.
- Actively pursue opportunities for St Albans School to be recognised externally by nominating the School for relevant awards to achieve external recognition and validation.
- Proactively support the Head of Partnership and Community Link to ensure the positive impact of our local partnerships is effectively communicated, and that positive news and success stories from these partnerships are shared across relevant marketing channels.
- Monitor and evaluate the performance and impact of our marketing activities, using relevant metrics and tools, and report this information regularly to the Director of Marketing, Admissions and Communications.
- Manage project budgets, quotes and POs, to ensure that spend sits within the approved overall annual Marketing spend.
- Other department-related duties as reasonably directed by the Director of Marketing, Admissions and Communications.

Key Performance Indicators

- Demonstrates a high standard of writing and communication skills.
- Demonstrates a high attention to detail and quality control of created content and copy.
- Consistently meets agreed deadlines.
- Works well under pressure and demonstrates a strong ability to juggle tasks and prioritise.
- Deadline-driven, manages internal expectations on project deliverables and rollout.
- Demonstrates excellent collaboration skills and is supportive to the team and wider School staff.
- Brings a 'can-do' attitude and has initiative.

- Proactive and works well as part of a team as well as independently.

Safeguarding Children

The appointee's responsibility for promoting and safeguarding the welfare of children and young persons for whom they come into contact will be to always adhere to and ensure compliance with the School's Safeguarding Policy and procedures. If in the course of carrying out the duties of the post the appointee becomes aware of any actual or potential risk to the safety or welfare of children in the School, they must report any concerns to the Headmaster or the Designated Safeguarding Lead (DSL).



FURTHER INFORMATION

St Albans School is committed to securing equality of opportunity through the creation of an environment in which individuals are treated on the sole basis of their relevant skills and abilities. The School recognises the benefits of having a diverse community of staff and pupils who value one another and the different contributions everyone can make. All policies and practices conform to the principle of equal opportunities including recruitment, selection, training, promotion and career development. Staff are selected according to their suitability for the post, irrespective of background or protected characteristic.

Core working hours are 37.5 hours per week, Monday to Friday. Flexibility and additional hours are required to meet the demands of the role, including occasional additional hours during evenings and at weekends to attend events such as School Open Mornings and Sixth Form Open Evenings. The role is site based.

Full-time staff receive a remission of two-thirds of school fees for children educated at the School. This provision is subject to the availability of places and to the satisfying of the School's usual entry criteria.

In addition to life assurance of four times annual salary, support staff are auto enrolled into a contributory pension scheme operated by the Pensions Trust. Details of which include a 6% employer contribution rate and a 3% employee contribution rate. There is the option to increase contributions and the School will contribute double the employee contribution up to a maximum of 10%.

St Albans School offers many other non-contractual benefits including free onsite parking, free lunches during term time and free use of the onsite leisure facilities which include a swimming pool and gym. The School's Salary Extras online platform gives access to a range of lifestyle benefits and discounts as well as support and guidance with financial matters, health and wellbeing. There is a generous annual budget for staff training and development.

St Albans School is committed to safeguarding young people and promoting the welfare of children. Applicants must be willing to undergo child protection screening and safer recruitment checks appropriate to the post, including checks with past employers and the Disclosure and Barring Service. All positions within the School are exempt from the provisions of the Rehabilitation of Offenders Act 1974.

Applications should be submitted by **20 January 2025** using the form available at

www.st-albans.herts.sch.uk/information/vacancies/.

A CV and a covering letter can be attached to this form. The School reserves the right to make an appointment before the closing date, so early applications are encouraged.

