



St Paul's School
FOUNDED 1509



St Paul's Juniors



St Paul's School

Candidate Information Pack

Head of of Marketing and Communications
Last Updated: January 2024

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Pupils grow into confident young adults as a direct result of the autonomy the school provides them and the highest levels of pastoral support.

ISI INSPECTION 2017



Welcome from the High Master



Sally-Anne Huang
High Master

Thank you for your interest in St Paul's School. Appointing the right staff is arguably the most important role of a school leader and the team here are committed to getting to know applicants well during the application process and giving them the opportunity to get to know us too.

I am incredibly proud of my colleagues here at St Paul's – not only their expertise and professionalism but also their warmth and pupil-centred approach. I honestly believe that working at St Paul's provides a unique set of opportunities and is an exciting career move for anyone. Being High Master here is a huge privilege and I hope that you will be as excited about the school and all we do here as I am.



St Paul's School
FOUNDED 1509

Welcome from St Paul's Juniors



Oliver Snowball
Head, St Paul's Juniors

I'm delighted that you are interested in working at St Paul's School, of which St Paul's Juniors is a part. We enjoy a reputation for all-round academic, sporting, musical and creative excellence, and we make sure days at St Paul's Juniors are filled with fun and purpose.

The team at St Paul's Juniors is, quite simply, brilliant, and a joy to work with. The staff are innovative and engaging. We promote, nurture and develop the key character traits of kindness, respect, integrity, humility and resilience, and we look forward to welcoming new team members who share them.

Welcome to St Paul's School

St Paul's is an independent school offering an outstanding, all-round education for gifted boys aged 7 to 18 years.

We admit highly able, committed and curious boys and care for them in an academic environment tailored to their specific needs, equipping them with the skills to contribute to wider society long after they have left St Paul's. Our entry points are at 7+, 8+, 11+, 13+ and 16+ and admission is following a successful examination process and interview.

Our founder John Colet opened the doors to St Paul's School in 1509 to educate boys "from all nacions and countres indifferently", regardless of race, creed or social background. We are committed to our founder's vision and offer financial support to every boy who is successful in gaining a place at the school on academic merit and fulfils the means-tested bursary criteria. Linked to Colet's vision, we have a wide-ranging partnership programme with schools in the

maintained sector, and charity projects with which all staff are able to become involved, including within our extensive co-curricular programme.

The quality and breadth of a St Paul's education is dependent upon the quality of its staff so we recruit high quality people and look after them well. The atmosphere is relaxed, friendly, supportive and purposeful. Personal professional development for all staff is a high priority, and our pay and package is very generous by sector norms. St Paul's embraces diversity, inclusivity and equal opportunity. We are committed to building a team that represents a variety of backgrounds, personalities and skills.

This is a particularly exciting time to join the school as over the last few years we have

refurbished the senior school site including a new astro-turf pitch, a stunning Drama Centre, featuring the Dorfman theatre, an RIBA award winning Science building and award winning General Teaching Buildings with a central Atrium, John Colet Hall and Chapel, contemporary dining, the Kayton Library and many light airy classrooms overlooking the Thames and playing fields. These modern facilities and the unique positioning of St Paul's, coupled with the structure of the school day, enable the school to offer and unparalleled array of co-curricular activities for the pupils.

We hope that working at St Paul's might be right for you. We are a thriving organisation that draws upon a wide range of different skills, qualifications, roles and responsibilities, whether teaching or other support staff.

For teaching staff, academic excellence is essential and we also look at how individuals will enhance the broader cocurricular opportunities for pupils; this makes St Paul's a great and fun place to work. We are based in Barnes, South West London, surrounded by 45 acres of green playing fields. We offer free parking for staff and are conveniently located near Hammersmith for easy public transport links to central London.

We are dedicated to ensuring the safety and welfare of our pupils and all our employees and volunteers must embrace this approach. All successful applicants will be required to undergo full safeguarding checks, including an enhanced DBS check and safeguarding training.



Meet our Staff



Tyler John
HEAD OF DIVERSITY, EQUALITY
AND INCLUSION

Tyler started his diversity and inclusion career as an Intern at King's College London, and since then, has worked in various roles across different industries. He joined St Paul's in 2022 as the Head of Diversity, Equality and Inclusion, where he is responsible for facilitating the School's journey toward becoming the most diverse and inclusive place it can be for both staff and students, prospective and current. As a queer, mixed-race, working-class person, Tyler appreciates the impact of lived experience and representation, and enjoys working with the pupils because of their open mindedness, and intellectual and emotional curiosity.



Nick Arnold
SENIOR DEPUTY AND DEPUTY
HEAD PASTORAL
ST PAUL'S JUNIORS

Nick started at St Paul's Juniors in September 2020 and leads the pastoral team, working closely with the Heads of Year and School Counsellor, as well as being the Designated Safeguarding Lead. He enjoys working with such intelligent, thoughtful and inquisitive pupils and his priority is to make sure that all the pupils at SPJ are happy, healthy and safe so they are able to enjoy fully the school and all of the excellent academic and co-curricular opportunities available.



Katie Douglass
DIRECTOR OF ENGINEERING
AND ICT

Katie joined St Paul's in 2010 as a Teacher of Product Design, having completed her teacher training qualification and an Open University degree while teaching at St Cecilia's, a secondary school in Wandsworth. In 2016, she was appointed to the role of Director of ICT and, the following year, to Director of Engineering, which was expanded to include Head of Engineering for St Paul's Juniors in 2020.



Kate Wallace
MARKETING AND
COMMUNICATIONS MANAGER

Kate studied Theology at university and afterwards spent a year at dental school before making a career change. She worked in communications at an independent school in Essex, then at a cosmetics company in central London, before joining St Paul's in 2019 as Marketing & Communications Assistant. She was later promoted to Officer before stepping in as maternity cover for the Manager post. Kate enjoys the varied nature of her role and the opportunity to interact with the different groups that form the school community: staff, parents, pupils and alumni.

Meet our Staff



Iva Franjić
TEACHER OF MATHEMATICS
ST PAUL'S SCHOOL

Iva joined St Paul's in 2020 as a Teacher of Mathematics. She studied Mathematics at the University of Zagreb, Croatia, gaining a MMath, MPhil and PhD. At St Paul's, Iva teaches Maths and Further Maths and across all year groups. She enjoys having the privilege of teaching bright and ambitious students, as well as the company of her work colleagues who are also academics of the highest calibre.



Caroline Gill
UNDERMASTER – HEAD OF GILL HOUSE
ST PAUL'S SCHOOL

Caroline started her professional career in Sales and Marketing for AstraZeneca before re-training to be a teacher. She started her career in education at Paul's Juniors in 2006 and taught there for seven years. She then wanted to focus on teaching her degree subject of political sciences, so after a time at Dulwich College as a History and Politics teacher, she returned to St Paul's School as Head of Politics in 2015.



Tom Killick
DEPUTY HEAD CO-CURRICULAR
ST PAUL'S SCHOOL

Tom joined St Paul's School in 2012 after twelve years in the City as a trader. With both parents being University academics, teaching has always been present in his family, so Tom always knew he would want to change career. Tom's first impressions of St Paul's were of energy and enthusiastic activity, scholarly colleagues and pupils who always had something interesting to say.



Becky Ryan
FACILITIES MANAGER

Becky came to St Paul's following seven years working within facilities in the property and investment banking sector. She wanted a change from working with a corporate environment and the challenge of working in a new sector. She joined St Paul's School in March 2019 as Operations Administrator and after 18 months was promoted to Facilities Manager.



Head of Marketing and Communications

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This is a school that suits boys of all types: 'we love bookworms and rugby players'. All they ask is that pupils have a real enthusiasm for learning and an agile, enquiring mind.

TATLER SCHOOLS GUIDE 2021
ST PAUL'S JUNIORS



Head of Marketing and Communications

Role Overview

DIRECTLY RESPONSIBLE TO:

Director of Development and Communications

DEPARTMENT:

External Relations

DIRECT REPORTS:

Marketing Manager/ P/T Marketing Manager

ROLE:

Reporting to the Director of Development and Communications, the Head of Marketing & Communications will be responsible for developing and delivering outstanding and innovative communications and public relations strategies for the school. The post holder will foster excellent relationships, both internally and externally, and will work in close liaison with senior staff throughout the school, alongside closely supporting the Admissions, Partnerships and Development and Engagement teams.

With two direct reports, the post will ensure brand recognition and alliance across the junior and senior schools. We are seeking an enthusiastic and creative senior marketing professional with experience of working in a comparable organisation. They will conceptualise, execute and drive brand campaigns, online content website & social media as well as aiding in the delivery of cross departmental marketing and development campaigns for the institution.

SALARY:

Competitive plus benefits.

HOURS OF WORK:

Monday to Friday, 9am - 5pm, with the expectation of some evening and the occasional weekend work.

HOLIDAYS:

25 days plus 8 Bank Holidays per annum. The majority of annual leave should usually be taken during School holidays (term dates can be found [here](#)). *The School normally closes for a period over Christmas, the dates of which are agreed by the Executive Team every year. This closure period may result in additional non-working days; however, this is non-contractual and does not affect annual leave entitlement.*



Head of Marketing and Communications

Key Duties and Responsibilities

1. ADMISSIONS

- To ensure that the school's vision, ethos and 'brand' is conveyed consistently, appropriately, and effectively through high quality external communications – this will include 'keep warm coms' and applicant surveying
- To contribute to the school's continual review and reflection on how it can be as accessible as possible to a wide range of prospective pupils and families and develop marketing programmes to promote accessibility and bursary applications
- To support the admissions department in their continual reflection of the experience of families considering St Paul's, to ensure that they continue to receive excellent support at every stage of the application process and that their experience is as warm and positive as it can be
- Working with the Admissions team to ensure that admissions activities are informed by and responsive to the school's strategic objectives and the information gained through market research
- Working with the Admissions department in the development of admissions and digital systems which aid and enhance the customer journey
- Provide support to the Director of Admissions in developing and implementing pupil recruitment strategies

2. MARKET INTELLIGENCE

- Remain informed about the national and international context in which the school is operating and developments within the market, in order to inform the schools communications marketing and admissions activities
- Maintain a strong understanding of sector developments and best practise in the field to ensure that the schools activities continue to evolve
- Commission or undertake market research as appropriate to inform the school's external engagement strategic objectives



Head of Marketing and Communications

Key Duties and Responsibilities (continued)

3. MARKETING AND COMMUNICATIONS STRATEGY

- To develop and deliver an annual marketing, communications and print operational plan
- To provide guidance, ideas and direct input, as appropriate, for developing communications and marketing activity across all departments
- Develop a communication's model to strengthen relationships with the local community and local councillors
- Develop an annual strategy for better sharing the outputs of our partnership programme
- Develop profitable merchandise line for the School and Old Pauline Club
- Input to the development and delivery of the external commercial strategy
- Input to the annual advertising plan for recruitment and events, targeted to segmented audience groups
- Manage the communications and PR budget effectively and efficiently

4. PUBLICATIONS

- Oversee the production of all branded marketing printed materials to ensure they are on budget and on time, including but not limited to: prospectuses, open day literature, welcome packs, events brochures, academic publications and newsletters working across departments to ensure consistency and effectiveness of collateral
- Report on the effectiveness of marketing communications

5. DEVELOPMENT

- Support the Development team with building the communications strategy for fundraising activity
- Oversee the production of the fundraising materials on and offline
- Oversee the production of the School's Development annual report



Head of Marketing and Communications

Key Duties and Responsibilities (Continued)

6. ONLINE COMMUNICATIONS

- To lead the continual development of the School's online systems, ensuring consistency of message and style, to include the School's website, Alumni website, St Paul's Connect, Parent Portal and Intranet and the partnership website, West London Partnership
- Oversee the development of the school and alumni social media channels, to create engaging content across the School and Alumni online platforms, identifying new channels which complement the brand objectives
- Plan, devise and manage the implementation of fresh, dynamic website content, to include video, podcasts and blogging
- Identify streamline integrations to enhance the user experience
- Build, monitor and report on website analytics, SEO and internet marketing activity
- Ensure online profile of the school is aligned with new key messaging, across all online school directories and other external websites
- Oversee the development of social KPIs and content strategy to reach all audiences across the correct channels

7. COMMUNICATIONS AND PUBLIC RELATIONS

- In conjunction with the DDC, to liaise with, and answer enquiries from, the media and other external individuals and organisations with sensitivity and suitable judgment, including creating and selling in press releases
- Build and maintain excellent press journalist relationships, proactively feeding out feel good stories and efficiently responding to editorial requests
- Identify good news stories and work alongside internal departments to create content and engage in wider topical conversations; building the profile of key internal staff



Head of of Marketing and Communications

Key Duties and Responsibilities (Continued)

8. EVENTS AND PHOTOGRAPHY

- Attend internal and external events throughout the year to support the promotion and development of the School, and to report on these events as appropriate
- Ensure that the image library (DAMS) is regularly updated and has fresh stock of images, photos, videos, and check appropriate archiving of digital and print material with the School's archivist
- Work with the events team to ensure that events are captured photographically and built into the social content calendars

9. OLD PAULINE CLUB

- Develop communications strategy for the Old Pauline Club website, magazines, e-communications and social media channels
- Develop and oversee the production of the monthly Old Pauline newsletter
- Develop merchandise strategy to enhance sales across the Old Pauline Club
- Work with the editor of the Old Pauline magazine to develop and execute engaging content, strategy encompassing key messages and targeted editorial for the Old Pauline Club

10. WORKING WITH EXTERNAL PARTNERS/AGENCIES

- Monitor contracts with external print, digital, uniform and merchandise suppliers, maintaining excellent relationships to deliver an exceptional service
- *All staff have a responsibility and duty of care to safeguard and promote the welfare of pupils. Staff must be aware of the systems within the School which support safeguarding and must act in accordance with the School's Safeguarding & Child Protection policy and Code of Conduct. Staff will receive appropriate child protection training which is regularly updated.*



Head of Marketing and Communications

Personal Profile

| | Essential | Desirable |
|-----------------------|---|--|
| Qualifications | <ul style="list-style-type: none"> Qualification to degree level and relevant experience in marketing and communications | <ul style="list-style-type: none"> N/A |
| Experience | <ul style="list-style-type: none"> Significant communications or marketing experience, preference will be given to those working within a school or higher education setting A track record of creating and delivering sophisticated marketing materials and communications content across multiple channels | <ul style="list-style-type: none"> N/A |
| Abilities | <ul style="list-style-type: none"> Understanding of how social media tools can enhance the efficacy of the St Paul's communications strategy Ability to build, manage and motivate cross functional, mixed skills, team Hardworking, driven and flexible and good at dealing with a multi-faceted workload An enthusiastic and positive attitude | <ul style="list-style-type: none"> N/A |
| Skills | <ul style="list-style-type: none"> Very strong IT skills, working with Content Management Systems (Wordpress), Email marketing systems (MailChimp and School Post), CRM databases (ISAMS, Parent Portal, Raiser's Edge) Very strong IT skills, working with Content Management Systems (Wordpress), Email marketing systems (MailChimp and School Post), CRM databases (ISAMS, Parent Portal, Raiser's Edge) Notably strong proofing skills and an eye for detail Excellent communication skills, both written and oral Numerate, with strong appropriate IT skills and a keen eye for detail Highly accomplished in the area of inter-personal skills with a proven track record of building trusted relationships with a wide variety of individuals including sophisticated and diverse alumni, parents, benefactors and potential benefactors of all ages and nationalities | <ul style="list-style-type: none"> Knowledge of desktop publishing and design tools (eg. Photoshop, InDesign, Illustrator etc) Knowledge of working with a sophisticated CRM database - preferably Raiser's Edge |

How to Apply

All staff have a responsibility and duty of care to safeguard and promote the welfare of pupils. Staff must be aware of the systems within the School which support safeguarding and must act in accordance with the School's Safeguarding & Child Protection policy and Code of Conduct. Staff will receive appropriate child protection training which is regularly updated.

**The closing deadline for all applications is 9am on 7th February 2024.
Interviews will take place on a rolling basis.**

All candidates must read our [Safer Recruitment Policy](#) and [Safeguarding Policy](#) before applying for any position within the school. All applicants are required to submit two forms in order to be considered for any post at St Paul's School:

[Application Form](#)

[Equal Opportunities Form](#)

Completed forms should be sent by email to: recruitment@stpaulsschool.org.uk

All submissions will be acknowledged by an automated email explaining next steps.

We require all candidates who are wishing to apply for any position at St Paul's Juniors or St Paul's School, whether this be a teaching or support post, to complete an application form. CV applications, or prospective applications, are not accepted.

The application form must be completed in full, including:

- Full education and/or employment history from the age of 16, with any
- gaps explained
- Contact details for two referees, one of which must be from the candidate's most recent employer, and one of which must be from the most recent time the candidate worked with children (if applicable)
- For teaching posts pre-interview references are required. Please indicate on the form whether a referee may or may not be contacted prior to interview, and be prepared to offer an alternative contact if required



“Academic results are phenomenal: over 50% of A levels and Pre Us and 86% of GCSEs achieved A*s with 18% of leavers heading to Ivy League universities.”

TATLER SCHOOLS GUIDE 2021
ST PAUL'S SCHOOL



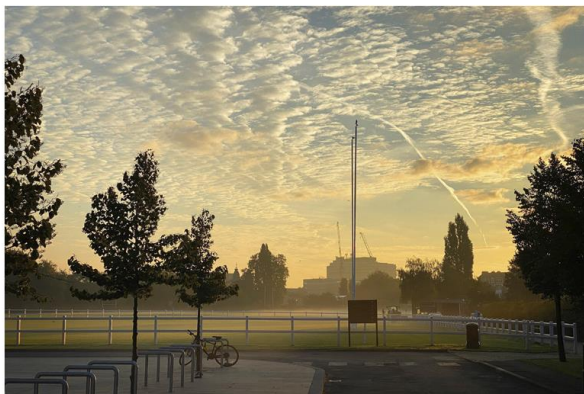
Working at St Paul's – Benefits

The relationship between staff and pupils is relaxed but purposeful and we have high expectations for both. In return, we offer excellent working conditions including superb facilities for both work and leisure. We believe that our working environment is friendly, supportive, fun and respectful. We offer a wide range of benefits to our much valued staff, including:

- **Employee Bicycle Scheme** - In view of the School's desire to reduce traffic, it will supply employees with a bicycle suitable for commuting together with essential accessories, or reimburse the cost of purchase of a bike to the value of £500. Bike mechanics visit the site regularly to maintain the bicycles.
- **Eye Tests** - Staff may be reimbursed for costs of eye-sight tests and contributions towards glasses for VDU work under the School Health Cash Plan.
- **Facilities** - Staff will have access to excellent facilities, including a warm and friendly staff room.
- **Food and Drink** - Free daily hot lunches including vegetarian options, bistro dishes, soup and salad bar. Hot drinks and snacks are provided throughout the day.
- **Health Cash Plan** - A type of health insurance where employees can claim cash back for everyday healthcare costs such as dental, optical, chiropody, physio, prescriptions, flu jabs and more.
- **Holidays** - Support staff are entitled to 25 days of annual leave plus 8 UK Bank Holidays. After 5 years of employment, annual leave entitlement increases to 27 working days (or pro rata equivalent). This increases to 30 working days (or equivalent) after 10 years of employment.
- **Medical** - All staff have access to the School Doctor, Nurses, School Counsellors and Physiotherapist. The School also offers annual flu vaccinations via the School Health Cash Plan.

- **MyWellness** - offering a wide range of benefits under the Health Cash Plan to support employee physical, mental and financial health needs including My Counselling (24/7 counselling and support helpline); My GP Anytime (24/7 access to a GP); My Health Assessments and My Perks offering discounts on fashion, holidays, leisure, shopping and more.
- **Parking** - Free parking on site.
- **Pension Scheme** - The Teachers' Pension Scheme is provided for all teaching staff and a generous Stakeholder pension scheme is provided for all support staff. Both schemes provide death in service benefits.
- **Private Health** - Insurance available after a qualifying period.
- **Salary** - A generous salary package by sector norms.
- **School Fees Reduction** - After one year's service, fee remission at St Paul's and St. Paul's Junior schools (subject to competitive entry procedures).
- **Sports Facilities** - Staff may use sports facilities, including swimming pool, gym and staff changing rooms and showers at certain times.
- **Training and Development** - Extensive professional development opportunities for all staff, which for teaching staff can include gaining a PGCE whilst working with us.

(Subject to terms and conditions)



Map of the School





St Paul's Juniors

Postal Address:

St Paul's School, Lonsdale Road, London SW13 9JT

Website:

www.stpaulsschool.org.uk

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