

Candidate Brief for the position of

Director of Communications

Newton
PREP

Newton Prep was rated as 'Excellent' across the board by ISI Inspectors in March 2022



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The School

Established in 1991, Newton Prep is a thriving school for children, aged 3-13. The School is unashamedly ambitious for its pupils who have access to outstanding facilities. We want them to achieve their academic potential whilst also engaging in sport, art, music and drama. In the School, there are currently over 650 pupils from Nursery to Year 8.

We want the children to involve themselves in the total life of the School, which includes after school clubs and activities and a wide range of trips. We celebrate the diversity of our pupils; we want our children to develop a strong sense of community, learning how to make a positive contribution to the community of Newton Prep and the world around them. The ethos and philosophy is one that is based on mutual respect and kindness shown to others.

Our Vision is to provide the children in our care with a first-rate education in the knowledge that time is precious and irreversible. The education we provide has a strong academic base and an imaginatively broad curriculum giving a rich learning experience for all children including provision for children with a range of abilities, including those with high aptitudes in specific subjects. Moreover, the Newton education has a lasting impact as children progress through their school years and throughout their lives, developing both intelligence and character. Our atmosphere is full of happiness and enthusiasm with a sense of purpose and achievement as both pupils and staff aim high. Good governance bolsters these aspirations. We focus on developing ambition in the children so that they move on to the most appropriate senior school.

Newton Prep is a model for best practice in all aspects of prep education.

The School places a strong emphasis on the education of the whole person. We attach great importance to the teaching of Art, Drama, Music and Sport as well as the more academic subjects. Our curriculum and extensive co-curricular programme, together with the House system, reflect the School's commitment to providing both high quality learning opportunities and strong pastoral support so that our pupils have the best opportunities to achieve their full potential and are successful in all areas of school life.

Fundamentally, we want Newton Prep children to enjoy their precious childhood years.

Location

Newton Prep is positioned in the heart of central London's newest vibrant and dynamic development. The area stretching from Nine Elms to Battersea is home to a bustling new 'town'. The iconic Battersea Power Station, now rebuilt, has transformed this part of the capital. With the opening of the Northern Line tube extension, the school enjoys exceptional connectivity, we are within five-minutes' reach of three different stations, served by four bus routes and even accessible by river!

-  Battersea Park  2 mins
-  Queenstown Road  5 mins
-  Battersea Power Station  5 mins
-  156, 344, 436, 44  1-3 mins
-  Battersea Power Station  15 mins



Summary of the Role

Newton Prep is one of London's leading independent prep schools. The Director of Communications plays a central role in promoting the school's ambitious aims and vision. The role is responsible for three key areas: Communications, Admissions, and Events. The post holder leads a team of four and is also a member of the school's Senior Leadership Team (SLT), working closely with, and line managed by, the Head.

The Director of Communications must be a strategic thinker who has vision and creativity so that the aims and targets established and identified in the School Improvement Plan (SIP) are fulfilled. They will foster collaboration and consistency within their own team, and also with other teams in the school. They will be able to spot growth opportunities and will seek to build partnerships with other schools and organisations.

This is a full-time, permanent position commencing **July 2024**.



Main Duties & Responsibilities

The main responsibilities of the Director of Communications include:

Communication, Admissions and Events

- Lead the Communications Team (Head of Admissions, Senior Communications Coordinator, Senior Graphic Designer, and Digital Assistant) with strategy, inspiration and forward-direction
- Devise a programme of relevant, effective and timely training for staff within the communications team
- Establish and lead a marketing and communications strategy to ensure the school's position and message is clearly conveyed to all
- Oversee and direct external communication (especially with prospective parents), providing consistency of message, quality-assurance, and impact

- Ensure the school's marketing tools are as effective, cutting-edge, dynamic and responsive as they can be
- Promote the school's reputation as academically ambitious whilst preserving children's precious childhood years
- Devise and implement actions based on analytics from key marketing materials such as website data, parent feedback and other online sources
- Have oversight of whole school events, working closely with key stakeholders to ensure the school is presented in the best possible light to current parents
- Continue to develop and refine effective pupil admission procedures and communications such that from the very

first point of contact, prospective parents experience a positive, professional and inspiring interaction

- As a member of the SLT, report to the governing body, Newton Prep Ltd, and its advisory School Council on a regular basis through the Head; represent the school externally as agreed with the Head
- Manage the budgets associated with marketing, communications, events and website with the right balance of confidence whilst being mindful of cost-effectiveness

Innovation, Development and IT

- In conjunction with the SLT, work to continually evolve the IT strategy to ensure that Digital Learning, Digital Communication

and the use of IT in the broadest sense is at the forefront of the school improvement plan

- Communicate effectively with other senior leaders to ensure the school improvement plan's development goals are achieved
- Agree and implement a more effective way of communicating with current parents
- Oversee the planning and recording of marketing videos (virtual tours/meet the staff etc)
- Oversee and plan the streaming of school events (concerts/assemblies etc)
- Devise and continue to develop a whole school social media strategy ▶



The main duties of the Director of Communications include:**Strategy**

- Maintain and update the school's communications strategy
- Undertake regular consultation and planning to ensure the strategy remains up to date, relevant and is effectively implemented by members of the Communications Team and the wider staff

PR and Media Relations

- Lead and co-ordinate the school's media relations strategy managing reputational risk and responding effectively to media interest
- Build high quality relationships with journalists
- Identify and advise on media opportunities to allow the proactive curation of the school's profile
- Advance and promote Newton Prep's core activity as a school – with particular reference to promoting the benefits of a coeducational, independent education
- Manage routine media enquiries

Website and Social Media

- Be responsible for overseeing the delivery of our digital strategy, including the development of our website and social media channels

- Ensure the external website is maintained to a high quality and always up to date
- Monitor data and analytics for website and social media channels
- Be responsible for leading the school's online social media channels, developing content and driving engagement on Facebook, X, Instagram and LinkedIn
- Take ownership of both content strategy and production to ensure discoverability, accessibility, relevance and quality

Photography and Video

- Support the Senior Graphic Designer, Digital Assistant and freelance photographers in the production of imagery for the school
- Develop and produce school promotional material in conjunction with in-house staff, freelancers and colleagues

Internal Communications

- Oversee the Communications Office in ensuring effective internal communications
- Maintain a regular and timely flow of information to staff, pupils and parents about the life and activities of the school



Person Specification

The following are viewed as essential qualities for the post:

- Exceptional verbal and written communication skills, with the ability to adapt style to convey relevant messages accurately and effectively
- Excellent writing skills, drafting and creatively editing the highest quality copy for communications materials
- Ability to introduce creative communications solutions in order to deliver business or organisational objectives
- Excellent IT Skills
- Excellent organisational skills, with the ability to juggle competing tasks, to organise your time and to prioritise effectively so nothing slips through the cracks
- A high degree of personal integrity and the demonstrable ability to deal with confidential information with discretion and professionalism
- Excellent team-working skills which embody proactivity, enthusiasm and a hands-on approach
- A creative flair for design, with exceptional attention to detail
- Experience in leading the strategic development of multi-channel communication strategies including drafting and editing written communication, planning and executing events, managing employee and leadership communication
- Experience of designing and implementing strategic communications plans and campaigns, across multiple channels, to deliver business objectives



Summary of Terms & Conditions

The following information provides guidance, without prejudice, on the expected main terms and conditions of employment. A formal contract detailing the terms and conditions applicable to this position will be drawn up on receipt of your acceptance of your provisional offer of employment. Any offer of employment will be subject to satisfactory recruitment checks (including qualifications, references, ID, right to work, online searches and medical checks) that are satisfactory to the School as well as satisfactory checks from the DBS and Teacher Regulation Agency.

Salary

This is a senior appointment and a competitive salary will be offered in accordance with the School's Leadership Salary Scale which will reflect the experience and qualifications of the successful candidate. Salaries are paid by BACS transfer on the last working day of each month in twelve equal payments.

Period of employment

Full-time, permanent.

Working hours

Normal working hours are 8.30 am to 5.00 pm, Monday to Friday, with a one hour lunch break.

Probation

This post is subject to a probationary period of six months. During this probationary period either you or the school may terminate your employment by giving not less than one month's prior written notice. The school may, at its discretion, extend the probationary period for a further period in the event it is considered necessary.

Notice

Following the successful completion of your probationary period your notice period will be three months during the first four years' service. Thereafter, an additional week's

notice is required for each complete year of service up to a maximum of 12 weeks' notice after 12 years of service.

Holiday

You will be entitled to 30 days holiday (pro rata) plus Christmas closure, which must be taken during school holidays. You will be required to attend any dismissal or disciplinary hearing during school holidays on being given reasonable notice.

Pension

The school operates a Group Personal Pension Scheme. The school will automatically enrol you in its Standard Life Pension Scheme (the Scheme). If you do not wish to be a member of the Scheme you may choose to opt out. Forms are available from the Scheme's website. The school will automatically re-enrol all staff who are not members of the Scheme on a three-yearly basis. Should you wish to continue to

opt-out you will need to repeat the opt-out process. The school will contribute an amount equal to 10% of your net salary into its Group Personal Pension Scheme subject to your contributing a minimum of 4.8% of net salary into the Scheme.

Fee remission

A discount of up to 50% is given on school fees for children attending Newton Prep (subject to satisfying the School's admission criteria).

Other benefits

Staff gym, free on-site parking, cycle-to-work scheme, free 'travel to work loan scheme', free school lunch, tea and coffee during term time, 24-hour counselling and legal advice service, free annual flu vaccination, training and development opportunities.



Application

Newton Prep is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).

The School will carry out online searches on all successful candidates as part of the process of assessing suitability.

The post is exempt from the Rehabilitation of Offenders Act 1974 and the School is therefore permitted to ask job applicants to declare all convictions and cautions on a self-declaration form in advance of attending an interview (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.

Please ensure that you include the names of two referees and details of employment since leaving school. As the position involves working with children the successful applicant must be willing to undergo child protection screening appropriate to the post (including checks with past employers) and will be subject to an Enhanced Disclosure and Barring Service check.

The closing date for applications is **9.00 am Friday 17th May 2024**.

Candidates should send a CV and covering letter outlining why they believe they are suitable for the role. Please send both of these electronically to the HR Assistant at: hassistant@newtonprep.co.uk alongside your current salary.

Alternatively forward it via post to the HR Assistant, Newton Prep, 149 Battersea Park Road, London, SW8 4BX. If you have any queries about the application process, please contact the HR Department on **0207 720 4091 Ext 1255**.

Interviews will be held week commencing **Monday 20th May 2024**. However, the School reserves the right to interview and appoint ahead of the advertised closing date, should an appropriate candidate be found. Therefore, it is advisable to submit applications as early as possible.

We are an equal opportunity employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.





Newton
PREP

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Newton Prep Ltd