Head of External Relations & Admissions

Information for Prospective Members of Staff
Appointment of a Head of External Relations & Admissions for an immediate start

The College is seeking to appoint a Head of External Relations & Admissions. The post is a new role and will be a full time post. Please find below the job description and details of the application process.

The closing date is noon on Tuesday 17 September 2019, although applications will be reviewed upon receipt.

Contents

Purpose of the Job and Key Requirements  page 3
Areas of Responsibilities  page 4
Conditions of Service  page 6
Person Specification  page 6
About the College  page 8
Our Mission and Aims  page 9
Why St Joseph's?  page 10
Appointment procedure  page 12
Interview process  page 13
How to find us  page 14

Message from the Headmaster, Andrew Colpus

Thank you for your interest in St Joseph’s College. I am delighted that you are considering our school and I trust that this recruitment pack will provide you with the information you require both about the post and the College.

I believe that this is an exciting time to be joining St Joseph’s College. There has been a significant growth in the pupil roll over the last few years and the governors are continually looking to invest in the facilities. The recent development of the College has led it to receive a number of national awards over the last few years including the TES Independent School of the Year award 2015/16.

The College seeks to be a school which places an emphasis on providing an all-round education: academic, pastoral, social and spiritual, where pupils develop the attributes of commitment, collaboration, confidence and communication through the various aspects of school life. The College is a very happy place, and colleagues enjoy teaching and working here.

I hope that you will want to apply for this post. I recognise that much time and thought goes into preparing an application and we, in turn, will give your application serious consideration.

Andrew Colpus
Headmaster
Reporting to: Headmaster

Purpose of the Job:

This is a new appointment and the successful candidate will provide leadership and management to all aspects of Admissions, Marketing, PR, Development and Alumni relations, to support the strategic goals and objectives of St Joseph’s College.

The Head of External Relations & Admissions will be a member of the College Leadership Team and will report directly to the Headmaster. He/she will work closely with the Headmaster and the Senior Leadership Team to develop and implement the strategic plan for the College as a whole. A copy of the plan can be found at www.sjcr-strategy.org.uk

Key Responsibilities:

- To contribute to the College strategic leadership and to promote the 3-18 nature of the College
- To coordinate external relations, marketing, pupil recruitment and communications strategies across the entire College
- To devise and implement an innovative marketing and communications strategy which effectively differentiates the College and which will deliver agreed long-term growth targets, maximising conversion rates and targeting high quality candidates
- To promote, protect and develop the identity and brand of the College and its position locally and nationally
- To ensure that relations with prospective parents, current parents, alumni and other stakeholders are of the highest standard
- To build excellent relationships with key press and PR outlets to ensure that the College is effectively represented and its reputation managed and enhanced
- To work with the Headmaster, the Senior Leadership Team and teaching staff to raise the profile of the College academic and co-curricular activities
- To play a leading role in the creation of events to raise the profile of the College within the local community and in the planning and execution of College events for prospective parents, current parents, pupils and alumni
- To oversee and monitor communications so as to protect the College reputation, and to take a leading role with crisis communication management

In fulfilling the requirements of the post, the Head of External Relations & Admissions should demonstrate essential professional characteristics, and in particular will:

- Inspire trust and confidence in colleagues, pupils, parents and visitors
- Build team commitment with colleagues
- Demonstrate practical skills and innovation to improve College facilities and practices
- Contribute to the College improvement/development planning and promote the priorities of the College Strategic Plan
- Contribute to the development and/or implementation of College policies
- Participate in the performance development process to enhance professional practice in line with the College aspirations and priorities
- Uphold the values and mission of St Joseph’s College
- Promote the wider aspirations and values of the College
Areas of Responsibility

Leadership & Management

- To lead, motivate and develop those who work within and support the admissions, marketing and communications functions of the College in line with the College ethos, fostering and encouraging a good team spirit
- To develop, implement and manage an innovative marketing and communications strategy that builds and differentiates St Joseph’s core strengths, and which develops new opportunities in a competitive market place
- To produce reports for the Headmaster, SLT and governors, including a half-termly “Admissions Narrative Report” covering progress in meeting recruitment and retention targets and the outcome of Admissions Events, and to participate in committees as required
- To assist the Headmaster and other senior staff in the creation of speeches, articles and opinion pieces in line with the College brand positioning and key messaging
- To plan, oversee and report on expenditure, income and budgets in support of marketing and communications activities
- To chair regular department meetings

Marketing & Communications

- To oversee all College communications (website, social media, PR, printed, signage) to ensure that they are highly effective and consistent and reflect the priorities and unique selling points of the College
- To look for opportunities to enhance both the message and the media of communications, by attendance at regular or particular events or aspects of pupil activity within and beyond the classroom
- To set, monitor and track the short and long-term strategies for marketing and communications related to pupil recruitment, devising appropriate interventions, revising strategies and tactical marketing and communications plans as required
- To maintain oversight of the provision of all recruitment led marketing activity such as open days, taster days and marketing collateral production
- To undertake regular market and competitor research and analysis, using the findings of market research to create and deliver targeted and segmented strategies to drive enquiries and enhance the profile of the College
- To develop and implement an effective communications strategy including an effective programme of digital and social media activities
- To develop key press and PR relationships and ensure the generation of regular press releases
- To manage the concept and delivery of all College publications, make recommendations for any additional/alternative content and ensure all content is aligned with the St Joseph’s brand and messages
- To review and develop the College print and online prospectus material and related collateral in close collaboration with the Headmaster
- To provide strategic oversight of the College website, with responsibility for its evolution, update and accuracy
- To ensure that the image library is regularly updated and has a fresh stock of images, photos and videos
Admissions

- To lead and guide the admissions staff to ensure that the College provides an impressive, effective and efficient admissions process for applicants, which reflects the values and ethos of the College
- To ensure the College maintain good close relations with prospective parents and pupils throughout the admissions process
- To play a leading role in the planning and execution of College events for prospective parents and pupils including Open Evening and monthly open mornings
- To ensure the efficient working of the admissions database and the management/analysis of the information it provides
- To monitor the results of all admissions activities and measure their effectiveness, ensuring in particular that enquiries are converted effectively and efficiently into applications
- To ensure accurate forecasting, statistical review, trend analysis and reporting of all pupil enquiry and admission data

Development

- To oversee the creation of a development strategy for the College
- To ensure the efficient working of the alumni database and the management/analysis of the information it provides
- To develop a researched and realistic fundraising campaign with achievable targets, establishing philanthropy and fundraising as a natural part of the College culture and operations
- To assist the Bursar in the promotion of commercial activities

Members of staff are expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.
**Conditions of Service**

The hours of work during are 8.30am to 4.30pm.

The post is for 52 working weeks. There is an entitlement to 5.6 weeks’ holiday per annum (which includes public and bank holidays), and this is reflected in the salary.

There is the possibility of a small number of weekend and evening commitments during the course of the school year, which form part of the total working time included above.

The post holder will receive a negotiated salary, depending on experience and qualifications. The College has a pension scheme in operation.

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**Person Specification**

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<tr>
<th>Category</th>
<th>Essential</th>
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<tr>
<td>Education, Qualifications and Experience</td>
<td>Educated to degree level or equivalent by experience</td>
<td>Experience of working in an educational environment (school, college)</td>
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<td>Experience of marketing and communications functions</td>
<td>Relevant communications/marketing qualification</td>
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<td>Genuine interest in educational issues and empathy with the independent sector</td>
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<td>Skills and Attributes</td>
<td>Commercial awareness and an understanding of the interrelated functions of Admissions, Marketing, Communications, Alumni and Development in an independent school</td>
<td>Experience in developing, implementing and evaluating marketing and communication programmes</td>
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<td>Excellent communication skills – Articulate, fluent and capable of inspiring in writing and verbally</td>
<td>Knowledge of Adobe InDesign</td>
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<td>Experience of successfully managing a budget and delivering against objectives within budget</td>
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<td>Knowledge of digital marketing including social media strategy</td>
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<td>Accuracy and attention to detail</td>
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<td>Knowledge of MS Excel &amp; Word</td>
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<td>Excellent time management skills</td>
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| **Personal Qualities** | Ability to generate ideas and drive initiatives  
Ability to successfully lead individuals and groups, and develop and manage a motivated, cohesive team  
Ability to promote the image of the College through an articulate and confident approach  
Ability to work independently and pro-actively  
Ability to work calmly under pressure  
Enthusiastic and able to enthuse and encourage others  
Flexible, organised, reliable and punctual  
Warmth, charisma, empathy and an ability to connect with people, as befits this crucial outward-facing role | Ability to defuse difficult situations using different strategies such as careful listening, sensitive use of humour, praise and recognition |
| **Other Requirements** | Fully supportive of the College’s Catholic tradition  
Commitment to the ethos of the College  
Commitment to safeguarding and well-being of all pupils |
About the College
St Joseph’s College is the leading independent day school for boys and girls aged 3 to 18 in Berkshire. It is fully co-educational and consists of the Senior School (ages 11 to 18) and the Prep School (ages 3 to 11). The Senior School and Prep School are located within a single campus.

Awards
It has won several awards over the last two years including TES Independent School of the Year, Outstanding Progress at the Education Business Awards and Outstanding Leadership Team at the Leadership Awards.

Ethos
St Joseph’s is a Catholic school welcoming pupils of every faith or no faith. Pupils are educated in an atmosphere where Christian values and standards are recognised and established. The size of our classes means everyone receives the individual guidance and support they need to achieve their potential. Staff, pupils and parents form strong links, with a focus on both the academic progress and the wellbeing of each pupil. We encourage all pupils to develop an awareness of their own role in society.

Points of Entry
The main points of entry to the school are at age 3, 11, 13 and 16. Entry into the senior school is by formal assessment, and around 60% of applicants to the senior school are from maintained primary schools.

Leavers’ Destinations
The majority of Sixth Form leavers go on to their choice of university, to study a diverse range of subjects. Examination results are strong and improving year on year, however our focus is very much on producing young adults who also have skills for life such as confidence, social skills and a good understanding of the world around them.

Recent Developments
During the past six years the Governors have taken a number of measures to develop the College. In addition to becoming co-educational these include an emphasis on marketing and a substantial investment in facilities, buildings and staff. Consistently rising pupil numbers provide momentum for growth and the confidence to make further investment.

The Future
Looking to the future, St Joseph’s will continue its ambitious plans to enhance and develop the College. However, we will ensure that as we grow, our caring ethos remains at the heart of the College. The warm and friendly nature, together with the way pupils display concern and respect for one another, are often commented upon by visitors and parents. We are proud of this and it is one of the most rewarding aspects of working here.
Our Mission and Aims

At St Joseph’s, our mission is to encourage, inspire, challenge and support pupils to fulfil their potential in a community founded on Christian values.

We aim to develop life skills of commitment, collaboration, confidence and communication in each pupil, throughout each of their years at the school.

The College was inspected by ISI in February 2018

The main findings of the report states:

- Attainment is generally high in relation to pupils’ abilities
- The curriculum plan provides pupils with a rich learning experience
- Teachers know their pupils well and offer care, support and guidance which is greatly appreciated by pupils and parents
- The personal development of all pupils throughout the College is excellent
- The relationships between staff and children and amongst the children themselves are friendly and supportive
- The senior leadership team share a clear vision for future development
Why St Joseph’s?

At St Joseph’s we offer:

- A safe and happy environment in which academic and social skills are developed
- Education for boys and girls from age 3 to 18
- A varied curriculum and excellent facilities
- A strong sense of community
- High academic reputation
- Wide range of extra-curricular activities including a strong tradition of music and drama

St Joseph’s is staffed by teachers who combine the best in traditional educational values with a sharp awareness of what is appropriate for pupils who need to be prepared for the twenty-first century. Our pupils are encouraged to be confident, questioning, independent learners, whilst at the same time developing a moral and spiritual sense of purpose in their lives and in their studies.

Salary

The College has its own salary scales, with starting salaries dependent on the experience and qualifications of the successful candidates. Salary scales are reviewed annually by the Governors, to ensure they remain competitive. Annual salary is paid by bank transfer on the last working day of each month, in 12 equal monthly instalments.

Non-contractual benefits

Pension

The College participates in the DfE Teachers’ Pension Scheme for teaching staff and a contributory pension for non-teaching staff. Further details are available from the Bursar’s office.

Death in service benefit

In addition to the pension scheme, teachers are entitled to the death in service benefit offered by the Teachers’ Pension Scheme.

School fee reduction

Children of teaching staff at St Joseph’s College are eligible for a staff discount on basic tuition fees, subject to passing the entrance assessment where applicable.

Childcare vouchers

St Joseph’s participates in the government’s salary sacrifice childcare voucher scheme. Further details are available from the Bursar’s office.

Eye tests

Members of staff are entitled to a free annual eye test.
Cycle to work scheme
The school allows staff with an employment contract for 12 months or more to purchase a bicycle through this scheme. Further details are available from the Bursar's office.

Drinks and snacks
Tea, coffee and biscuits are available to all staff at break time, and there is access to hot drinks throughout the day. Snacks and light meals are provided to staff when working later in the evening for school events.

Lunch
Lunch is provided at no cost during term time.

Laptop
Teaching staff are loaned a school laptop to assist with their teaching and administration, and docking stations are available throughout the school.

Use of private vehicle
Subject to a journey being approved by the Bursar or Headmaster, staff can use their private vehicle for school journeys during working hours. The insurance will be under the school’s insurance and staff can claim for mileage.

Car parking
All staff may park in the school car park, subject to the availability of a space. A valid school parking permit must be displayed clearly on the windscreen of any car parked onsite.

Counselling
Staff have access to a 24 hour telephone counselling helpline. In addition, the lay chaplain or visiting school counsellor may be able to see staff.

Legal advice
Staff have access to a 24 hour legal information telephone helpline, covering issues such as consumer rights, debt, tax and personal injury.

Healthcare helpline
A telephone based healthcare support service is available to all staff at no cost.

Swimming pool
Staff are permitted to use the school swimming pool during designated staff swimming sessions.

CPD and training
Professional development is nurtured and encouraged, and the school has a full annual INSET programme. There is strong support for new teaching staff. Newly qualified teachers can undertake their accredited NQT year through the Independent Schools Council programme and a number of members of staff have completed teaching qualifications whilst employed at St Joseph’s.

Staff Room
There is a professional, friendly and supportive Staff Room, together with departmental workspaces throughout the school.

The above non-contractual benefits are currently available to staff. They are at the discretion of the Governors who reserve the right to withdraw them without notice.
Appointment Procedure

- Applications will only be accepted from candidates completing the College Non-Teaching Application Form in full, accompanied by a covering letter.

- The covering letter should illustrate specifically why you think you should be considered for this role, giving clear evidence of how your skills and experience meet the requirements of the role. You should give clear examples, and relate these to the job description and person specification.

- These should be emailed to recruitment@sjcr.org.uk.

- The closing date for applications is Noon on Tuesday 17 September 2019 and shortlisted candidates are likely to be invited for interview shortly after this date.

- All offers of employment are subject to the receipt of two satisfactory references, one of which must be from your current or most recent employer. For shortlisted applicants for teaching posts, references may be taken up prior to interview.

- St Joseph’s College employs personnel who are best qualified for the post without discrimination in respect of age, disability, race, gender or native origin.

- The College is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

- Successful applicants must undergo child protection screening, including checks with past employers and the Disclosure and Barring Service.

- A copy of the College Recruitment, Selection and Disclosures Policy and Procedures can be found on the College website - www.sjcr.org.uk/417/community/work-with-us
**Interview Process**

- All candidates invited to interview must bring documents confirming any educational and professional qualifications that are necessary or relevant for the post (e.g. the original or certified copy of certificates, diplomas etc). Where originals or certified copies are not available for the successful candidate, written confirmation of the relevant qualifications must be obtained by the candidate from the awarding body.

- During your visit you should expect to attend a number of interviews with different members of staff. We will also assess your suitability to work with children.

- In addition to formal interviews there will also be an opportunity for shortlisted candidates to tour the College and to meet prospective colleagues.

- If you are invited to interview for a non-teaching post, the interview may include other forms of assessment such as administrative tests, a presentation, or a demonstration of relevant practical or other skills.

- The College requests that all candidates invited to interview also bring with them:

  1. A current driving licence including a photograph or a passport or a full birth certificate
  2. A utility bill or financial statement issued within the last three months showing the candidate's current name and address
  3. Where appropriate any documentation evidencing a change of name
  4. Where the candidate is not a citizen of a country within the European Economic Area or Switzerland, proof of entitlement to work and reside in the UK

*Please note that originals of the above are necessary. Photocopies or certified copies are not sufficient.*
How to find us

- St Joseph’s College is situated in central Reading, near the University and the Royal Berkshire Hospital. It is close to the M4 (Junction 11) and has excellent transport links

- If travelling by train, the school is approximately 20 minutes’ walk from Reading Station, or alternatively there are a number of local buses that stop close by

- To accurately locate the College entrance at 64 Upper Redlands Road on some GPS satellite navigation systems it may be necessary to use the postcode RG1 5JP
TES Independent
School of the Year 2015/16

Outstanding Progress Award
Education Business Awards 2016

Outstanding Leadership Team
Leadership Awards 2016

Shortlisted for TES Wellbeing Award 2019

Shortlisted for i25 Award 2019

Shortlisted for Independent School of the Year 2019