

Founded 1642



New Hall School

The Best Start in Life



Appointment of

Head of Communications & Events

Closing date: Midday, Monday 4 October 2021

Start date: January 2022, or earlier

Head of Communications & Events

This is an exciting professional opportunity to take on a newly created middle or senior management post, arising from the significant expansion and successes of the School. The successful candidate will have the initiative, expertise, experience and skills to meet the demands of the seniority of this role. The Head of Communications & Events reports to the Deputy Principal and is the line manager for the staff team members in the Communications & Events Department. There is the possibility of the role being a Senior Management Team position for a suitably experienced person, working closely with the senior team.

Communications & Events Department

At New Hall, we are passionate about our School and committed to communicating the outstanding range of opportunities on offer. We have a great story and it is our job to tell it effectively and engagingly, using a wide range of communications tools.

The Head of Communications & Events leads a team consisting of Communications & Alumni Officers, an External Relations Manager and an Events Assistant. Key events include: Open Mornings, Prize Givings, feeder school Educational Days, Alumni events, Sports Tournaments and formal dinners.

The Head of Communications & Events leads and implements an effective and dynamic strategy for the sustainable recruitment of students (ages 1-18, girls & boys, boarding & day, UK and overseas), working closely with the Registrars. In addition, New Hall provides marketing and communications support for the New Hall Multi-Academy Trust (NHMAT), which is responsible for our sponsored academy, Messing Primary School.

Working at New Hall School

As an employee at New Hall School, you will enjoy working in a vibrant community with a strong sense of teamwork. As a boarding school, we are 'home' to many students and staff and, as such, there are always various activities taking place during the evenings and weekends. It is a busy, fast-paced environment that is set in beautiful surroundings; staff value working in a caring community and enjoy many exceptional benefits.

Job Description

Key responsibilities:

1. Leadership & Management

- 1.1 to promote New Hall's reputation as a distinctive school of choice, having regard to the Catholic ethos
- 1.2 to line manage the staff team members in the Communications & Events Department
- 1.3 to be an active member of the Communications & Events Committee, chaired by the Deputy Principal, providing Key Performance Indicators (KPIs) and reports
- 1.4 to oversee the annual events calendar and to ensure events run smoothly
- 1.5 to set and be accountable for the Department budgets
- 1.6 to ensure that School communications are compliant with the Data Protection Act 2018

2. Communications & Marketing

- 2.1 to act as the first point of contact for all media, dealing with enquiries professionally
- 2.2 to be responsible for the content of the New Hall School, Messing School and NHMAT websites
- 2.3 to oversee the School's use of social media
- 2.4 to oversee mailings and publications including the School's newsletters
- 2.5 to co-ordinate the way in which the School is presented, including use of logos, letterhead, brand colour and style
- 2.6 to ensure photographs are taken across the School, for internal and external communication opportunities
- 2.7 to oversee the design of all press advertisements
- 2.8 to generate positive press coverage of the School
- 2.9 to maintain an accessible archive of press cuttings (traditional & digital)
- 2.10 to support the SLMT with crisis and bad weather communications
- 2.11 to manage staff profiles on Firefly
- 2.12 to review and drive improvements regarding communications with parents, including hosting Parent Forums for feedback from small groups

3. Events & Recruitment

- 3.1 to take a leading role in the promotion, organisation and running of Open Days, School Fairs, recruitment events and educational days
- 3.2 to liaise with Catering, Domestic, Estate and IT staff to discuss requirements for events and to complete catering and work requests in advance
- 3.3 to undertake risk assessments for events and to address Health & Safety requirements
- 3.4 to liaise with the Head of Finance to ensure that events are covered by the School's insurance policy, and to notify them of large-scale events involving members of the public or non-standard School events which might be deemed more of a potential risk than usual e.g. equestrian events
- 3.5 to be responsible for the design and production of event invitations, posters, tickets and flyers
- 3.6 to evaluate and report on the attendance at key events and to ensure feedback is sought following the events to assist with future planning

4 Co-Curriculum

4.1 to take a leading role, working with students and staff, to produce School Magazines

All staff are responsible for promoting and safeguarding the welfare of students at New Hall School by ensuring compliance with the School's Safeguarding & Child Protection Policy at all times. It is a requirement of all staff to report any actual or potential risks to the safety or welfare of students to the Designated Safeguarding Lead.

This document summarises the main responsibilities of the post. All staff are required to undertake whatever else may reasonably be requested by the Principal. All staff are expected to uphold, support and realise the Catholic ethos of the School, as outlined in the Mission & Ethos Statement and Aims of the School. Job Descriptions are subject to annual review.

New Hall is committed to increasing representation of ethnic minority backgrounds among staff across all roles and at all levels, to reflect our diverse student population. Applications from practising Catholics are particularly welcome. The Equal Opportunities Policy is available on the website.

Person Specification

	Essential	Desirable
Catholic Ethos	<ul style="list-style-type: none"> To have a clear understanding of, and a commitment to, the aims of a Catholic independent boarding & day school and be committed to the values and ethos at the heart of New Hall School, for example, as expressed in the Mission & Ethos Statement of the School, and to be able to articulate this effectively to the student, staff and parent body To care about the School's charitable work and public benefit and to help nurture the spirit of service to others 	<ul style="list-style-type: none"> To be willing to undertake courses or qualifications to enhance understanding of Catholic education
Education & Training	<ul style="list-style-type: none"> To be a well-qualified university graduate 	<ul style="list-style-type: none"> To have experience and understanding of safeguarding issues To have experience and understanding of health & safety issues
Experience	<ul style="list-style-type: none"> To have management experience at middle or senior management level 	<ul style="list-style-type: none"> To have management experience at an independent school
Skills and Aptitudes	<ul style="list-style-type: none"> To have excellent communication skills, including a high standard of spoken and written English To be confident and skilled in public speaking and delivering presentations To have strong organisational skills and the ability to prioritise effectively To have excellent IT skills and enthusiasm for using digital technologies To be able to analyse data To have financial acumen 	<ul style="list-style-type: none"> To have vision and an ability to think strategically about school improvement
Disposition and personal qualities	<ul style="list-style-type: none"> To have integrity and to give clear and consistent witness to the values of care, trust and respect To be able to relate well to students and to take a real interest in their personal development To be flexible and able to adjust to change To have the ability to resolve conflict situations and problems effectively To have the ability to motivate others 	

Salary & Benefits

Salary

The salary range is £45,988-£53,362pa (NHL4-10).

Hours of Work

Your normal hours of work will be 9.00am-6.00pm, Monday to Friday in term time. You are permitted a one-hour unpaid meal break each day. During the School holidays, the hours of work will typically be 8.30am-5.30pm, with a one-hour unpaid meal break. Support staff generally work an average of 40 hours per week over the course of a calendar year but in view of the nature of the role you may be required to work additional hours for the proper performance of your duties, for which no further remuneration will be paid.

Work is required on some evenings and weekends and the amount of holiday and the salary range have been set to include these times. A degree of flexibility is required. All staff are required to attend INSET days. The Head of Communications & Events will be required to work on School Open Days which take place on the last Saturday in September and the Saturday of the first Bank Holiday weekend.

Holidays

The Head of Communications & Events will be entitled to 40 days' holiday including bank holidays. New Hall closes for two days between Christmas and New Year and for bank holidays; staff must set aside annual holiday entitlement to allow for these closures. Holiday should be taken in the School holidays, as published in the School calendar. All holiday is subject to the approval of the Deputy Principal. SLMT and the Head of Communications & Events are required to work the days around the publication of the A Level and GCSE results in August (normally the Wednesday of the A Level results week to the Friday of the GCSE week).

Pension

Subject to meeting the qualifying conditions, support staff are automatically enrolled in the designated stakeholder pension scheme provided by Standard Life. New Hall currently matches employee contributions up to 4%.

Training

New Hall is committed to professional development of staff and will support further in-service training as required. There are generous INSET and Continuing Professional Development (CPD) budgets.

Sports membership

As an employee, you are able to make use of a discounted annual membership rate for the New Hall Sports Club, with effect from your start date. The staff rate is currently £20pa and £5pa for additional family members. Membership includes Club time use of:

- 25-metre, 6 lane indoor swimming pool
- 10 floodlit tennis/netball courts
- Fitness Suite, which comprises a range of cardiovascular equipment and free weights
- Athletics track
- 12 golf practice bays

School fee remission

The post of Head of Communications & Events carries staff fee remission as follows: if your child is aged 4-18 and joins New Hall School, there is a reduction of two-thirds of the day fees. Please note that there is no staff fee remission for New Hall Nursery/Pre-Reception (ages 1-3).

Places for staff children are subject to space availability and the normal entry assessments. If the acceptance of a job offer is dependent on your child/children attending New Hall, please contact the Admissions Team on 01245 467 588 to verify whether there is availability within the year group/s. You will need to complete an application form for fee remission, available from the HR Department. This must be done prior to your child starting the school or the remission will only apply from the following term.

IT equipment

The Head of Communications & Events will receive a laptop and mobile telephone for use in the delivery of their professional duties.



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