



Director of Marketing & Communications



Candidate Information Pack

April 2023

[www.beechwoodpark.com](http://www.beechwoodpark.com)

# Beechwood Park

Beechwood Park School is an independent day and flexi-boarding school for boys and girls aged 3 to 13.

*“Particularly strong (academic) reputation, but also nurtures and educates children in the wider sense. The result is sparky, confident children who exude pride in their school and are incredibly happy learners..”*

Good Schools Guide



# Welcome

Thank you for your interest in working at Beechwood.

I am delighted to introduce you to our school, a thriving community at the heart of which are our wonderful pupils, supported by a team of inspiring staff.

We believe that the transformative effect of a preparatory Beechwood education provides boys and girls with a safe, happy and uniquely child-centred environment in which they can enjoy building friendships (often for life) and develop innate creativity, curiosity and character.

As you will see in our Mission, on page 4 of this booklet, Beechwood **nurtures, engages** and **inspires** its pupils, developing their confidence and independence, establishing in them the skills that prepare them for a future life and love of learning.

Our highly-qualified and experienced teaching staff encourage children to engage as active learners, take increasing ownership of their studies, probe, question, develop an increasing Growth Mindset together with the self-discipline, perseverance and academic risk-taking that is our academic hallmark.

I am exceedingly proud of what Beechwood staff do each and every day, ensuring our pupils benefit from a rich, diverse and exciting education. Opportunities abound within and beyond the classroom, and we provide our pupils with the time and space to learn, flourish, create and challenge themselves. Beechwood pupils are proudly individual yet connected by an education which teaches them to love life and squeeze every opportunity out of it; they embrace challenge and adapt to and are excited by change; they develop resilience and aspire to excellence in all that they do. They are happy, confident adventurers, who enjoy exploring big ideas, who argue and create, retaining balance and truth.

Pupils enjoy particularly good relationships with their teachers and the wider staff at Beechwood; our most recent ISI Inspection, which you can read [here](#) refers to "the open and trusting relationship that staff and pupils enjoy... (which) leads directly to some excellent pupil choices" (ISI 2019)

I hope you find everything you are looking for on our [website](#) to help you decide if Beechwood could be right for you.

We look forward to welcoming you.

*M. Cussans*

Maureen Cussans  
Interim Headmistress



# The School

Beechwood Park School is an independent day and boarding preparatory School for around 525 boys and girls between the ages of 3 and 13 years.

Founded in 1964, and set in a beautiful 40-acre estate amidst unspoilt Hertfordshire countryside, Beechwood enjoys a well-established reputation for being one of the country's leading co-educational, independent preparatory schools through its provision of academic excellence and a well-rounded education.

The School constantly invests in improving facilities and infrastructure to provide a modern working and learning environment for staff and pupils alike. Our sports hall, swimming pool complex, music technology suite, recording studio, IT infrastructure and surrounding park and woodland provide further spaces for 21st century children to explore and grow.

The School has a strong family atmosphere, which is central to the enjoyment of School that we believe is the foundation of successful education. The people who work here are deeply committed to the progress and wellbeing of pupils in their care. A talented and diverse team of specialists and all-rounders, the staff bring expertise and dedication to their role and have an easy rapport with the young.

Our most recent Independent Schools Inspection Report (ISI) January 2019 identified the School to be excellent in all areas with no recommendations for improvement, and it is an incisive and honest external appraisal of our wonderful community.



# Our Mission

Beechwood's Mission is to be a leading UK prep school.

To fulfil this ambition, with the support of parents, the School:

- **Nurtures** the happiness, health, safety and emotional well-being of every child, developing in them confidence and independence;
- **Engages** the intellectual, physical and spiritual potential of every child across a broad range of academic, co-curricular and pastoral activities and experiences;
- **Inspires** children, inculcating transferable, lifelong skills and values by which to achieve personally and contribute influentially to society;
- **Enables** inspirational and reflective teachers to provide every child with outstanding teaching, delivering the highest levels of educational pace, variety and challenge.



# The Role

Job Title:	Director of Marketing and Communications
Reporting to:	Head
Line Manager for:	Marketing Officer

This is a pivotal strategic management role, driving the marketing and pupil recruitment strategy, and setting the highest quality and customer service standards to enhance the School's reputation.

The postholder will have responsibility for the overall marketing function of the School supported by the Marketing Officer and working alongside the Registrar, who plays a central role in the School's admissions process. As a team, they collectively work to enhance the brand perception of Beechwood, and further its local and national profile, to ensure the School secures its target pupil numbers, whilst ensuring a smooth admissions process puts families and children at its centre.

## Key Responsibilities

### Marketing

- Develop, lead and manage all aspects of the marketing function to maximise the School's brand and presence in the marketplace and to meet the school roll targets;
- Produce, develop and deliver the annual marketing and pupil recruitment strategy and budget in conjunction with the Head and the Bursar
- Oversee marketing and communications across the school community, strengthening Beechwood's standing and reputation with all key stakeholders;
- Produce regular management reports for the Governors on all aspects of the School's marketing and admissions programmes and present these to Governors at termly meetings;
- Liaise with and report all marketing and admissions activities to the Senior Leadership Team;
- Develop, manage, promote and protect the School's brand identity, acting as Brand Guardian and ensuring that the School communicates and presents key messages in a consistent, professional manner;
- Engage with and develop key press and PR relationships to enhance and maximise the impact and profile of the Beechwood brand;
- Develop, lead, manage and promote events that actively market and promote the School;
- Line-manage the Marketing Officer;
- Oversee the management of the School's digital media (i.e. social media, website), advising on the appropriate channels, messaging and activity;
- Manage the concept and delivery of all Beechwood publications (such as weekly and termly newsletters) and social media/website content, ensuring all are produced with accurate, relevant, and up to date news, stories, and information;
- Have strategic oversight of the school website and its content, ensuring it is regularly maintained and updated and engages target audiences;
- Organise professional school photography and video shoots;
- Ensure relevant media (photos / videos etc) from key school events are captured and collated, and are published in a timely manner to keep our marketing and profile stories relevant and up to date;
- Review and report on analytical marketing data to feed into the School's marketing plan and to provide clear feedback on the marketing and pupil recruitment strategy;
- With the support of the Registrar and Marketing Officer, plan, lead and manage all events showcasing the School, including, but not limited to Open Days, and events which may take place outside normal working hours;
- Support teaching and non-teaching staff in their role of marketing the School;
- Act as a point of contact for the BPSPA (Beechwood Park School Parents' Association), providing support where necessary;

- Develop links with the School's alumni body, keeping them updated with School news and developments, and, in liaison with the Head's PA, co-ordinate and manage alumni related events and functions.

## Admissions

- Support the Registrar in the development, leadership and management of all aspects of the admissions process at the School;
- Work with the Registrar to develop and implement a pupil recruitment strategy;
- Work closely with the Registrar to ensure that marketing supports and enables their function. In addition, attend, support and play a Front of House role at key events;
- Link the marketing and admissions components of the School together to ensure a cohesive and logical marketing strategy is followed, based on the admissions process and data;
- Develop a strategy to foster and enhance relationships with feeder nurseries;
- Monitor and respond to key local market trends in pupil recruitment, revising strategies and tactical marketing plans accordingly;
- Support the day to day responsibilities of the Registrar, which include:
  - ◊ Being the key member of staff liaising with all prospective parents, ensuring all registration and confirmation paperwork is complete as well as issuing the parent contract once enrolled;
  - ◊ Co-ordinating and managing all prospective School visits, taster days and Open Days specifically targeting year groups without waiting lists;
  - ◊ Providing all supporting information to the Head prior to each prospective parent/child's visit to ensure that they experience the best possible experience at Beechwood Park;
  - ◊ Recording and following up (via iSAMs) any visit to the school made by a prospective parent, and maintaining communication appropriately depending upon their decision and requirement;
  - ◊ Ensuring that all new pupils are correctly entered onto the management system with all their relevant data disseminated to appropriate staff;
  - ◊ Ensuring that new starters have the information they require prior to starting to provide a smooth transition into Beechwood;
- ◊ Maintaining an accurate, up to date Admissions Register at all times;
- ◊ Co-ordinating and leading the submission of the annual census and other external reporting as directed by the Head / Bursar;
- ◊ Ensuring the Head and Bursar are regularly updated with the numbers on the pupil roll and pupil projections;
- ◊ With the support of the Head, reviewing and updating the Admissions Policy on a regular basis.
- Complete the above role when the Registrar is absent, or on holiday.

The above list of duties is for guidance only, is not exhaustive and should not be considered a complete statement of duties. The job holder may be required to undertake any other reasonable task as requested by the Head or Bursar. Furthermore, for Beechwood to remain at the forefront of 'best practice', new responsibilities may be added in the future, following discussion with the post holder.



# Candidate Specification (Knowledge, Skills and Attributes)

## Essential requirements for the role

- Good honours degree;
- Professional experience in a relevant role (administrative / marketing / sales / customer service);
- Proven customer service skills;
- Confident in managing a busy pressurized workload;
- Ability to define a clear strategy, and implement and monitor its effectiveness;
- Experience in leading and managing staff;
- Excellent IT and organisational skills;
- Good understanding of the principles of marketing;
- Ability to effectively solve problems and make decisions;
- Ability to manage own time effectively and demonstrate initiative, including establishing priorities;
- Ability to manage external suppliers / contractors;
- Demonstrable experience of engaging and building relationships with key internal and external stakeholders;
- Excellent written and verbal communicator who will successfully engage staff in the delivery of strategic aims;
- Good attention to detail and an ability to deliver consistent quality and reliability through methodical approach to work;
- Flexibility to meet the needs of the School including working out of normal school hours when required.

## Desirable requirements:

- Genuine interest in educational issues and empathy with / experience of the independent sector;
- Supportive of the School Mission, Values, culture and strategic priorities of the School;
- Experience of working in an educational environment;
- Relevant professional qualification i.e. Chartered Institute of Marketing qualification or AMCIS Certificate in Admissions / School Marketing;
- Experience of working with designers and printers;
- Experience with Adobe Creative Cloud, WordPress CMS, and iSAMS or other school MIS.

## Salary and Benefits

The salary for this position will be based on a candidate's experience and qualifications.

Benefits include:

- Free lunch in the School Dining Room during term-time;
- Use of sports facilities including indoor swimming pool;
- Free parking.

## Pension

The School will comply with its legal obligations in relation to the provision of access to a pension scheme and will automatically enrol the position holder in a pension scheme as and when required by law.

## Holiday

This is a full time, year round permanent position. The position holder is entitled to 25 days' holiday in each holiday year which runs from 1st September to 31st August. Public and bank holidays falling within the School holidays are also taken as paid holiday. Holidays may not normally be taken during term time, which includes three days before and one day after each term. As part of the role, there will be occasional weekend work, and evening commitments for School events and similar.

**Beechwood Park is an equal opportunities employer and we aim for our staff to reflect the diversity of our local community. We welcome and encourage applications from people of all ages, genders, religions and sexual orientation, those from Black, Asian and other minority ethnic backgrounds, and those with disabilities.**

Agreed by Head

\_\_\_\_\_

Date

\_\_\_\_\_

Agreed by Job Holder

\_\_\_\_\_

Date

\_\_\_\_\_

## Safeguarding and Child Protection

Beechwood Park is committed to safeguarding and promoting the health, safety and well-being of all children.

We require all applicants for employment to complete a BPS Staff Application Form and to produce original identity documentation and certification of qualifications.

The School will undertake an enhanced DBS clearance check of the successful candidate.

The School recruits and retains the highest calibre teaching and non-teaching staff to promote the Beechwood Mission across all aspects of its educational provision. All employees work in a culture of openness, trust and transparency to promote:

- Their statutory responsibilities to protect children from abuse and harm in accordance with the BPS Child Protection and Health and Safety Policies;
- The reporting of low-level concerns in support of the School's Mission to Nurture, Engage and Inspire and its core Values.

## The Application

Please download, complete and return the School's Application Form with a handwritten covering letter of application, to:

Mrs M Cussans  
Interim Headmistress  
Beechwood Park School  
Beechwood Park  
Markyate  
Hertfordshire  
AL3 8AW

Please feel free to contact the Head for an informal discussion via email

[hmsecretary@beechwoodpark.com](mailto:hmsecretary@beechwoodpark.com)





# Location and Access

Beechwood Park is set in beautiful rural parkland outside the village of Markyate. Although rural, the School is only 5 minutes from Junction 9 of the M1 and 15 to 20 minutes from Harpenden, St Albans, Berkhamsted, Hemel Hempstead, and Luton - all with super-fast train links to central London.

The School runs an extensive bus service for pupils, before and after School, to Harpenden, St Albans and many surrounding villages. These areas offer some beautiful villages and places to live, within easy reach of London.

## Direct Train Service:

St Albans to London St Pancras: 18 minutes  
Harpenden to London St Pancras: 25 minutes  
Luton Airport Parkway to London: 24 minutes

## By Road

M1 Junction 9: 5 minutes  
Harpenden: 15 minutes  
St Albans: 20 minutes  
Berkhamsted: 20 minutes

## Nearest airport

London Luton: 15 minutes





Beechwood Park School

Pickford Road  
Markyate  
St Albans  
AL3 8AW

01582 840333 [hmsecretary@beechwoodpark.com](mailto:hmsecretary@beechwoodpark.com)

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