



FINTON HOUSE
SCHOOL

Head of Marketing,
Communications &
Development

Required from June
2024



1 | OUR STORY

...SO FAR

Finton House was founded in 1987 as a charitable trust with two principles in mind: that children joining Reception should not have to face the pressures of a competitive entry system, and that of providing an inclusive environment where all children, including those with special educational needs, have the same opportunities.

WELCOME TO FINTON HOUSE

Thank you for your interest in working at Finton House. We are an outstanding non-selective co-educational preparatory school for boys and girls aged 4-11, located next to Wandsworth Common in South West London.



340 PUPILS
74 STAFF

The School motto “Open Hearts and Guiding Hands” sums up the relationships which pupils and staff build with each other, with our local community and the wider world.



FOUR
HOUSES

The House system gives pupils a way to make friends outside of their year group whilst instilling a sense of belonging, pride and teamwork in them.



SPECIALIST
FACILITIES

We have specialist facilities including purpose-built Music rooms with soundproof recording booths, a Science lab, DT workshop and an Art room.



EVERY CHILD
CAN SHINE

A Fintonian demonstrates our ‘Finton Goals’ of kindness, respect, curiosity, resilience, communication, morality and self-belief.

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FROM OUR

CHAIR OF GOVERNORS

I am always so impressed and hugely thankful for the staff's dedication to the school's objectives and to each child's education at Finton House. This became particularly apparent during lockdown when they worked tirelessly to create and deliver a leading remote learning offering. This was created by leveraging the experience of schools around the world and utilising our previous investment in technology. Like everything at Finton House, we strive for improvement and keep evolving the educational experience so that we can now take the best of what remote learning has taught us and bring that to our on-site learning in 2021 and beyond.



In a world with an increasingly rapid pace of change where we must be prepared for the unexpected, our objective is that children leave Finton House with a confidence, resilience and understanding of the world which will allow them to thrive wherever they go next in life. I have the pleasure of seeing this first-hand when our Old Fintonians return to visit, come back to work with us or bring their children to school here. There is no doubt in my mind that being part of the Finton community is hugely rewarding and fulfilling.

Liz Buckley

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FROM OUR

HEAD

“Happiness is the key to a successful education.”

Finton House School holds a special place in the hearts of all those who have been here, either as a pupil, a parent or as a member of staff. It is a unique school combining a warm child centric environment with a high focus on wellbeing and values while also achieving outstanding academic results. This is in the context of a non-selective entry, increasingly rare for Prep schools in the area, and a specific objective to include children with special education needs who can thrive in a mainstream environment. Inclusion is part of the fabric of Finton House, together with a focus on building an understanding of our roles in the Community around us and our duty to contribute. All this is down to the culture, care and commitment of our highly experienced staff who get the best out of every child from those that need early support in specific areas to the more able who should be stretched.

Working here is deeply rewarding and often a great deal of fun - after all, happiness is the key to a successful education. Everyone works hard to maintain the school's success and outstanding reputation, while in the knowledge that protection of their own wellbeing is taken very seriously.

Ben Freeman



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ROLE SPECIFICATION

HEAD OF MARKETING, COMMS & DEVELOPMENT

Job Title	Head of Marketing, Communications & Development (year-round, full time)
Reporting to	Head
Job Purpose	We are seeking an enthusiastic, committed and organised individual to join the leadership team at Finton House School as Head of Marketing, Communications & Development.
Salary	£45,000 - £50,000 dependent on experience
Main Duties	<p>Marketing & Communications</p> <ul style="list-style-type: none"> Maintain and develop the Finton House School brand in line with the School's founding principles and goals, acting as 'brand guardian' for the School's image and reputation. Support all staff in their roles as marketeers of the School by building positive relationships with key personnel and implementing ways to encourage wider staff involvement in marketing efforts, including being a point of contact for advice and support. Have oversight of all key communications from and within the School, including responding to and supporting the Head/Chair of Governors in the event of a critical incident or other PR crisis. Oversee the production of flagship publications, campaigns and promotional materials, including the School prospectus, School magazine, recruitment brochures, digital and print advertising. This includes always securing the best value for money and considering eco-implications. Be responsible for digital signage throughout the school, updating screens with relevant content and photos (including the daily lunch menu). Be responsible for the School's weekly parent e-newsletter, including encouraging staff to submit articles and photographs (writing them where necessary), editing and publishing. Proactively lead and manage the School's presence on social media platforms (including Instagram, Twitter, Facebook and LinkedIn) and to analyse statistics relating to the reach and effectiveness of communications activities to support the pupil recruitment strategies. Maintain and develop the School website, keeping it up-to-date with current information (staff lists, policies, fees, curriculum etc) and news stories. Build and maintain good working relationships with the press (local and national newspapers, local magazines, radio stations, regional TV and specialist education magazines), identifying potential newsworthy stories/milestones and draft press releases in liaison with the Head to be submitted to relevant publications and media. Maintain the School's photographic library, attending key events as photographer throughout the year, and co-organise the School's annual individual photograph day. Be responsible for adding to and maintaining lists of pupils whose names or images may not be used on various platforms and ensure that staff are aware of these pupils.

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ROLE SPECIFICATION

HEAD OF MARKETING, COMMS & DEVELOPMENT

Main Duties (continued)	<p>Marketing & Communications</p> <ul style="list-style-type: none"> Lead on the organisation of major school events ('Finton Fest', Parent Quiz, Prize Giving, pupil events, alumni events) to ensure that the audience has a positive experience and receives the appropriate information. Work in close liaison with Estates, IT, Finance and Catering to ensure that events are delivered within budget and in a professional manner. Organise and plan visits from organisations such as the Good Schools Guide, Tatler Schools Guide etc. In conjunction with the Head and Registrar, develop and deliver a communications and events programme for key feeder nurseries and prospective parents. This includes organising and promoting four Open Mornings per term, working with Class Teachers to train pupils as tour guides. Work closely with the Registrar in implementing efficient admissions processes, overseeing the production of support materials (displays, promotional items, event programmes), including welcoming and touring guests/prospective parents and proofreading communications. Involve yourself in School life, including attending events, and completing duties as and when required by the timetable and cover arrangements. <p>Development (including Alumni)</p> <ul style="list-style-type: none"> Lead the organisation of events and activities to promote the School's Development function. Establish and agree the print and production requirements of the Development function and produce support materials (including development reports, campaign literature and display items). Maintain an activities grid for Development, regularly reporting back to the Chair of the Development Board. Initiate and implement fundraising campaigns to meet the School's strategic and operational needs. Report to the Marketing & Development Committee of governors and the Head on a termly basis, reporting on progress against agreed targets. Line manage and support the Development Manager in their role as steward of the Development Board and other donors whilst overseeing their management of "Finton Forum", the school's online community and fundraising platform, and communications to alumni. Support the Assistant Head: Partnerships by regularly meeting with them to plan partnership events with Finton House's charitable partners, and discuss ways to promote these activities to all stakeholders.
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ROLE SPECIFICATION

HEAD OF MARKETING, COMMS & DEVELOPMENT

	ESSENTIAL	DESIRABLE
Qualifications		
To have an excellent level of education, including a degree or equivalent	X	
To have a recognised qualification in Marketing or a similar field (i.e CIM)		X
Experience		
To have a strong understanding of marketing concepts, best practice and strategy	X	
To be experienced in managing budgets effectively	X	
To have experience of organising and managing events	X	
To be experienced in handling confidential information, using tact and diplomacy	X	
Skills & Attributes		
To have excellent interpersonal skills (a 'people person') with an ability to build relationships with stakeholders at all levels, both internally and externally	X	
To be a strategic thinker with creative flair	X	
To be diplomatic, confidential and tactful	X	
To have excellent written and proof-reading skills in relation to the production of letters, applications, reports and publications, with accuracy in spelling and grammar	X	
To have outstanding ICT skills, including the ability to use Microsoft Word, Excel and Outlook	X	
To have knowledge of school systems (e.g WordPress, SchoolPost, Engage, OpenApply, Toucan Tech)		X
To be patient and positive under pressure, remaining flexible in a dynamic working environment with competing priorities	X	
To have excellent administrative and organisational skills	X	
To be able to effectively analyse data	X	
To be committed to safeguarding and promoting the welfare of pupils	X	
To be self-motivated, balanced and good humoured	X	
To be willing to work evenings and weekends on occasion	X	

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APPLYING
FOR THE ROLE



APPLICATION
PROCESS

To apply for this position you will need to complete an application form and submit a covering letter. Completed applications should be sent FAO the Headmaster, Ben Freeman, c/o Justine Lavelle (HR Coordinator) on justine.lavelle@fintonhouse.org.uk. Applications will be considered on a rolling basis and we may close the process early if a suitable candidate is found.

Application deadline: Friday 19 April 2024 at 09.00

INTERVIEW
PROCESS

Applications will be assessed against the Job Description & Person Specification, with candidates invited for an initial interview either in person, or via Zoom, with a task and tour.



6 WHY WORK AT FINTON? BENEFITS

- 30 days' holiday
- Finton House operates a generous pension scheme for all employees. Support staff are enrolled into Scottish Widows with an employer contribution of 7.5%.
- All permanent employees benefit from Life Insurance covering Death in Service to a value of 2 times salary.
- All permanent employees benefit from Income Protection insurance should the employee fall ill, providing support during long term illness.
- Employees have the option to buy into the group medical insurance provided through Aviva. This covers a wide variety of treatment including optical and dental.
- Permanent employees benefit from a staff discount on fees for all children attending Finton of 65% (pro rata).
- Lunch is provided to all employees during term time, alongside access to refreshments throughout the day.
- The School participates in both a Cycle & Technology Scheme allowing employees to benefit from favourable purchase terms and tax efficiencies.
- All employees have access to an industry leading Employee Assistance Programme offering employees and their dependents access to wellbeing resources including counselling and legal advice.
- Staff Loans are available for training courses and travel support.
- Finton operates a lively social life with regular staff events alongside traditional mentoring and support.
- Other benefits include regular (optional) social occasions and events; strengthening the strong sense of the Finton House staff community.



8 | VALUES AND ETHOS

“Open Hearts and Guiding Hands”

EQUALITY & DIVERSITY

Finton House Educational Trust values Equality & Diversity in everything that we do, with inclusivity being a founding principle of the School. All applicants will be treated with respect and dignity, and provided with the support they require to complete their recruitment journey with the School.

SAFEGUARDING

Finton House Educational Trust is committed to safeguarding and promoting the welfare of children and young people. Applicants must undergo child protection screening, including checks with past employers and Disclosure and Barring Service. Details of all checks are to be found in our Recruitment, Selection & Disclosures Procedure, which is available on request.