



FINTON HOUSE
SCHOOL

**HEAD OF MARKETING,
COMMUNICATIONS AND DEVELOPMENT**

**Candidate
Information**

Welcome

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

Headmaster



About Finton House

Finton House is a thriving independent co-ed prep school for children aged 4-11. Located near Wandsworth Common in South West London, Finton House is a non-selective, inclusive school where children are prepared to thrive in an ever-changing world. The school's commitment to pastoral care is as strong as its commitment to providing an outstanding education, and its academic achievements at 11+ speak for themselves: at Finton House, every child can shine bright.

The school was founded in 1987 as a charitable trust on the principles that there should be no academic selection for entry into Reception and that all the children, including those with special educational needs, should enjoy a completely inclusive, nurturing environment

These principles underpin the educational experience. The school has a strong reputation for nurturing mixed ability cohorts of children to experience the joy of learning and develop their skills, knowledge and wellbeing. The impact and success of a Finton education is evident in the number of children waiting for a place to join in Reception or for an occasional vacancy in all Year groups, and the remarkable success of pupils being awarded places and scholarships into a wide range of selective independent senior schools.

The school motto "Open Hearts and Guiding Hands" sums up the warm and caring relationships that the school promotes in a nurturing learning environment, in order to provide the most complete education.





... Behind the unassuming façade lies a happy family, dedicated to teasing out the best in each child. Finton House is resolutely not a hothouse, yet achieves remarkable results. If you are seeking well-adjusted, fulfilled children, look no further."

The Good Schools Guide





The Role

Role: Head of Marketing, Communications and Development

Employment Type: Full Time

Reporting To: tbc

Direct Reports: Registrar (Admissions)

Committee Reporting: Head and Governors (including Marketing and Development Committee as required)

Salary: £62,087

Application Deadline: 31 July 2026

Job Purpose

Finton House School is seeking an experienced, strategic and highly collaborative Head of Marketing, Communications & Development to lead the School's brand, communications, admissions and stakeholder engagement activity.

Historically, marketing activity has been delivered predominantly in-house; the School now intends to move to a blended model with selected specialist marketing functions outsourced to external partners. The Head will act as the School's senior client-side marketing lead: setting strategy, protecting brand integrity, overseeing admissions and communications, managing external agencies and ensuring delivery against agreed pupil recruitment and engagement objectives.

The role will also provide strategic oversight of Development activity (including alumni engagement and fundraising initiatives), ensuring alignment with the School's broader brand and community objectives.



Key Responsibilities

1. Marketing Strategy and Leadership

- Develop and deliver a multi-year Marketing and Communications Strategy aligned to the School Strategic Plan.
- Advise the Head and Governors on brand positioning, market trends, enrolment and communications priorities.
- Establish annual marketing plans, campaign calendars and budgets.
- Determine which activities remain in-house and which are outsourced.
- Define KPIs and reporting frameworks covering recruitment, engagement, digital performance and ROI.
- Present termly updates to senior leadership and governors.

2. Agency and Supplier Management

- Act as the School's lead client contact for external marketing agencies and specialist suppliers.

- Procure, brief, appoint and manage agencies and creative partners.
- Translate strategic objectives into clear briefs and ensure delivery to agreed standards.
- Monitor performance, budgets and value for money.
- Retain ownership of final approval and quality assurance.

3. Brand, Communications and Reputation

- Act as guardian of the Finton House brand and reputation.
- Lead internal and external communications planning.
- Support the Head in managing sensitive communications and reputational matters.
- Oversee production of prospectuses, publications, campaigns and recruitment materials.
- Own communications standards and editorial governance.
- Develop staff capability as ambassadors for the School.

4. Digital Presence and Content Governance

- Own the School's digital communications roadmap.
- Oversee website strategy, content governance and user experience.
- Lead social media strategy and analytics.
- Maintain oversight of:
 - Parent communications
 - Weekly newsletters
 - Digital signage
 - Photography and image permissions
 - Multimedia and content production
- Use insight and analytics to drive improvement.

5. Public Relations and External Profile

- Build relationships with media and education publications.
- Coordinate submissions and visits from external bodies and guides.
- Identify opportunities to promote the School's achievements and thought leadership.

6. Admissions Leadership and Line Management of Registrar

- Line manage the Registrar and provide strategic oversight of the admissions function.
- Partner with the Registrar to develop and deliver pupil recruitment and retention plans.
- Oversee admissions communications, enquiry management and conversion activity.
- Establish admissions KPIs and monitor performance through the full recruitment funnel.
- Lead marketing support for:
 - Prospective families
 - Feeder nurseries
 - Open events
 - Parent engagement
- Ensure the admissions experience reflects the School's values and brand.
- Work with the Registrar to ensure systems, reporting and processes support an excellent customer experience.

7. Development and Community Engagement

- Provide strategic oversight of Development activity, ensuring alignment with School priorities and brand positioning.
- Work with the Head, Governors and relevant stakeholders to develop a sustainable Development strategy.
- Oversee communications and engagement with alumni, donors and the wider School community.
- Support planning and delivery of Development events and campaigns.
- Maintain oversight of Development communications platforms and stakeholder databases.
- Establish annual objectives and reporting for Development activities.
- Support fundraising initiatives where appropriate, ensuring campaigns align with School values and capacity.
- Promote partnership and community engagement activities across the School.

Note: Operational delivery of Development activity and/ or events is undertaken by another postholder.



Person Specification

ESSENTIAL

- Experience leading admissions, marketing or stakeholder engagement functions.
- Experience managing teams and influencing senior stakeholders.
- Strong understanding of customer journey and conversion metrics.

DESIRABLE

- Independent school admissions experience.
- Experience of alumni relations, fundraising or Development functions.
- Familiarity with CRM systems, enrolment systems and stakeholder databases.



Safeguarding

The duties and responsibilities outlined may be subject to change based on the school's needs and priorities. We reserve the right to modify or amend the job description at any time, in consultation with the employee, to better align with our school's goals and objectives.

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 the school's website.

Finton House Educational Trust is an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and young people. Applicants must be willing to undergo child protection screening appropriate to the post. The appointment is subject to satisfactory pre-employment checks in accordance with the relevant statutory guidance, including an enhanced Disclosure and Barring Service check, satisfactory references, proof of identity and qualifications, a review of their social media presence and a satisfactory medical report.



Benefits

- 30 days' holiday (full time equivalent)
- Finton House operates a generous defined benefit pension scheme for all employees. Support staff are enrolled into Scottish Widow 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.



FINTON HOUSE SCHOOL

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