



# St Mary's School

## Gerrards Cross



## Application Pack

Job Role: **Director of Marketing and Communications**

Start Date: September 2025

Closing Date: 4:00pm on Thursday 3rd July 2025

Interview Date: Tuesday 8<sup>th</sup> July 2025



# Welcome from Headmistress

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St Mary's is quite simply a wonderful school. The experience of each individual student is at the heart of all that we do. Our warm and inspiring environment encompasses a supportive framework where our students, whether in Pre-Prep, Prep, Senior House or Sixth Form, are encouraged to take risks, be creative, think for themselves, learn to make good choices and to embrace a challenge.

All of our students are encouraged to aim for excellence in all of their pursuits, to be kind to each other and look for opportunities to make a difference in the wider world. Students here 'dream big' we prepare our students for their future lives and careers to be compassionate, caring and confident young women.

The opportunities at St Mary's, including those for leadership and co-curricular activities, are wide ranging, the academic and pastoral focus unsurpassed and the ability to tailor your daughter's education unrivalled.

Please visit our website to give you a brief insight into our wonderful school. I do hope you will come and meet us to discuss this important role.

Mrs. Patricia Adams, Headmistress



## About St Mary's School

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St Mary's is an independent day school for girls aged 3-18 in the heart of Gerrards Cross, Buckinghamshire.

Founded in Paddington in 1872, the school moved to its present site in 1942. Class sizes average 16-18 and academic outcomes are excellent.

St Mary's School is warm friendly community where parents, staff, students, and governors work together to ensure that every student exceeds her potential whilst having the time of her life, making memories, and building skills to equip her to be successful through her future years.

Our students leave with the resilience to take on the next challenge, the ambition to follow their dreams and the confidence in themselves to go from success to success in their future careers. Through the pastoral and classroom support she has received at St Mary's, she knows her worth, who she is as an individual, and what she wants to go on to do.

Well-being and happiness of staff and students alike is at the heart of our success – a happy school is a successful school!

Joining St Mary's staff community, you would be welcomed into a supportive, close-knit community who can regularly be found spending lunch times in the Senior or Prep staff room, enjoying social time outside of school, competing in the teacher's relay, performing in the school orchestra or at an open mic event, and can even be caught on a space hopper on the lawn on the last day of term!







# St Mary's School Values

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St Mary's is committed to providing an excellent education in a caring, happy environment, where each girl develops self-confidence and exceeds her potential.

Staff and students, alike, are encouraged to find their own SMS Spirit by exploring our huge range of Co-Curricular activities to try new skills and meet new people, explore different learning or teaching techniques in small classes and make friends from Nursery right through to Sixth Form through our House System and whole school opportunities that brings.

Staff are supported in their roles through Department Heads, and SLT links, with wellbeing at the heart of staff satisfaction and the positive morale which we pride ourselves on. A comprehensive CPD programme allows for staff members to grow personally and professionally and broaden their skills in their specialist areas finding their very own SMS Spirit in their own individual ways.

Our whole school community operates under our Take Care acronym which ensures each individual reaches his or her potential in a supportive and challenging environment.



**T – Team Work** – we work together to ensure we achieve the best outcomes for our students, pastorally and academically, and that as a staff community we work in a supportive, collaborative caring team who have each other's backs.

**A – Ambition** – we go above and beyond in everything we do. We look for the WOW factor at every opportunity.

**K – Kindness** – through our ethos runs the theme of kindness. Everything our staff and students do should consider kindness first.

**E – Enthusiasm** – staff and students alike bring the energy and desire to succeed.

**C – Curiosity** – we always ask why.

**A – Adventure** – work should be exciting, satisfying and thrilling – we are spending time doing what we feel passionately about.

**R – Resilience** – we carry on in the face of challenge, and come out stronger and wiser.

**E – Excellence** – aim for the highest quality in all that we do.



# Why Work at St Mary's?

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- Competitive Salary
- Support staff pension scheme
- Fee Remission at St Mary's
- Subsidised staff socials
- Annual pay review



- Hot daily meal
- Use of fitness suite
- On-site parking if available
- Free annual flu vaccine
- Electric Car purchase Scheme
- Cycle to work Scheme

- Full staff induction in Term 1
- Staff buddy system
- Full training and development program
- Equal opportunities for all
- Well-being committee to share ideas



All staff share responsibility for promoting and safeguarding the welfare of our pupils and must adhere to, and comply with, the school's safeguarding and Child Protection Policy at all times.





# The Role – Director of Marketing and Communications

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We are looking for a highly motivated and experienced marketing professional to lead and deliver our marketing and communications strategy. This pivotal role is focused on engaging current and prospective families, maintaining and growing pupil enrolments, and raising the school's profile through compelling storytelling. The successful candidate will bring energy, vision and strong leadership, and will be responsible for overseeing all marketing activity, including the planning and delivery of events throughout the school year.

The ideal candidate will bring extensive experience in strategic marketing, communications, and brand development, gained either within or beyond the education sector. They will demonstrate a solid understanding of, and genuine enthusiasm for, the independent school environment. A sharp awareness of the changing dynamics that shape parental decision-making—especially in relation to girls' independent education—is essential.





# Main Duties

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<b>Leadership and Management</b>	Provide clear and inspirational leadership, vision and motivation for the Marketing and Communications team where collaborative and creative thinking are encouraged and rewarded.
	Work closely with the Head, DH (Prep Head & DSL) and SLT providing expertise in marketing and communications as a member of the Senior Leadership Team.
	Foster a department with a strong team spirit ensuring the highest of standards and continuous professional development.
	Lead the development and management of the school's brand identity, ensuring this is consistent across all platforms and communications, including the website, social media, print materials, and events.

<b>Strategy and Planning</b>	Formulate, agree on and implement a comprehensive marketing and communications strategy that aligns with the school's mission, values, and aims.
	Develop and implement a dynamic and cohesive vision for the school in line with the school's development plan for internal and external audiences.
	Advise on positioning and presentation of the school in reference to the immediate competitor market.
	Oversee, schedule and plan all school events relating to the marketing and promotion of the school including Open Days, public performances and transition events and liaise with the relevant staff to ensure the smooth running of the events.
	Advance and maintain strong relationships with key stakeholders, including current and prospective parents, staff, alumnae, local communities, feeder schools and relevant associations, to enhance engagement and advocacy.
	Agree all marketing and communications budgets and report to the Head and Governing Body on relevant expenditures.
	Agree on meaningful KPIs and produce regular reports to monitor performance.
	Use data and analytics to assess the effectiveness of marketing campaigns and communications strategies
	Work collaboratively with other senior staff and particularly closely with the Registrar.
	Identify and develop local markets and work to create opportunities for St Mary's to expand into untapped areas and markets.
	Develop the school's outreach programme ensuring that it continues to grow and enhances the unique reputation of the school in the wider local area.



## Main Duties

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<b>Marketing</b>	Act as a brand ambassador to optimise opportunities to engage wider local audiences and strengthen advocacy for SMS.
	Working closely with the relevant departments, develop and implement a proactive social media strategy to enhance engagement with stakeholders and reinforce the school's reputation.
	In collaboration with other departments to ensure consistent branding and tone of voice.
	Ensure that all marketing and communications output is GDPR compliant, adheres to the latest school policies and upholds best practice in safeguarding.
	Promote the school's social responsibility initiatives, bursary programme, and diversity and inclusion commitments.
	Develop strong relationships with local media outlets, national education journalists, individuals with significant social media presence, and educational publications.
	Provide oversight of the school's website with responsibility for its evolution and accuracy.
	Ensure effective marketing of SMS through continued engagement with alumnae, friends and supporters of the school.
<b>Communications and Publications</b>	In collaboration and with support from the Digital Content Creator, manage internal communication platforms, such as newsletters, staff and parental portals, and other publications.
	Develop internal communication strategies to streamline communication, foster staff engagement and a sense of belonging and promote the school's values and ethos.
	Maintain and update the Crisis Communications Plan and emergency communication templates.
	In conjunction with relevant staff (such as Head of Sixth Form), support student initiatives such as a student journalism team.
	Oversee and, with support from the Digital Content Creator, lead the production of key external publications, providing strong editorial oversight, copywriting, proofreading, and design direction for publications and digital media.





## Main Duties

<b>Outreach</b>	Build and maintain strong relationships with local organisations, schools, and community leaders to support collaborative projects and expand the school's outreach initiatives.
	Create and manage promotional content and campaigns that celebrate the school's role in supporting access, inclusion, and opportunity across the wider community.
	Lead the development and execution of outreach marketing strategies that promote the school's partnerships, community engagement, and public benefit initiatives.
	Raise the profile of the school's outreach programme through targeted communications, media engagement, and storytelling that highlight its impact locally and beyond.
	Liaise with partner schools and SMS staff to facilitate effective organisation of outreach events.
<b>Events</b>	In conjunction with the relevant senior staff, schedule, plan, organise and lead on all school events, including open days, performance events, admissions events, partnership and outreach activities, feeder school events, alumnae relations, and fundraising activities.
	Develop creative marketing campaigns to promote these events in line with the school's ethos and values.







# Candidate Specification

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<b>Qualifications</b>	Educated to degree level (or equivalent).
	Relevant professional qualifications or certifications in marketing and communications (e.g., CIM, PRCA). (Desirable)

<b>Knowledge and Skills</b>	Outstanding written and verbal communication skills, with the ability to engage a wide range of audiences effectively.
	Confident in interpreting data, market trends, and stakeholder insights to shape and implement effective marketing strategies.
	Strategic, analytical, and creative thinker with a history of delivering high-impact multi-channel campaigns.
	Flexibility and willingness to attend events and meetings outside regular school hours, aligned with key school events and activities.
	Excellent organisational skills, including time management, prioritisation, forward planning, timely delivery, meeting deadlines and publishing.
	Understanding of the context in which you are working and a commitment to the safeguarding of children.
	Proactive mind-set and can-do attitude.
	Working knowledge of Adobe InDesign, Adobe Illustrator and Adobe Photoshop (Desirable).

<b>Experience</b>	A proven track record of developing and delivering successful marketing and communications strategies.
	Demonstrated success in leading teams and managing delivery against tight deadlines.
	Experience preparing reports for, and presenting to, formal bodies such as governing boards.
	Strong experience in brand management and positioning.
	Proven ability to work collaboratively with a broad range of stakeholders, balancing varied priorities and expectations.

<b>Safeguarding</b>	<i>To understand the need and adhere to School Safeguarding and Child Protection Policies.</i>
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# Safeguarding

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*St Mary's School is committed to safeguarding and promoting the welfare of children and young people in its recruitment and selection of job applicants. The school expects all staff and volunteers to share this commitment and be willing to undergo checks with the Disclosure and Barring Service.*



## How to Apply

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Please complete an application form which can be obtained from the HR Administrator at [hradmin@stmarysgx.co.uk](mailto:hradmin@stmarysgx.co.uk) or from our website [www.stmarysschool.co.uk](http://www.stmarysschool.co.uk)

Early applications are advised as the school reserves the right to appoint at any stage during the application process. Completed application forms and cover letters must be addressed to the Head and emailed to [applications@stmarysgx.co.uk](mailto:applications@stmarysgx.co.uk)

Interviews will take approximately half a day and will be held at the school. As part of the process, you will be given a tour of the school, attend a panel interview and give a presentation. You will also be asked to provide documentation confirming your identity and qualifications and a search of an online social media presence may also be conducted as part of due diligence checks.

There is no need to visit St Mary's before applying, as the school website contains plenty of information, photos and all the school's policies. All applications will be acknowledged and interview dates are provided below. References will be requested for all those invited to interview.

**Closing date for applications:** 4:00pm Thursday 3rd July 2025

**Interview date:** Tuesday 8<sup>th</sup> July 2025

**Hours:** 8:30am – 4:30pm/9:00am – 5:00pm, Full-Time

**Salary:** Competitive

**Holiday:** 28 days' annual holiday plus public holidays