



WOLVERHAMPTON
GRAMMAR SCHOOL



Recruitment Pack: Director of Marketing and Communications

PROVIDING AN EDUCATION THAT TRANSFORMS LIVES AS WELL AS MINDS

Wolverhampton Grammar School is one of the oldest schools in the country, founded in 1512. As a selective and co-educational independent school for pupils aged 4-18 years, it enjoys an outstanding reputation. Award-winning and judged "Excellent" by the Independent Schools Inspectorate, this is your opportunity to join a nationally recognised, forward thinking School.

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Executive Summary

Founded in 1512, Wolverhampton Grammar School is one of the oldest schools in the country. As a selective, co-educational, and socially diverse independent school of 750+ students aged 4-18 years, it enjoys an outstanding reputation. Award-winning and judged “Excellent” by the Independent Schools Inspectorate, this is a fantastic opportunity to join a nationally recognised, forward-thinking school.

The School now seeks an inspirational and dynamic leader, with senior level expertise in marketing, internal and external engagement and communications, to join the Senior Management Team. The appointee will lead a community of professional support staff and teachers who excel in delivering an individual, personalised learning experience.

This leadership position will suit an experienced and innovative professional with a proven track record within a marketing and communications related context. The appointee will possess excellent relationship-building and leadership skills, as well as creative marketing abilities and the entrepreneurial instincts to ensure Wolverhampton Grammar School continues to thrive.

Experience of working within an educational environment is not essential. The role would also suit an exceptional individual with similar sales, marketing or communications experience gained in the commercial or charitable sector, but who has an instinctive feel for the independent school market combined with the relevant transferable skills to undertake this complex and fulfilling role.



THE SUNDAY TIMES
SCHOOLS GUIDE
2024
TOP 10
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WEST MIDLANDS

SHORTLISTED
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2023 FINALIST
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An Introduction to Wolverhampton Grammar School

Wolverhampton Grammar School was founded in 1512 by Sir Stephen Jenyns to provide a “good, moral education” for the children of Wolverhampton.

Although that same impulse motivates us today, children now join our School community from across Wolverhampton, Staffordshire, Shropshire and the wider West Midlands region. We partner with a range of local and national organisations to deliver a rigorous education both within the classroom and outside the School. These associations include the prestigious Merchant Taylors’ Company where our founder was twice elected Master.

Over 500 years later, Jenyns’ school is now an award-winning, successful co-educational independent school with a national reputation and an alumni community that spans over 30 countries.

Our Compton Road campus, located to the west of Wolverhampton spans over 25 acres, with stunning architecture offering a reminder of our School’s rich history. The large school hall, affectionately known as “Big School” by our staff and students is a well known local landmark and reminder of our long, successful heritage.

National award winning and judged “Excellent” in all areas by the Independent Schools Inspectorate, as the leading independent school in the city we enjoy an outstanding reputation and put the wellbeing of our staff and students at the heart of everything we do.

Ethos & Values

Whilst remaining a selective school, WGS is proud to serve a broad range of student abilities, interests, and needs. The mission statements “Education as individual as your child” and “To deliver education that transforms lives as well as minds” form the bedrock of the School’s approach and are lived out every day by staff who work hard to bring out the best in each student across their academic, pastoral, and extra-curricular endeavours. WGS is unquestionably the highest performing and most vibrant independent school in the area. Conscious of its history as a city school, the provision of bursary places is vital to the ethos of WGS and represents an ongoing fundraising priority. The School is award-winning and rated “Excellent” by the Independent Schools Inspectorate.

An Introduction to Wolverhampton Grammar School

Wolverhampton Community

Wolverhampton is a proud city, reflective of the ethnic and socio-economic diversity of the area whilst also lying adjacent to the countryside, small towns and villages of Staffordshire and Shropshire. All local communities are represented in the student body, which is one of the most multicultural of any HMC day school. Parents and students express high levels of satisfaction with the School in regular surveys.

WGS is true family community, with multiple members and even generations of the same families attending and a dedicated, invested teaching and support staff body, many of whom have children at the School. WGS alumni committed and supportive, lending the School the benefits of their experience locally, nationally, and in over 30 countries across the globe.



An Introduction to Wolverhampton Grammar School

Academic

WGS starts with play-based learning in Reception, moving smartly through the most effective methods of child-centred teaching going up the Junior School, where all students show better-than-average progress, in most cases significantly so. In the Senior School, a broad curriculum at Key Stage 3 transitions to a GCSE framework offering more optionality and flexibility than most schools can provide. At Sixth Form, over 20 A Level subjects, two Cambridge Technical courses, and the Extended Project Qualification are available alongside first-rate Higher Education and Careers guidance which supports students into the full range of Russell Group and other universities, specialist colleges, and apprenticeships. Examination results at all levels are excellent relative to the students' ability bands. The School's special educational needs provision is broad, and highly effective.



Pastoral

The School's pastoral care at all ages is particularly well-regarded by parents and students alike. Teachers' pastoral capabilities are as important to the School as their academic strengths. Both Junior and Senior Schools benefit from House systems although these operate in different ways as appropriate to the age-groups involved. Year 7 is treated separately in order to optimise integration between those who come up from the Junior School and those who join from a vast range of external feeder schools, most of which are state primaries. Sixth Formers benefit from a dedicated pastoral team and a School Counsellor is available for students throughout the school. Student Voice is also an integral part of the school community.



An Introduction to Wolverhampton Grammar School

Technology

WGS invested heavily in its IT infrastructure some years ago, following a careful study of best practice in the education sector. All teachers have an iPad and students in all year-groups either have their own device or have access to one at school, depending on whether they are Seniors or Juniors. Technology is used to support teaching and learning in a myriad of purposeful ways, such that WGS was shortlisted in 2019 for the Times Educational Supplement Award in Best Use of Technology. At the same time, the School's most important learning resource remains the relationship between the teacher and the students in the classroom: visitors note the discursive, interactive nature of WGS lessons and the effortless natural integration of technology within this approach.

Extra-curricular

With over 100 clubs, activities, and co-curricular opportunities each week, as well as an exciting UK and overseas trips calendar, WGS has the widest choice outside the classroom of any school in the area. All staff contribute and all students are involved, usually in multiple endeavours. The School's provision makes full use of its excellent facilities which are located on a 30-acre greenfield campus 10 minutes' walk from Wolverhampton City Centre. An attractive spread of Victorian, Edwardian and more modern buildings house multiple academic, creative and performing arts specialisms including theatre, recital hall, art gallery and dance studio. All the School's playing fields and other amenities such as the sports centre, netball and fives courts and AstroTurf are conveniently situated on the campus.





Role Description

This exciting role will offer the right person the opportunity to take the lead in shaping the future vision for WGS.

We are looking for a dynamic, inspirational and experienced marketing professional who will be a passionate ambassador for WGS, someone who is a dedicated team player, with the ability to challenge and offer new ideas.

The Director of Marketing and Communications will take up a strategic leadership role, reporting to the Head and be a member of the Senior Management Team.

You will play a leading role in developing and communicating its strategic priorities and promoting the School in all areas but directly on marketing, communication, admissions and development office activities.

You will directly manage the Marketing, Admissions, Development and Reception teams. A team of 9 people.

With inspirational and creative leadership, you will provide and oversee all communications with staff and parents, as well as external stakeholders.

You will manage all the budgets associated with these activities and report regularly on progress to the Head, Board of Directors and Senior Management Team.

Role Description

Strategic Responsibilities

- Develop robust and sustainable marketing, communications and development strategies to clearly position the WGS identity and build on the School's priorities. Develop and deliver annual plans to support this strategy.
- Develop, monitor and report on the effective delivery of marketing, communications, student recruitment strategies throughout the School and development plans, to the Senior Management Team and Board of Directors.
- Keep abreast of general and national media and sector developments to ensure the School is aware of current issues and future trends.
- Be the custodian of the Wolverhampton Grammar School brand.
- Be accountable for the delivery of student recruitment targets.
- Lead, inspire and professionally develop all staff for the successful fulfilment of strategic marketing communications, student recruitment goals and development targets.

Marketing Responsibilities

- Understand WGS's competitive positioning across all relevant markets. Monitor and respond to key market trends in student recruitment.
- Develop a strong set of messages and USPs to communicate the School's strengths across various media platforms and through visits and events at the School and elsewhere.
- Effectively communicate Wolverhampton Grammar School's brand and enhance its reach and reputation on a local and national scale.
- Have oversight of the School's events programme to ensure it is efficient and coherent, in keeping with the School's brand and reputation.
- Undertake regular market and competitor research and analysis to inform planning.
- Develop and deliver an effective advertising strategy including print, PR, digital and social media.
- Develop community relations initiatives in support of the School's broader objectives.
- Conduct stakeholder surveys and use relevant tools to measure satisfaction with the School.
- Harness the advocacy and support of the parent body and the Friends of Wolverhampton Grammar School.



Role Description

Communication & Media Responsibilities

- Support the Head, SMT and Directors in the matter of all internal and external communications.
- Have oversight of all key communications from and within the School, and ensure it is delivered professionally and effectively.
- Devise, oversee and review communications including print, digital and social media (including Wulfrunian and the Leavers' book).
- Provide PR and communication support, as needed and in any crisis, to the Head, SMT and Chair of Directors.
- Develop close relationships with key media personnel and maintain a stream of regular newsworthy items highlighting the breadth of School activities.
- Promote good customer service, public relations and communication practices throughout the School, ensuring all staff are aware of their role in promotion of the School for recruitment purposes, adhering to the brand guidelines.
- Enhance all press, media, PR and political relationships to maximise the impact and profile of Wolverhampton Grammar School on a local and national level.
- Oversee the School's website and parent portal, ensuring it is effective, maintained and updated, and achieves its communication aims.

Admissions Responsibilities

- Set, monitor and track the short and long-term strategies for marketing and communications, related to student recruitment.
- Continually review the School's dialogue to maximise the prospective parent journey.
- Ensure ongoing relationships with feeder schools through a formalised programme of visits and activities.
- Oversee the development and refinement of all admissions procedures, including admissions-related events and touch-point strategy, to ensure targets are met via a smooth enquiry, registration and assessment process with timely, appropriate and personalised communications.
- Oversee the retention plans for transition of students throughout the School, i.e. from Infant to Junior, Year 6 to Year 7 and Year 11 to Sixth Form.
- Analyse, forecast and report on key admissions data and statistics, revising strategies and tactical plans where appropriate.
- Use analytics to create and deliver targeted strategies to drive enquiries, improve conversion levels and produce remedial action where required.
- Work in conjunction with other staff to enhance the School's partnerships and outreach activities.



Role Description

Development Responsibilities

- Line manage and support the Development and Fundraising manager, who in turn manages the Development office.
- Together with the team, review and communicate the vision and strategy for the Development function, a key element of which is to raise funds for bursaries.
- Provide support to the Development Office as necessary and build supportive relations with the Alumni body (Old Wulfrunians).
- Oversee the effectiveness of the Development Office duties, including engagement, cultivation, fundraising, stewardship, maintaining information on the database and website and communication to Alumni.
- Oversee a vibrant Alumni programme and nurture relationships with Alumni and those who share the School's strategic mission, including groups such as the Old Wulfrunians' Association and OWs in the USA.
- Raise awareness among students, staff and parents of the history of the School and the importance of philanthropy in its development past, present and future.
- Keep up to date with best practice in the school development sector.

The statements listed are designed to give a flavour of the role; responsibilities and duties may vary from time to time as the position evolves and the postholder will be required to undertake such additional tasks as the Head may reasonably expect. A flexible approach is essential and the role will involve a manageable amount of evening and weekend working in order to attend meetings and events. On occasion, the postholder will be required to travel. As a member of the Senior Management Team, the postholder is required to work independently and in accordance with School's policies, professional standards, and budgetary limits at all times.

Leadership & Management

- Advise the Head and Chair of Directors, as necessary, drawing on knowledge and experience from previous senior roles.
- Lead, inspire, develop and support the Marketing, Admissions, Development and Reception teams.
- Support and motivate all staff to ensure a consistent brand experience and high performance.
- Report to Directors' meetings and committees as required.
- Plan, oversee and report on expenditure, in line with agreed budgets.
- Work in close liaison the other professional services, in particular Estates, IT, Finance and Catering, to ensure all such services are delivered and communicated in a professional manner.





Person Specification

You will be an inspirational and dynamic leader and team player with a track record of high-level marketing and communications expertise. You will thrive on the opportunity to define a clear strategy and implement and monitor its effectiveness skilfully.

You will:

- be educated to degree level (or equivalent) with relevant marketing qualifications
- be a 'people person' with the presence and credibility to represent the School to a variety of stakeholders and the ability to build successful, positive relationships
- be a strategic thinker with creative flair
- have an analytical and enquiring mind with the ability to take decisive and informed decisions
- be an outstanding communicator (both orally and in writing) with exceptional interpersonal skills
- embody the high level of customer service needed to make an independent school successful
- operate as a team player with a proven record of leading and motivating both a high performing team and other individuals and groups
- be an effective organiser with the ability to master a diverse workload, meet deadlines and control budgets
- have experience (or awareness) of what drives parents to choose an independent education
- possess a positive attitude to change and development
- be resilient and flexible when needed, with a strong sense of self-awareness and a willingness to learn
- have a high level of tact and diplomacy, combined with a marketing edge to bring all members of the School's community on board with new ideas
- have a balanced sense of perspective and a sense of humour



How to Apply

To apply, please return the Wolverhampton Grammar School application form on www.wgs.org.uk/vacancies, fully addressing how you demonstrate the necessary skills and competencies outlined in the job description to **Carrie Clines** (Finance Director's PA & HR Assistant): cec@wgs-sch.net.

The deadline for applications is 12pm, Tuesday 9th April 2024. Interviews will be held on Thursday 18th April 2024.

If you would like to speak further about the role, please contact the current Director of Marketing & Communications, Jenny Dredger: 01902 421326.

School visits are welcomed.

Wolverhampton Grammar School is committed to safeguarding and promoting the welfare of children. The successful candidate must be willing to undergo an enhanced disclosure through the Disclosure and Barring Service.



WOLVERHAMPTON
GRAMMAR SCHOOL

Working at our award-winning School will benefit you.

There are many benefits to working at Wolverhampton Grammar School. We put the wellbeing of our staff and students at the heart of everything we do

Why WGS?

Wolverhampton Grammar School is one of the oldest schools in the country, founded in 1512. It is a selective and co-educational independent school for pupils aged 4-18 years, that enjoys an **outstanding reputation**.

This is **your opportunity** to join a **thriving, multicultural community** that exists to provide an outstanding education, 'transforming lives as well as minds'.

View our current vacancies online at www.wgs.org.uk/vacancies or contact Carrie Clines, PA to the Finance Director & HR Assistant. Telephone: **01902 421326** or email: recruitment@wgs-sch.net.

Wolverhampton Grammar School,
Compton Road, Wolverhampton, WV3 9RB

www.wgs.org.uk



- 25 days holiday plus bank holidays
- Fee remission
- Generous flexible pension
- Death in Service @ 3x salary
- Salary sacrifice schemes:
 - Cycle to work scheme
 - Electric vehicle leasing scheme (Tusker)
- Lifestyle discounts
- Technology scheme
- Employee Assistance Programme run by Health Assured
- Eyecare vouchers
- Flu vaccination vouchers
- Free onsite parking
- Free lunch in term time



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Compton Road
Wolverhampton
WV3 9RB
01902 421326

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