



GDST
GIRLS' DAY SCHOOL TRUST

Job Title: Director of Marketing and Communications

Reporting to: Head

Line Management: Marketing & Digital Communications Lead; Admissions Manager; Philanthropy Manager, Data & Business Support Manager; Event Coordinator

Key Relationships: Senior Leadership Team; Senior Business Support Administrators; Business Support Administrators; Finance Team

Grade: SLT 1

Hours: Full time, full year

Job Purpose and Summary

The Director of Marketing and Communications provides strategic leadership for the development and delivery of a comprehensive and fully integrated programme of marketing, admissions, communications and engagement activity that supports pupil recruitment, retention and the long-term sustainability of the school. As a member of the Senior Leadership Team, the postholder plays a key role in shaping how the School is positioned within a competitive marketplace, ensuring that its distinctive strengths, ethos and educational offer are communicated clearly, consistently and compellingly to all audiences.

The Director of Marketing and Communications is responsible for ensuring a joined-up and strategically aligned approach across all aspects of marketing, communications, admissions, alumnae relations, philanthropy, data and business administration support ensuring that all activity is informed by data, grounded in insight and delivered to a consistently high standard. The postholder will lead the development of strategy, oversee operational delivery through specialist colleagues and ensure that all aspects of the pupil recruitment journey are aligned, effective and continually reviewed for improvement, while engaging effectively with the alumnae community to support the wider aims of the School.

The role holds overall responsibility for pupil recruitment performance, ensuring that there is a strong, sustainable pipeline of prospective pupils across all entry points and that conversion from enquiry through to admission is maximised through effective planning, clear messaging and a high-quality customer experience.

The Director of Marketing and Communications will promote a culture of collaboration, professionalism and continuous improvement across marketing, admissions, alumnae relations, philanthropy, data and administrative functions, ensuring clarity of roles and responsibilities and enabling colleagues to deliver effectively within a structured and supportive framework.

Key Responsibilities

Overview

- Provide strategic leadership for all marketing, admissions, communications, alumnae relations and philanthropy and engagement activity, ensuring that the school adopts a coherent, integrated and effective approach to pupil recruitment and retention and stakeholder engagement.
- Act as a senior ambassador for the School, representing its values, ethos and vision in interactions with stakeholders and ensuring that all external communications reflect the School's high standards and distinctive identity.
- Ensure that marketing admissions, alumnae relations and philanthropy strategy is clearly aligned with the School Development Plan, supporting the School's strategic objectives and contributing to long-term sustainability.
- Lead the Business Support function, ensuring front of house and business support operations are delivered to an excellent standard and contribute to the overall running of the School and its reputation
- Work collaboratively with colleagues across the Senior Leadership Team and wider staff body to ensure alignment between the responsibilities of the Director Marketing and Communications, academic priorities, pastoral and co-curricular provision and the School's financial and operational requirements.

Strategic Leadership

- Lead the development, implementation and ongoing review of the School's marketing, communications, admissions, alumnae relations and philanthropy strategy, ensuring that it is informed by data, responsive to market conditions and aligned with GDST priorities.
- Ensure that all marketing and admissions activity is strategically planned, coordinated and evaluated, with clear objectives and measurable outcomes.

- Oversee the strategic positioning of the School brand within its market, ensuring that its distinctive offer is clearly articulated and effectively communicated.
- Lead strategic planning for pupil recruitment across all entry points, ensuring a balanced and sustainable pipeline of prospective pupils.
- Oversee the strategic development of alumnae relations and philanthropy plans, supporting their delivery and ensuring the achievement of objectives.

Marketing, Brand and Communications

- Oversee the development and delivery of high-quality online and offline marketing and communications content and campaigns, including paid and unpaid activity, as well as events.
- Ensure that all communications are consistent in tone, messaging and presentation, reflecting GDST brand expectations and the School's identity.
- Ensure that the School's story is communicated clearly and compellingly, showcasing the strengths of the School, supporting informed decision-making by prospective families and reinforcing decisions made by families already attending the School.
- Maintain oversight of public relations and content creation, ensuring that opportunities to promote the School are identified and effectively managed.
- Oversee communications with parents already attending the School to ensure a consistent high standard.

Admissions and Customer Journey

- Provide strategic oversight of the admissions function, ensuring that the delivery of the admissions journey from enquiry through to admission is consistent, high quality and aligned with school expectations.
- Work closely with the Admissions Manager to monitor admissions performance, including enquiry levels, application rates, offers and admissions, ensuring that trends are understood and acted upon.
- Ensure that the admissions journey is clearly defined, consistently applied and regularly reviewed to maximise conversion and improve the overall experience for prospective families.

- Promote a culture of excellent customer service, ensuring that all interactions with prospective families are professional, timely and aligned with the school's ethos.

Events and Engagement

- Ensure that a comprehensive and effective programme of events is developed and delivered to support pupil recruitment, including open days, open evenings and other engagement activities.
- Ensure that events are strategically planned and aligned with recruitment priorities, and that they provide a high-quality experience for prospective pupils and families as well as supporting retention at key stages for families already attending the School.
- Oversee the evaluation of events, using feedback and data to inform improvements and strengthen outcomes.

Alumnae Relations and Philanthropy

- Oversee the delivery of a focused and sustainable programme of philanthropy activity, ensuring that fundraising initiatives are aligned with school priorities and generate financial support for key areas of the School's work.
- Provide strategic oversight of positive relationships with alumnae, parents and wider stakeholders, ensuring that engagement is consistent, meaningful and professionally managed.
- Support the Philanthropy Manager in creating a culture of giving within the school community, ensuring that opportunities to support the School are communicated clearly and appropriately.

Data, Systems, Insight and Business Operations

- Ensure effective use of data and systems across marketing and admissions, including oversight of the School's CRM system and reporting processes.
- Promote a data-informed approach to planning and decision-making, ensuring that insight is used to improve performance and identify opportunities for growth.
- Work closely with the Data and Business Support Manager to ensure high standards of data integrity, consistency and reporting accuracy.
- Ensure regular reporting on recruitment performance, including analysis of trends and recommended actions.

- Oversee the business administration functions of the school, working closely with the Data and Business Support Manager, to ensure consistently high standards across the function.

Monitoring and Measurement

- Define and track clear KPIs across admissions, marketing, communications, alumnae relations and philanthropy, aligned to pupil recruitment, retention, stakeholder engagement, giving and whole-school strategic priorities.
- Monitor the full admissions journey, from initial enquiry through open events to enrolment, identifying trends, conversion rates and opportunities to strengthen recruitment performance.
- Evaluate the effectiveness of marketing and communications activity (digital, print and events), using engagement, reach and conversion data to refine messaging, channel mix and overall activity to improve ROI.
- Use benchmarking (sector and competitor where appropriate) to contextualise performance and inform target-setting across areas of responsibility.

Financial and Operational Management

- Contribute to the development and management of budgets relating to marketing, communications, admissions and stakeholder activity, ensuring effective use of resources and value for money.
- Ensure that all activity within the function is well planned, efficiently delivered and aligned with available resources.
- Work with the Finance team as required to ensure that financial processes relating to the function's activity are understood and appropriately managed.

Leadership and Management

- Provide effective leadership and line management to the Marketing & Digital Communications Lead, Admissions Manager, Philanthropy Manager and Data & Business Support Manager, ensuring that roles, responsibilities and expectations are clearly defined.
- Support the professional development of staff within the marketing, admissions, philanthropy and business administrative functions, promoting a culture of continuous improvement and high performance.

- Ensure effective coordination of activity across teams, promoting collaboration, consistency and clarity of communication.
- Act as a senior leader within the School, contributing to whole-school decision-making and supporting the delivery of strategic priorities.

Compliance and Governance

- Ensure that all marketing, admissions, alumnae relations and philanthropy activity is compliant with relevant regulatory frameworks, school policies and GDST requirements.
- Maintain oversight of key compliance areas including data protection, safeguarding and UKVI requirements (where applicable), ensuring that processes are robust and consistently applied.
- Ensure that appropriate records are maintained and that processes are auditable, transparent and aligned with expectations.

Other Responsibilities

- Contribute actively to the wider life of the school, supporting events, initiatives and activities beyond the immediate remit of the role.
- Work collaboratively with colleagues across all areas of the School to support pupil recruitment, engagement and retention.
- Undertake additional responsibilities as required by the Head, consistent with the seniority and scope of the role.

General

All school staff are expected to:

- a. Work towards and support the School's vision and current objectives outlined in the School Development Plan, contributing to the School's long-term success and reputation.
- b. Support and contribute to the School's financial sustainability and efficiency by seeking value for money in all school activities and decisions.
- c. Positively advocate for the school, actively contributing to the School's marketing efforts and public relations by promoting its values, strengths, and achievements and participating in events and activities aimed at pupil recruitment and retention.

- d. Contribute to the School's programme of co and extra-curricular, enrichment, partnership and outreach activities, enriching the pupil experience beyond the classroom.
- e. Support and contribute to the School's responsibility for safeguarding pupils, promoting their welfare and protection in all aspects of school life and being vigilant for indicators of harm, actual or potential, outside of school and reporting concerns as necessary, in accordance with the school's safeguarding policies.
- f. Work within the school and GDST's health and safety policies to ensure a safe working environment for all staff, pupils, and visitors.
- g. Work within the School and GDST's diversity and inclusion policies, promoting equality of opportunity for all pupils and staff - current and prospective.
- h. Abide by the School and GDST's data protection and cyber security policies to preserve the security and integrity of personal and corporate data and systems.
- i. Support the School and GDST's commitment to sustainability, actively working towards environmental goals and promoting sustainable practices in school operations.
- j. Maintain high professional standards of attendance, punctuality, appearance, conduct, and positive, courteous relations with pupils, parents, colleagues and the wider community.
- k. Engage actively in the performance review process and take advantage of appropriate training and development opportunities to improve skills and performance.
- l. Adhere to policies as set out by the GDST and the school.
- m. Undertake other reasonable duties related to the job purpose as required from time to time.

Person Specification

Knowledge and Experience

- Significant senior leadership experience in marketing, communications, admissions or a related field.
- Proven experience of developing and delivering successful marketing, communications or recruitment/sales strategies.
- Experience of managing teams and leading cross-functional activity.
- Strong understanding of data analysis and use of insight to inform decision-making.
- Experience in an educational environment is desirable.

Skills and Abilities

- Strong strategic thinking and planning skills, with the ability to translate vision into effective delivery.
- Excellent communication skills, both written and verbal, with the ability to engage a wide range of stakeholders.
- Ability to analyse complex information and use data to inform decisions.
- Strong organisational and leadership skills, with the ability to manage multiple priorities.
- Ability to build effective relationships and work collaboratively across teams.

Personal Attributes

- Professional, confident and credible leader.
- Highly motivated, proactive and solution focused.
- Committed to high standards and continuous improvement.
- Strong sense of accountability and ownership.
- Commitment to the values and ethos of the school and the GDST.