



Sydenham &
Dulwich Girls

GDST
GIRLS' DAY SCHOOL TRUST

Brief for the position of

DIRECTOR OF MARKETING & COMMUNICATIONS

Sydenham & Dulwich Girls GDST





Dear Candidate,

Thank you for your interest in the position of Director of Marketing & Communications at Sydenham & Dulwich Girls GDST. This is a rare and sought-after opportunity to join at a very exciting time in the school's history.

With two new building developments opening this summer, including a maker space and Sixth Form, supporting our educational innovation, this is an excellent opportunity to contribute to and shape the school's next five year strategic plan. We are looking for a forward-thinking leader who is fully committed to delivering an outstanding all-round education for young women to excel now and in their futures. Our teaching and learning is ambitious and adventurous as well as grounded in real world experiences, to be ready for the future employment market.

Sydenham High is a selective school with a mission to ensure that every girl reaches her full academic potential. We offer a rich and diverse curriculum, alongside outstanding enrichment opportunities outside of lessons, enabling our students to develop the skills and personal attributes to prepare them for the challenges and opportunities of an ever-changing society.

We are forward thinking and innovative, looking to provide an outstanding education to our young people as well as the very best in pastoral care. Our purpose is to empower every girl to forge her own path with courage and without limits. This is evidenced in our Futures Programme and the broad range of careers-focussed events on offer, as well as in our leavers' wide-ranging higher education and future pathways.

Successful applicants need to be able to demonstrate considerable initiative, leadership and innovation both in the classroom and in the field. Above all, they will be a passionate individual with high ambitions for our students, and strongly motivated to make themselves an active part of our thriving community.

I very much look forward to meeting you,

Ms Antonia Geldeard
Head



OUR SCHOOL

Sydenham & Dulwich Girls was founded in 1887 by four pioneering women, becoming one of the last schools to be opened by the Girls' Public Day School Trust. In 1934 the school transferred to its current site in the leafy suburbs of South East London. Sydenham prides itself on enriching young minds in a way that will endure a lifetime. The School's original Anglo Saxon motto, 'Nyle ye drede', means 'fear nothing' and girls are continually encouraged to have a 'can do' approach to all they do. Sydenham & Dulwich Girls is selective but diverse, welcoming girls with wide-ranging abilities, talents and backgrounds into a close community that is large enough to offer choice and flexibility but compact enough to ensure that no girl is overlooked.

THE GIRLS' DAY SCHOOL TRUST

The Girls' Day School Trust (GDST) is a leading family of independent girls' schools in the UK, with 23 fee-paying schools and two academies. A registered charity, it has 19,000 students, 4,000 staff and a network of 70,000 alumnae.

GDST schools share an ethos and heritage of girls-only education and are members of a unique network which adds value to each school, student and member of staff. Networking opportunities across the Trust enable staff to share best practice and develop initiatives that benefit all our schools and students. In addition to supporting the work of individual schools in supplying excellent induction and development opportunities for staff, the GDST network provides access to an extensive training programme. This includes development opportunities (including a Middle Leaders' Development Programme and Aspiring Leaders Programme) and grants for individual courses of study.

"A sense of community pervades the whole school. pupils respect and support each other wholeheartedly."

- ISI, 2024



SITE & FACILITIES

Ongoing investment by the GDST has seen the school's facilities continue to expand and transform. In recent years this includes:

- A new building including gallery and exhibition space, Design Technology, Innovation and maker spaces opening in Summer 2026.
- Brand new Sixth Form Centre with common room, study zone, green landscaped terraces also opening in Summer 2026.
- Investment in sports facilities including resurfaced all-weather courts and floodlit pitches at our 8-acre sportsground, complementing our Astro and Sports Hall at Senior School.
- Seven state-of-the-art science laboratories, well-equipped for experimentation and scientific discovery.
- A Performing Arts Centre, comprising a 90-seat Recital Hall and the 152-seat Westwood Theatre, and refitted Longton Hall providing concert and performance facilities.
- Two Mac Suites, specialist teaching rooms and well-conceived social spaces for staff and pupils
- The historic dining hall was refurbished and extended to include a glass orangery, new serving area and new state-of-the-art kitchens.
- New gym and fitness suite opening September 2026.

The school is home to over 700 pupils, including the Junior School based in an attractive large Edwardian villa with light and spacious purpose-built modern additions, five minutes' walk from the Senior School.

For more information about Sydenham & Dulwich Girls please visit: sydenhamdulwichgirls.gdst.net.

"Pupils have a sense of fun, warmth and zest for life whilst remaining courteous, polite and living by the school values."

- ISI, 2024



OUR MISSION

At Sydenham & Dulwich Girls, we believe that learning should be adventurous and fun. Joyful voices resound in our classrooms and corridors. This is a happy community – active and alive to the potential within each school day.

Our pioneering spirit, forged by our brave founders whose Anglo-Saxon motto, *Nyle ye drede* (fear nothing) underpins our ethos: forward thinking and curious, embracing experimentation and innovation.

This journey, from the magic of our Reception classrooms to the sparky debate resonating from our Upper School spaces, encompasses three key pillars of thought: Academic Expertise, Personal Development, Future Ready, to develop each individual as a whole person, well prepared for life.

We aim to inspire the future generations of creators, independent thinkers and trailblazers. We open eyes and hearts by educating the whole person: to balance mind, body and soul. Our diversity of academic and enrichment opportunities enables every girl to forge her own path, strive to be her best and excel. We seek to empower every girl to discover and nurture her unique talents whether in the classroom, the laboratory, the library, the studio, the field, the water, the community or beyond.

The Sydenham & Dulwich Girls' curriculum is deliberately designed to deliver academic excellence alongside a broad education in critical thinking, problem solving, visual culture, digital innovation and emotional intelligence.

We believe that educating the whole person leads to happy, confident and courageous children who flourish and make a positive difference to their community.

“These energetic, sparky girls are encouraged to be ambitious and go-getting right from the start.”

- Good Schools Guide, 2024

The Role

DIRECTOR OF MARKETING & COMMUNICATIONS

This is an exciting opportunity to join the highly qualified and dynamic Senior Leadership Team at Sydenham & Dulwich Girls at a very exciting time for the school.

This is a great opportunity for an efficient marketer looking to work in a busy environment, leading the marketing, communications and admissions functions of the Junior and Senior Schools in a very competitive market.

This role will be based at our Senior School but will also support the Junior School. The successful candidate will be effective at managing and organising the activities of the marketing and admissions team members, and will work with the Head to ensure that the profile of the school remains strong, continuing to build the reputation and profile of Sydenham & Dulwich Girls, to help ensure that it remains a first choice for parents and girls in the area.

The Director of Marketing & Communications will play an integral part in developing and driving an innovative and effective marketing strategy using the media and digital platforms, as well as advertising and liaising with feeder schools and parents.

The successful candidate will be the guardian of the school brand and a champion of marketing and communications, ensuring consistency through an astute awareness of brand development and positioning.

This is a full-time senior leadership position and therefore requires some flexibility for events and meetings as necessary. Ideal start date: July/ August 2026.



Job Description

DIRECTOR OF MARKETING & COMMUNICATIONS

Accountable to: The Head

Responsible for: Head of Admissions, Marketing & Communications Executive

Job purpose: To take the lead in developing and implementing the school's marketing, pupil recruitment and communication strategies in order to support the achievement of the school's strategic objectives. As a member of the Senior Leadership Team (SLT) contribute to the strategic direction of the whole school.

Policy/Strategic direction and development

- Work closely with the Head to translate her vision into a clear, ambitious and actionable marketing strategy that drives pupil numbers and strengthens the school's market position.
 - Develop and lead a comprehensive marketing plan that brings the school's vision, values and educational philosophy to life across all channels.
 - Define a compelling and differentiated school proposition, including positioning, values, tone of voice and key messaging.
 - Identify and analyse macro-level issues affecting the school, including wider economic pressures and sector-specific challenges, and advise on strategic implications.
 - Conduct ongoing analysis of the local competitive landscape, identifying opportunities, threats and areas for strategic advantage.
 - Build deep expertise in the school's target market, including demographics, lifestyle, geography, attitudes, motivations and channel preferences.
 - Work in partnership with the Director of Finance and Operations to ensure marketing strategy aligns with the school's commercial objectives and financial imperatives.
 - Lead and manage the school's branding - ensuring consistency, clarity and integrity across all communications; champion the value of girls' education.
 - Ensure all stakeholders (staff, governors, parents, pupils, alumnae) understand and support the marketing strategy and its key initiatives.
 - Lead and oversee whole-school events to ensure they reflect the school's brand, values and strategic aims, working closely with the Deputy Head Staff & Operations.
- to inform and refine the annual marketing strategy.
 - Implement the agreed marketing plan to build the school's reputation and drive pupil numbers.
 - Ensure the end-to-end journey for prospective parents and pupils is positive, engaging and aligned with the school's values.
 - Oversee all advertising activity—digital and non-digital—and all marketing materials, including the prospectus, branded collateral and open-event giveaways.
 - Oversee, update and optimise the school website, ensuring it functions as a dynamic, motivating and user-centred marketing tool.
 - Champion the use of social and digital media to market the school, overseeing content creation, scheduling and performance across all platforms, including promotional video.
 - Develop and deliver a proactive engagement plan for feeder schools, working closely with the Head and Head of Admissions to strengthen relationships and build the pipeline.
 - Manage external specialists and agencies, ensuring high-quality delivery on time and within budget.
 - Establish yourself as a key marketing contact for the Trust Office, attending GDST marketing meetings and sharing best practice.
 - Efficiently manage the marketing and communications budget, ensuring value for money and strong ROI.

Communications

- Work with the Head and SLT on all internal and external communications, ensuring a consistent tone of voice, clear messaging and alignment with the school's brand.
- Develop and deliver an external communications plan tailored to key audiences including Opinion Formers, journalists, feeder-school heads, prospective parents and the local community.

Marketing

- Employ market research and data insights

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DIRECTOR OF MARKETING & COMMUNICATIONS

Communications cont.

- Lead on media liaison and press relations in close partnership with the Head, including managing press enquiries, preparing statements and securing positive media coverage.
- Produce a regular online school newsletter and ensure high-quality, timely communication across all channels.
- Amplify good news by identifying, creating and promoting stories that showcase the school's achievements, including securing press coverage and profile pieces.
- Organise PR and press events, attending where appropriate, and act as an ambassador at key public events to communicate the school's ethos, values and ambitions.
- Raise the profile of the school by leading applications for national awards and securing opportunities for media features.
- Support the Head in promoting the school's social media presence and ensure alignment with wider communications strategy.
- Manage invitations to school events and act as a knowledgeable point of contact for visitors, speakers and external partners.
- Manage the website agency to ensure the school website remains engaging, up-to-date and effective for all audience groups.
- Provide occasional out-of-hours support for urgent media enquiries or crisis-related communications.

Admissions

- Oversee the Head of Admissions and the admissions process and associated procedures across the school, ensuring they are efficient, compliant and aligned with the school's strategic aims.
- Reporting to the Head and GDST, analyse, forecast and report on key admissions data and statistics, using insights from the admissions team to refine recruitment approaches and improve conversion.
- Manage the Head of Admissions to ensure all admissions activities meet recruitment targets and deliver a high-quality service, including licence requirements for overseas students.
- In conjunction with the Head of Admissions, maintain regular review of the admissions process and calendar to ensure continuous

improvement and a personalised, streamlined experience for all prospective parents and pupils.

- Alongside the Head of Admissions, monitor and respond to key market trends in pupil recruitment, adapting strategies and tactical plans as needed.
- Build and maintain strong relationships with key stakeholders including feeder schools, senior schools, staff, current families and prospective parents.
- Keep abreast of developments in education and the independent sector, ensuring compliance with relevant guidelines, regulations and best practice.
- Understand and support the use of Admissions+ software, including communications and workflow management within the system.

Events

- Coordinate logistics for all marketing and admissions events alongside the Head of Admissions, Deputy Head Staff & Operations and with the support of SLT.
- Be present at feeder school events and internal admissions events to promote the school, answer questions and encourage visits.
- Be present at school events to ensure photography/ videography for social and website use.
- Monitor activity of competitors and note any learnings to improve our own events.

Fundraising

- Work closely with the Head, Director of Finance and Operations and Trust Office to market fundraising initiatives
- Ensure that all gifts are appropriately recorded and thanks and donor records are safeguarded in the relevant database
- Oversee and develop links with the local community and other stakeholders.

Alumnae Relations

- Develop relationships with the GDST Alumnae Network and Sydenham Alumnae Association to ensure that former pupils remain in contact with the school and potentially support its

Job Description

DIRECTOR OF MARKETING & COMMUNICATIONS

future development.

- Work with Trust Office Alumnae Relations Manager to support GDST alumnae relations objectives.
- Help maintain the alumnae database, actively engage and build relationships with former students through assisting with the organisation of key events for alumnae such as reunions.

Management of people and resources

- Efficiently manage the marketing and communications budget to ensure that resources are maximised, value for money is obtained, and that overspending does not occur
- Analyse on an ongoing basis the effectiveness of the marketing and communications initiatives, making the case for additional investment if appropriate
- Manage the Head of Admissions and MarComms Executive to ensure efficient and effective delivery of the Admissions and Marketing strategies
- Take responsibility for personal professional development and that of staff for which responsible, to keep up to date with new approaches, facilities and technologies relevant to the role

Monitoring & evaluation

Monitor and evaluate the effectiveness of marketing, communications, admissions and development initiatives to ensure that they are meeting agreed objectives; as required, prepare and present reports to the Head/SLT/Governors on the operation and effectiveness of the services provided.

Supporting the work of the GDST

- Develop strong, positive relationships with GDST colleagues, contribute to collaborative work across GDST Schools and support other staff in participating in GDST work, in order to develop and share best practice.
- Contribute to GDST intranet site in terms of case studies, articles, ideas, etc. so that it can become a truly interactive, learning tool for all.

Senior Leadership Team

As a member of SLT, other duties are implied within the role, such as after school duties, attendance at meetings and events.

General Requirements

All staff are expected to:

- Work towards and support the school vision and the current school objectives outlined in the School Development Plan.
- Contribute to the school's programme of extra-curricular activities.
- Support and contribute to the school's responsibility for safeguarding students.
- Work within the school's health and safety policy to ensure a safe working environment for staff, students and visitors.
- Work within the GDST's Diversity Policy to promote equality of opportunity for all students and staff, both current and prospective.
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues.
- Engage actively in the performance review process.
- Adhere to policies as set out in the GDST Council Regulations, GDST Hub and GDST circulars.
- Undertake other reasonable duties related to the job purpose required from time to time.

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

Person Specification

DIRECTOR OF MARKETING & COMMUNICATIONS

Education and qualifications	<ul style="list-style-type: none"> • Degree-level education in Marketing, Communications, Business or a related field. • Professional marketing qualification (e.g., CIM, IDM) (desirable). • Evidence of continuous professional development in marketing, leadership or the education sector.
Knowledge base	<ul style="list-style-type: none"> • Deep understanding of marketing principles, digital marketing and customer-journey optimisation. • Strong grasp of data analysis, market segmentation and performance metrics. • Knowledge of brand management and media relations. • Knowledge of the independent education sector and international student recruitment (desirable). • Understanding of social media management, optimisation and content strategy.
Personal skills	<ul style="list-style-type: none"> • Ability to contribute significantly to the Senior Leadership Team and engage confidently with parents, staff and external stakeholders. • Strategic rigour with the ability to see the big picture and translate vision into actionable plans. • Excellent communication and presentation skills, with the ability to influence at all levels. • Strong leadership and people-management skills, able to inspire, motivate and develop teams. • Ability to manage multiple projects simultaneously and work at pace to deliver results. • Excellent writing skills and high standards of professional presentation. • Ability to manage budgets, track costs and ensure value for money. • Ability to build productive relationships and manage extended teams. • Willingness to engage in the wider life of the school. • Positive, friendly, "can-do" demeanour that opens doors for the school. • Highly professional, approachable and emotionally intelligent. • Self-starter able to initiate and drive projects with minimal supervision. • Reliable in maintaining confidentiality. • Flexible, adaptable and able to manage competing priorities. • Willingness to work hard and attend events outside normal office hours when required. • Strong team player with high levels of personal energy and drive. • Resilient and comfortable with change. • Committed to the values and mission of the GDST and passionate about girls' education. • Commitment to safeguarding and promoting the welfare of children and young people.
Experience	<ul style="list-style-type: none"> • Significant experience in marketing; education sector experience desirable. • Proven track record of leading successful marketing and/or admissions strategies in a multi-site or complex organisation. • Demonstrable success in driving customer acquisition, retention and brand growth through data-driven marketing. • Experience managing and developing high-performing teams across multiple locations. • Experience of being set targets, planning for delivery and presenting outcomes in written and verbal formats. • Experience working with internal and external stakeholders and leading organisational change. • Strong project management experience with a proven ability to deliver at pace. • Experience managing budgets and delivering strong ROI on marketing spend. • Experience working with CRM systems and marketing automation tools. • Experience in philanthropy, fundraising or alumnae engagement (desirable). • Leadership and management experience, including supporting staff to achieve high standards.

How to Apply

DIRECTOR OF MARKETING & COMMUNICATIONS

To apply, please go to

<https://sydenhamhighschool-gdst.schoolrecruiter.com/jobseekers/job/director-of-marketing--and--communications-1547502> by **Wednesday 20 May 2026**. We reserve the right to interview during the recruitment process, so early applications are encouraged.

Starting salary will depend on the experience and qualifications of the successful candidate. We offer a competitive salary and benefits package and a strong professional development programme, including:

- Access to extensive professional development opportunities
- Training grants for qualifications
- Generous pension schemes
- Free life assurance benefit
- Free school lunches
- Financial guidance and support
- Retail and lifestyle discounts
- A discount of up to 50% on fees for children at GDST schools

Interviews will take place at Sydenham & Dulwich Girls GDST. For more details please contact hr@syd.gdst.net or the School Office on 0208 557 7000.

We are an equal opportunity employer and welcome applications from all qualified individuals. To be eligible for employment, candidates must provide proof of their right to work in the UK.

Sydenham & Dulwich Girls and the GDST are committed to diversity, inclusion and real change: a family where every individual is valued, respected and included. GDST is committed to the safeguarding, and promoting the welfare, of children, and applicants must be willing to undergo child protection checks appropriate to the post, including online searches, and checks with past employers and the Disclosure and Barring Service.

