



King Edward's

WITLEY

Barrow Hills

SCHOOL

Appointment of a

Marketing Manager



Contents

- 03 Executive summary
- 04 King Edward's - yesterday, today, tomorrow
- 06 Academic life and life beyond the classroom
- 07 Pastoral care and boarding
- 08 Barrow Hills - yesterday, today, tomorrow
- 09 Role description
- 13 Terms of appointment and how to apply





Executive summary

This is an exceptional opportunity for a new Marketing Manager to support Bridewell during an exciting period of growth and development, based in a beautiful part of rural Surrey.

The Marketing Manager will work closely with the Head of Marketing, Admissions and Communications to oversee all marketing activity, working across both Bridewell Royal Hospital Schools of King Edward's Witley and Barrow Hills School. The post holder will create comprehensive marketing plans which are aligned with the overarching Marketing and Admissions strategy and which contribute to the Schools' vision, aims, objectives and strategic planning. This will include a range of activities from planning and executing Open events to overseeing and implementing the communication strategy across both Schools.



King Edward's – yesterday, today, tomorrow

As one of the longest-standing co-educational schools in the country and one of only two remaining Royal Hospitals from Tudor times, King Edward's Witley has a rich history of providing an education which is holistic, inclusive and progressive.

YESTERDAY

Nicholas Ridley, Bishop of London, convinced the boy King Edward VI to grant his palace at Bridewell on the banks of the Thames to the Lord Mayor of London, so creating the parent foundation – Bridewell Royal Hospital – as a place for the training and education of poor children in 1553. In 1860, the new charity scheme for Bridewell Royal Hospital was created and the House of Occupations was renamed King Edward's School admitting boys and girls from aged 10.

The pupils from King Edward's Boys' School moved to its current site in Witley in 1867 and the School now occupies around 100 acres of stunning Surrey countryside. The School became co-educational again in 1952 and 2017 marked the 150th anniversary of the Witley school on its current site.

TODAY AND TOMORROW

We are steadfastly proud of our heritage and longstanding engagement with the City of London through the Bridewell Foundation. King Edward's Witley and Barrow Hills School are the operational arms of Bridewell Royal Hospital, a charitable Foundation from which both schools inherit a culture with diversity, generosity, opportunity and social responsibility at its heart, combining a global outlook with

a sense of local belonging. More concretely, a significant endowment from Bridewell allows us to provide boarding places to pupils with a clear boarding need – our Foundioners.

King Edward's holds true to its Founders' mission to offer a foundation for life to young people from a range of backgrounds. At King Edward's this means an exciting and challenging curriculum, a broad range of sporting, artistic, social and cultural opportunities and an environment which is specifically created to inculcate the values of independent learning, responsibility for others and the enjoyment of challenge.

Pupil experience is at the heart of what we do. The School has over 470 pupils, many of whom are day pupils from primary and Prep Schools, and pupil numbers are growing. Boarding is a core pillar of the King Edward's community, with over 140 boarders accommodated in Houses including an Upper Sixth pre-university House.

All pupils, day and boarder belong to a House and are cared for by their Housemaster/ Housemistress and their team.



King Edward's – yesterday, today, tomorrow *continued*

Around 30% of pupils live abroad, in over 30 different countries and there is a growing cohort of local day pupils. The Sixth Form generally numbers more than 100 pupils, most of whom go on to study at Russell Group, Oxford and Cambridge (in small numbers), and leading European or US-based universities.

Tradition continues to be highly valued and close links with the City of London remain through the Court of Bridewell (Board of Governors). The Lord Mayor attends Admissions Day and the School's annual Foundation Day Service at St. Bride's Church. Pupils participate in a range of events and activities associated with the City of London, perpetuating the School's links with its historic roots.

The School has a long tradition of philanthropy and addressing disadvantage and vulnerability. King Edward's offers welfare

bursaries through the Bridewell Foundation, livery companies and other charities, for young people who are less advantaged and who have a particular need for a boarding education. Over 50 pupils are supported by the Foundation and other charities with financial contributions equal to annual boarding fees to attend the School. King Edward's is proud of its ongoing work transforming the lives of disadvantaged young people through providing a safe, fulfilling and purposeful educational environment.

The Head is a member of HMC.

Further details of the School are to be found in the Independent Schools' Yearbook, or on our website www.kesw.org.





Academic life and life beyond the classroom

ACADEMIC LIFE

King Edward's offers a broad, balanced curriculum, where excellent teaching is provided in a supportive and stimulating environment, enabling pupils to equip themselves with the skills and characteristics needed to succeed in today's ever-changing and dynamically global society.

The School follows the National Curriculum but learning goes well beyond this, enabling pupils to think critically, study broadly but also in depth, and pursue interests in the creative and active sides of life, devoting attention to the wider community. Therefore, the School has two exam pathways at Sixth Form: A-Levels and BTECs to allow pupils to pursue different routes through the post-16 curriculum.

The School is building its academic profile and sees this as its highest priority. Whichever pathway they take, all pupils are encouraged to be independent thinkers, develop a love of learning and be open-minded and principled.

LIFE BEYOND THE CLASSROOM

The 100-acre site at King Edward's and excellent facilities ensure that the School can provide co-curricular and enrichment opportunities that are extensive and wide-ranging. Pupils follow a balanced programme of activities based on the CAS (creativity, action, service) element of the International Baccalaureate.

There is significant ongoing investment into the School's facilities, notably the Academic Hub and Reception area containing a Learning Resource Centre, and a fully refurbished day and boarding House for the Upper Sixth girls and boys.



Pastoral care and boarding

“Pupils of all ages demonstrate outstanding levels of respect for diversity and other cultures.... [they] contribute enthusiastically to boarding and the community.... [and] have a highly developed sense of moral understanding.” ISI 2022

King Edward’s has a uniquely diverse pupil body – culturally, socially and economically – and this forms a key part of its identity and ethos. Pupils benefit hugely from the outstanding care and support that the School provides which is inclusive and outward-looking.

Unique paired Houses share common rooms, kitchens, television and music rooms allowing girls and boys to mix naturally. This is particularly valued by parents and characterises the School’s belief in engendering equality in the community.

Housemasters/ Housemistresses lead each House, ensuring pupils are treated as individuals and encouraged to pursue their passions.

The School also offers weekly boarding and flexi boarding which is particularly popular with parents from London who wish their children to benefit from the countryside and a boarding environment but retain some flexibility.



Barrow Hills – yesterday, today, tomorrow

The incorporation of the School within Bridewell Royal Hospital allows the possibility of continued education from nursery to university across the two Schools and on a practical basis, allows children at Barrow Hills to access facilities beyond the reach of most stand-alone preparatory schools.

YESTERDAY

The history of Barrow Hills School stretches back 70 years, covering two sites and three sets of trustees. Initially an all-boys' boarding school, Barrow Hills was founded by the Josephites to be the preparatory school for their senior school, St George's Weybridge, and was located in a tiny hamlet near Weybridge. In May 1952 the boarders moved to their new site in 33 acres of Surrey Hills countryside at Great Roke in Witley, near Godalming, where the School has remained ever since.

In the 1990s, as an independent charity run by Trustees and separate from the Josephites, it became a co-educational day school admitting non-Catholics. With effect from September 2015, the Governing Bodies of Barrow Hills School and King Edward's Witley announced a merger of the two Witley Schools' foundations and as a result Barrow Hills is now part of the Bridewell Royal Hospital Foundation.

TODAY AND TOMORROW

Barrow Hills has a strong family ethos and is committed to delivering an exceptional, all-round independent education for and of the whole child. Everything the School does is inspired by the qualities in its pupil profile and the importance of developing strong core values. Barrow Hills encourages its children to be curious; scholarly; compassionate; generous; brave; responsible; joyful and truthful.

The School's nurturing, progressive environment encourages children to thrive through a broad curriculum in which academic work plays a major role alongside music, art and drama. An outstanding range of sports aims to encourage every level and ability. Boys and girls leave Barrow Hills, usually at 13, to join the finest independent schools, including King Edward's Witley.

In 2021, the School once again celebrated a 100% pass rate in Common Entrance exams; over fifty percent of the children gained scholarships to senior schools. The School includes a caring Nursery and Pre-Preparatory School providing children with the same special, caring and nurturing environment that is unique to Barrow Hills. This ensures a consistent, stable and secure learning environment as the child progresses through the School. All pupils belong to a House.



Role description

The Marketing Manager will report directly to the Head of Marketing, Admissions and Communications, with management responsibility for the Content Creator and Marketing Intern.

As a public face of the Schools they will support the marketing activity across King Edward's and Barrow Hills School.

They should understand and promote the School's values, ethos, structures and systems. We celebrate success and model a culture of aspiration, intellectual curiosity and appreciation for the different skills and knowledge that contribute to the education of rounded, happy pupils who will leave King Edward's and Barrow Hills equipped to seize opportunities, relish challenge and build for themselves happy and fulfilling lives.

MAIN DUTIES AND RESPONSIBILITIES:

- create comprehensive marketing plans which are aligned with the overarching Marketing and Admissions Strategy and which contribute to the Schools' vision, aims, objectives and strategic planning across both Schools
- conduct market research to gather audience insight, regularly monitor trends, analyse competitor activity and identify the optimum marketing channels to use for growth
- be responsible for optimising the digital presence of the Schools, including, but not limited to, website management, social media activity, targeted email campaigns, and online advertising
- develop effective marketing campaigns that maximise reach and encourage audience engagement whilst ensuring consistent messaging and branding
- plan and execute promotional Open events that showcase the Schools' USPs to attract prospective families and increase awareness of the Schools
- oversee the production of marketing materials and content to support pupil recruitment that follow brand guidelines and convey clear messaging, consistent with the overarching Marketing and Admissions Strategy
- build and maintain relationships with media outlets, relevant community organisations, educational partners and feeders to share news stories about the Schools
- implement the communications strategy (as outlined by the Head of Marketing, Admissions and Communications) ensuring consistency and integrity of the school's brand across all communication channels and materials, that are shared with both internal and external stakeholders
- produce a monthly report for the Head, the Head of Marketing, Admissions and Communications, and the Director of Finance & Operations, to demonstrate the impact of marketing activities (online and offline) and to use relevant analytics to inform data-driven decisions about future marketing activities



Person specification

ATTRIBUTES

- passion for education and a commitment to promoting the Schools' mission and values
- personal charisma: warmth, integrity, self-awareness, empathy and kindness; a highly visible, approachable leadership style and presence
- creative and innovative thinking
- mental agility demonstrated through a sense of initiative, innovation and flexibility with good attention to detail
- collaborative approach
- commitment to excellence
- Strategic
- customer-centric
- high level of personal integrity

SKILLS AND KNOWLEDGE

- educated to degree level or equivalent or relevant equivalent experience
- Proven experience in marketing, preferably in the education sector
- Excellent written and verbal communication skills
- Strong project management and organisational skills
- Proficiency in marketing analytics tools and techniques
- Strong understanding of digital marketing channels and social media platforms
- Experience in event planning and coordination



Terms of appointment and how to apply

The role of Marketing Manager will attract a competitive salary in line with experience and benefits. There may be single or family accommodation available on or close to the school campus, where the post-holder may choose to live at substantially reduced rents.

Candidates should submit a fully completed Application Form and a covering letter which addresses the competencies outlined in the role description and person specification. Candidates may submit a CV in addition.

King Edward's Witley and Barrow Hills School are committed to safeguarding and promoting the welfare of children and young people and the Court expects all staff and volunteers to share this commitment.

The successful candidate must be willing to undergo child protection screening appropriate to the post. We particularly welcome applications from under-represented groups.





Bridewell Royal Hospital

King Edward's Witley and Barrow Hills School are partner schools of the Bridewell Royal Hospital Foundation.



King Edward's

WITLEY

Godalming, Surrey GU8 5SG

+44 (0)1428 686700 • www.kesw.org



Barrow Hills

SCHOOL

Witley, Surrey GU8 5NY

+44 (0)1428 683639 • www.barrowhills.org