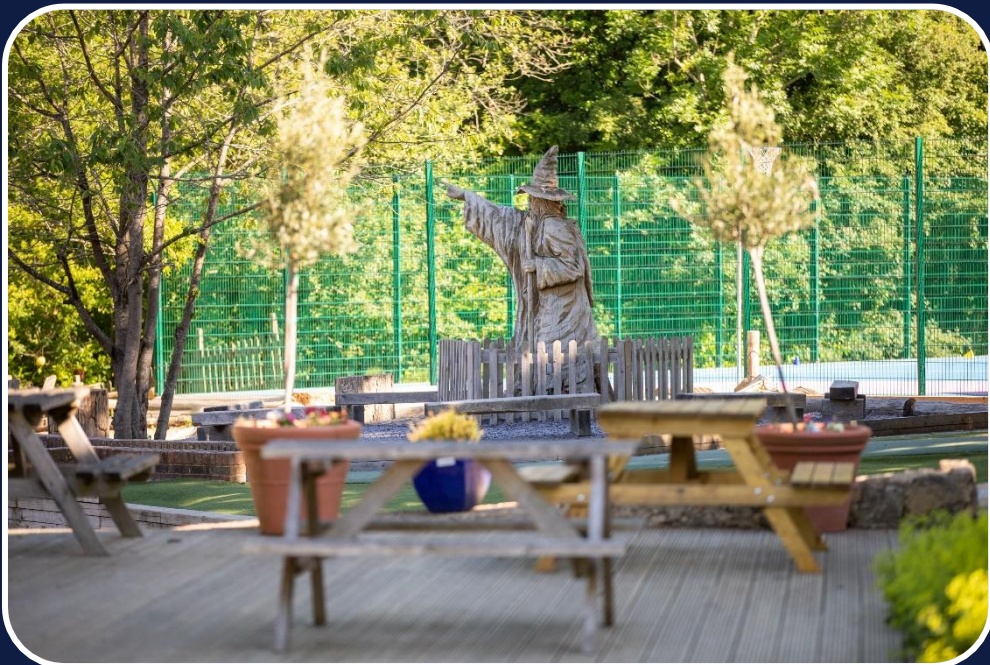


PENNTHORPE



HEAD OF MARKETING & COMMUNICATIONS
CANDIDATE PACK

THANK YOU FOR YOUR INTEREST IN THE ROLE OF HEAD OF MARKETING & COMMUNICATIONS AT PENNTHORPE!



I am delighted that you are considering joining Pennthorpe and becoming a part of the team that makes our school so special.

At Pennthorpe our mission is to give children the most compelling educational experience possible; to nurture their positivity, tolerance, resilience and collaboration; to prepare them to pursue their individual aspirations and contribute to the world; and to be the most successful and respected independent Prep school in the South East.

Whether it is academic achievement, consideration and kindness towards others, or an energetic and positive attitude – excellence underpins all that we do at Pennthorpe, and all that we strive to be together. Our exceptional staff team is integral to Pennthorpe's exciting environment; the foundation upon which our children's success is built.

Becoming part of our team requires passion, humour and a willingness to be fully immersed in our busy, and exceptionally happy, school environment. We are looking for an energetic, passionate and caring person to light up our children's faces each and every day. You will require a huge smile, bags of patience, a good sense of humour and a love of education.

At Pennthorpe, everybody is somebody. Each child and staff member is uniquely valued for who they are, and for their individual contribution to our community and beyond. With a genuine team spirit, we blend tradition, informality and innovation; working hard to offer a vibrant and stimulating environment for learning. I take great pride in Pennthorpe's success, and recognise that it is very much built on the charisma, commitment and skills of our staff, who are truly the champions of our children. Pennthorpe is a fantastic place to work; not only for its stunning location but primarily for all the team who work with us.

If you would like to visit Pennthorpe before committing your application or you would like to discuss the role; please do not hesitate to contact my PA, Lauren Manvell (recruitment@pennthorpe.com 01403 822391), who will make the necessary arrangements. Once you are ready to take the next step, you should apply for the post using the electronic application form on our website (<https://www.pennthorpe.com/forms/application-form/>)

I recognise that much time and thought goes into preparing an application, and therefore guarantee that we, in turn, will give your application serious consideration, offer feedback and a personal response, should you decide to apply. I look forward to hearing from you!

A handwritten signature in black ink, reading 'Murray' with a stylized flourish at the end.

Mr Chris Murray BA (Hons) PGCE
Head

ABOUT PENNTHORPE

Pennthorpe is a truly independent prep school located on a beautiful site of 26 acres in the heart of the Sussex countryside, close to the Surrey border. With around 280 pupils from 2 to 13, Pennthorpe has a real family feel.

Pennthorpe pupils are happy, confident and engage in all aspects of learning, whether that be in the classroom, on the playground, on the sports field or outside of life at Pennthorpe. We nurture a joy of learning and discovery and create an exciting environment for our children to learn and flourish.

The Pennthorpe Purpose forms the backbone of our daily life, and is common vocabulary for all in our community. Our motto 'Non nobis solum nati' translates as 'Born not for ourselves alone', and together with the culture captured by the Pennthorpe Purpose, expresses that our reason for being is not selfish, but for the goodness of humanity. We do not exist just to serve our own intentions, but have a duty to positively contribute to the lives, and benefit, of others. By giving the best of ourselves to the world, we make it a better place.

Pennthorpe staff must think like talent scouts, striving to get the best out of our children, and helping them to find their place in the world. We're fiercely ambitious for our children's futures, and our goal is to give voice to their magnificent character, celebrate their burgeoning talents and provide a tailored learning programme to support their emerging aspirations. Through our web of diverse and successful relationships with over 40 Senior Schools, and in strong partnership with our parents, we help our children secure places at the right Senior School for them.

The broad and skills based curriculum requires our children to be authentic, independent learners; to trust their instincts and to be bold. We teach our children how to learn, and then give them the tools and inspiration to challenge themselves. A Pennthorpe education offers our children quality time to experiment and investigate, space for our learners' own interests, learning which is focused on grappling, thinking and exploring, all delivered through collaboration and interactive teaching.

Our facilities are first rate. Within the grounds you will find our superb teaching facilities, carefully tended sports fields, numerous gardens and play areas, in addition to the fabulous woodland. We have two fully equipped wet Science labs, a full sized sports hall, Multi Use Games Area, dedicated Music and Drama studios, a generously equipped Design & Technology centre, an Art studio complete with kiln, a Teaching Kitchen, dedicated Library and a Computing Suite. In addition, we have a published plan of future development of our facilities over the next 5 years.

OUR AIMS

- To inspire all pupils with the ambition to discover and achieve excellence
- To stimulate and nurture all pupils on a uniquely personal journey of self-development
- To build a community and develop relationships that make a positive difference
- To invest in the future of our children.

WHY JOIN US?

Staff come from a variety of backgrounds, and all find their place at Pennthorpe.

SS

WHAT HAS STRUCK ME MOST, SINCE JOINING PENNTHORPE IN SUMMER 2024, IS THE WARM, CARING AND CLOSE-KNIT COMMUNITY OF THE SCHOOL, WHICH INCLUDES PARENTS, CHILDREN AND STAFF. I LOVE THE COMMUNITY'S INCLUSIVITY AND OPTIMISM; IT IS AN INCREDIBLE PLACE TO WORK.

Kate Stott, Year 2 Teaching Assistant



I LOVE WORKING AT PENNTHORPE; IT IS SUCH A TIGHT-KNIT COMMUNITY WITH A SUPPORTIVE AND DEDICATED STAFF, WHO VALUE THE EDUCATION AND GROWTH OF EACH INDIVIDUAL CHILD, WHILST GIVING THEM INCREDIBLE OPPORTUNITIES TO THRIVE. IT REALLY IS A WONDERFUL PLACE TO WORK.

Charlotte Gallina Breese, Head of Years 3 & 4



MY PASSION, IDEAS AND OPINIONS ARE ACTIVELY ENCOURAGED AND SUPPORTED, AND I FEEL TRUSTED AND EMPOWERED IN DEVELOPING MY DEPARTMENT TO BE THE VERY BEST IT CAN BE.

Chris Lindfield, Head of Maths



WORKING AT PENNTHORPE, WITH SUCH TALENTED AND PASSIONATE INDIVIDUALS, IS AN ABSOLUTE PRIVILEGE. THERE IS A GREAT SENSE OF CAMARADERIE WITHIN THE TEAM AND THE CHILDREN REALLY ARE AT THE CENTRE OF EVERYTHING WE DO. I HAVE NEVER WORKED IN AN ENVIRONMENT WHERE I HAVE FELT MORE AT HOME.

Jon Marler, Deputy Head



THE BENEFITS

There are many reasons to join Pennthorpe, including:

- An allocated mentor to help with all queries and concerns
- Friendly and supportive team and a busy staff social calendar
- Great autonomy to focus on things that make the biggest difference, and to enable all to bring their own personality and character to the workplace
- Staff wellbeing opportunities including dedicated staff wellbeing initiatives as well as an annual Whole School Wellbeing Week
- Support for working parents
- Dedicated staff work areas
- Professional development opportunities
- Numerous career progression opportunities
- Fee remission for staff children for the duration of employment
- Contributory stakeholder pension scheme
- School lunches, cooked on-site, are provided to all staff during term time
- Secure on-site parking



HEAD OF MARKETING & COMMUNICATIONS

The Head of Marketing and Communications is responsible for overseeing and delivering all aspects of the School's marketing and communications activity including Open Days, media plans, social media content and written communications.

Reporting to the Head and working closely with Head of Admissions and the Senior Leadership Team, you will ensure our communications consistently reflect our branding, vision and values, and ensure that it brings Pennthorpe to life.

Key Responsibilities

- Develop and execute an annual marketing plan to drive awareness, engagement, and pupil registrations.
- Ensure our brand accurately reflects our vision and values across all touchpoints.
- Manage relationships with agencies and oversee the creation of marketing materials.
- Lead the development and maintenance of our website and social media presence.
- Support and co-manage school events, ensuring effective promotion and execution.
- Analyse marketing performance and make data-driven recommendations for improvement.
- Oversee all communications content, including newsletters, press releases, and internal signage.

PERSON SPECIFICATION

Skills, Experience & Knowledge

- Proven experience in leading marketing and communications strategies.
- Exceptional verbal and written communication skills.
- Strong understanding of core marketing principles and digital marketing tools.
- Creative and innovative, with the ability to design engaging content.
- Excellent organisational and multitasking skills.
- A commitment to the values and ethos of Pennthorpe School.
- Ability to maintain the highest level of discretion in managing and dealing with confidential and sensitive matters (essential)

Personal Attributes

- An ability to juggle multiple tasks with a sense of humour and calmness
- Welcoming and friendly
- Well-presented, conscientious and reliable
- Able to display sensitivity, diplomacy and tact when dealing with internal and external stakeholders of all levels
- A calm and confident manner even in times of high pressure
- Integrity, honesty and reliability
- High levels of motivation, resilience and energy
- Ability to form and maintain appropriate relationships and personal boundaries with colleagues, pupils and parents

HOW TO APPLY

If you are ready to take the next step and apply to become part of our inspirational team, please submit your application using our electronic Application Form (<https://www.pennthorpe.com/application-form/>) which includes uploading a covering letter by the application deadline.

- **Contract:** Permanent, term time only
- **Start Date:** As soon as possible
- **Application Deadline:** Monday 24th March 2025
- Interview Date:** Shortlist Interview: Thursday 27th March 2025
- **Responsible to:** The Head and Bursar
- **Reporting Line:** The Head and Bursar
- **Salary:** Competitive, based on skills and experience
- **Hours:** 8am – 5pm, Monday – Friday, term time plus 6 weeks in the holidays



EQUAL OPPORTUNITIES

Pennthorpe is an equal opportunities employer and welcomes diversity. We would love applications from appropriately qualified persons regardless of gender, marital status, sexual orientation, race, ethnic origin, colour, nationality, religion, disability or age.

SAFEGUARDING

Pennthorpe is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment.



Pennthorpe
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www.pennthorpe.com