



BENENDEN

Shaping future generations  
of successful, visionary women



**HEAD OF MARKETING**  
Candidate Information



# HEAD OF MARKETING



## Welcome

Thank you for your interest in Benenden School.

We are proud to be widely regarded as one of the leading boarding schools in the world – and this is largely because of the outstanding and committed staff body we are fortunate to attract to Benenden.

At Benenden, we are united in our unwavering mission to shape future generations of successful, visionary women. This is delivered through our philosophy of A Complete Education, an educational approach which has remained constant since the School was founded by three forward-thinking women in 1923.

Today, we are recognised as a modern school which truly prepares its students for the workplace and life through an innovative curriculum that equips girls with the skills, knowledge and experience to be the leaders of tomorrow.

Benenden has been a pioneer in educating girls for more than 100 years, and our values – Compassion, Courage, Confidence and Courtesy – have remained at the core of our ethos throughout.

We are frequently told by families that when they visited Benenden they loved the happy and relaxed environment; it's an atmosphere in which the girls thrive, but which is also a privilege for us to work in.

Benenden is a wonderful school and I am incredibly ambitious for its future; our new Head of Marketing will play a pivotal role in this ongoing success and I hope that you will relish the opportunity to bring your expertise to our wonderful community.

**Rachel Bailey**  
**Headmistress**







# About Benenden School

Benenden is a leading girls' boarding school with an international reputation for excellence.

Routinely the recipient of industry recognition, the School has just been named by Spear's as one of the world's 100 leading schools for the fourth year running, while inspectors from the Independent Schools Inspectorate recently issued a rare "significant strength" for Benenden's innovative curriculum of non-examined courses.

Benenden has been an expert in teenage girls and at the cutting edge of girls' education for more than 100 years.




The School was founded in 1923 by three pioneering teachers from Wycombe Abbey who saw an opportunity to offer a different style of education for girls. They founded Benenden School, in a Victorian mansion set in 250 acres of attractive parkland in Kent, where their mission was to offer girls a well-rounded education which enabled them to follow their own path.

Today, that same objective has evolved into the School's mission to shape future generations of successful, visionary women. We achieve this using our renowned Complete Education model; taking the Founders' vision for the School, Benenden prepares every student for her future through an innovative curriculum that blends academic, co-curricular, wellbeing and personal and professional development.

There are 550 girls in the School, aged 11-18. We are a boarding school whose boarding ethos enables everyone to thrive: 10% of our students are day girls and these students benefit from the boarding philosophy that underpins Benenden; our day girls are fully integrated into School life, immersed in the Houses and the wraparound co-curricular offer and pastoral care that are hallmarks of Benenden's Complete Education.

Benenden is a school in demand that is looking to the future with confidence. Its family of schools currently comprises a UK prep school, Orwell Park in Suffolk, and Benenden Schools Guangzhou in China, with ambitious plans for further growth both domestically and internationally.

**We are located:**

- 1 hour 40 minutes from Heathrow 
- 1 hour from Gatwick 
- 1 hour from London to Staplehurst Station 
- 40 minutes from Tunbridge Wells 







## The Role

Benenden School, one of the leading boarding schools in the world, is seeking an experienced marketer to lead the Marketing Team and deliver growth across the strategic areas of marketing and, ultimately, student recruitment.

Reporting into the Director of External Relations and working closely with the Head of Admissions, this is an important new role that will focus on delivering the School's ambitious marketing objectives.

The successful candidate will be an effective and experienced practitioner with an impressive professional skillset and demonstrable track record in strategic marketing and multi-channel brand development.

A strong strategic thinker with a good understanding of the independent schools market, the new Head of Marketing will be responsible for ensuring a consistent brand message is delivered, across all platforms, to align with Benenden's premium reputation.

They will lead on market insight and audience segmentation work, which will underpin the team's campaigns to deliver Benenden's key messages across digital and paid media.

The new Head of Marketing should be an inspiring leader who can shape and further develop a highly focused, creative and dynamic Marketing Team. This role comes at an exciting time for Benenden; it is looking to grow its family of schools as Benenden's innovative educational model is incredibly sought-after both domestically and around the world.

## Job Purpose

The Head of Marketing leads a team of four marketing professionals responsible for the following areas of School business:

- Managing the Benenden brand
- Advertising campaign planning and delivery
- Digital platforms, including websites and social media
- Publications, both in print and digital
- Videography and photography
- Newsgathering
- Design and print management
- External communications
- Internal communications
- Market research
- Admissions-related events
- Data integration and evaluation



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HISTORY  
GERMANY: DEVELOPMENT OF  
PARTNERSHIP 1918-45



## Key Responsibilities

The newly-created Head of Marketing is a pivotal leadership role that offers an opportunity to help shape an exciting new phase and future for Benenden and its growing family of schools.

Benenden's Head of Marketing will be both strategic and hands-on. They will be responsible for successfully leading the Marketing Team and ensuring that the team's outputs align with the School's strategic objectives.

The core focus of the Head of Marketing is on delivering external marketing strategies that support student recruitment.

The Head of Marketing reports to the Director of External Relations and works closely with the Head of Admissions to ensure the two teams are aligned on their shared goals.

The Head of Marketing will oversee the day-to-day aspects of marketing, building strong relationships among the School's stakeholders to promote engagement and collaboration.

They will bring a focus on ensuring premium branding across the School's channels, with a priority on enhancing the use of videography to tell compelling stories about the success of Benenden's Complete Education model.

The Head of Marketing will inspire and support the Marketing Team to deliver their objectives, while taking a strategic approach that is led and informed by tracking relevant data.

The Benenden Family of Schools currently consists of Benenden School and two other schools (one UK prep school and one school overseas) in addition to commercial interests including its Hemsted Park performing arts brand. While not directly responsible for the Marketing functions of these group-wide organisations, the Head of Marketing will develop collaborative relationships to support these functions as required.

## Leadership and Management

The Head of Marketing will:

- Lead, mentor, inspire and manage the Marketing Team.
- Work closely with the Head of Admissions to ensure every customer experiences a premium journey at every stage of the recruitment process.
- Work closely with the Head of Admissions to ensure the Admissions and Marketing teams are closely aligned in all activity.
- Shape and develop the Marketing Team to ensure Benenden's premium positioning is articulated at every interaction.
- Support and lead a positive, collaborative culture.
- Embed a creative and innovative approach to Marketing whilst ensuring attention to detail.
- Agree clear objectives and KPIs and support the Marketing Team to deliver these targets.



## Strategy and Planning

- Working with the Director of External Relations, create marketing and communications strategies to increase awareness of the school in key markets.
- Further develop the marketing strategy through a forensic scrutiny of data, both from within the School and sector-wide information.
- Establish a culture of data tracking and evaluation among the Marketing Team.
- Commission or undertake market research to inform the future strategy and audience segmentation.
- Develop specific campaigns to target key student recruitment markets.

## Marketing and Brand

- Manage all aspects of Benenden's brand, ensuring it consistently reflects the premium nature of the School's offer and its points of differentiation.
- Oversee the successful implementation of a digital and social media strategy to convey Benenden's values and offer.
- Oversee all aspects of advertising, from campaign conception to delivery.
- Ensure Benenden's design and print activities are always premium and convey the School's values and key messages.
- Expand the School's use of videography to deliver a cohesive and compelling programme of storytelling across all its channels.

# Safeguarding and child protection

The post-holder will be responsible for promoting and safeguarding the welfare of children with whom they come into contact. They must ensure compliance with the **School's Safeguarding and Child Protection Policy** at all times.





# Person Specification

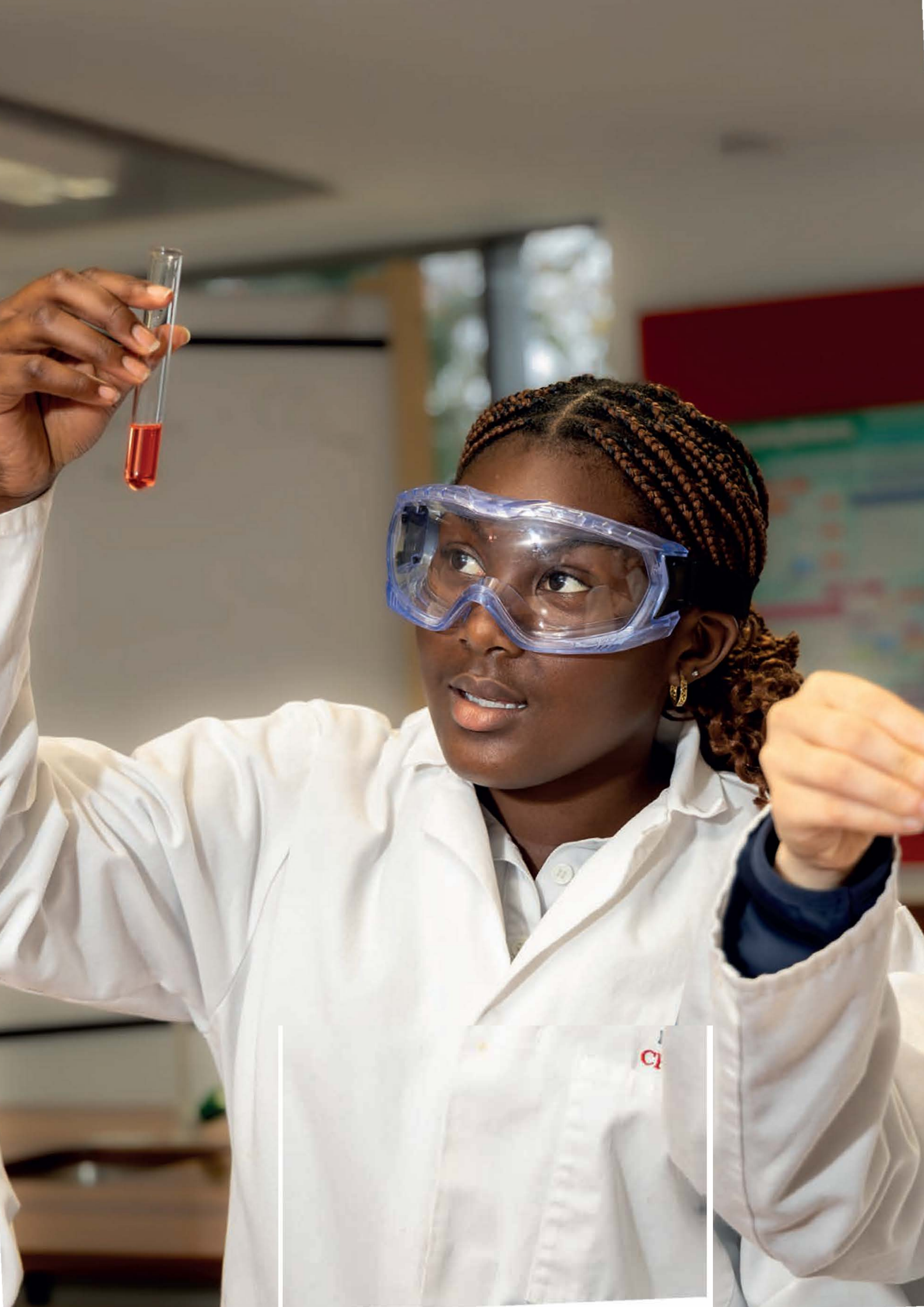
The successful candidate will be a senior marketer with an appropriate balance of the following key skills, abilities and experience:

## Experience/Skills

- Experience of running a Marketing Department and effectively managing a broad and complex marketing mix.
- Evidence of successfully leading a high-performing team, demonstrating strong leadership and management skills.
- Experience of collaborating with colleagues in other departments to achieve desirable outcomes.
- Extensive understanding of data analysis, market research and audience segmentation.
- Demonstrable experience of brand positioning, preferably for a premium brand.
- Excellent skills in Microsoft packages, particularly Excel.
- Exemplary communication and influencing skills in written and spoken English.
- Experience of working in the premium independent school market is beneficial, but not essential.
- Hold a CIM Diploma in Marketing or equivalent.
- Understanding of best-practice marketing and open to try new tools and channels where relevant.

## Personal Attributes

- Highly motivated with a positive, proactive, empathetic and flexible approach.
- Strong understanding of, and commitment to, independent education.
- Committed team player with a collegiate and collaborative approach.
- High professional and personal standards.
- Thrives in a busy environment with multiple competing priorities.
- Proactive approach, willing to embrace change, challenge the status quo and to bring new ideas.
- Keen to experience all aspects of School life, this including being prepared to work some evenings and weekends.
- A demonstrable commitment to safeguarding responsibilities.





## Terms of Appointment

An attractive remuneration package is offered, reflecting the significance and seniority of the position. The eventual salary will depend on skills and experience; however, it is anticipated that it will be in the region of £65,000 - £70,000 per annum.

Some flexibility in working hours will be required in light of the role and the responsibilities it entails.

The main benefits of working at Benenden include:

- Being part of a warm and welcoming community where the students are at the centre of everything we do.
- Staff are provided with meals whilst on duty all year round (the award-winning food is highly renowned!).
- 25 days' holiday plus Bank Holidays and Christmas Closure days.
- Contributory pension.
- The School's leisure facilities – including fitness gym and swimming pool – are available for staff use.
- A range of fitness classes are provided for staff.
- A commitment to colleagues' professional development is embedded in the School's DNA.
- Generous fee remission for staff with daughters at the School.
- Annual sessions available with an independent financial advisor.
- Access to 250 acres of stunning grounds in the Kent countryside.
- On-site car parking.
- Discounted tickets for professional arts events held under our Hemsted Park brand.

Applicants must be willing to undergo child protection screening appropriate to the post. The appointment is subject to satisfactory pre-employment checks in accordance with the relevant statutory guidance, including an enhanced Disclosure and Barring Service check, satisfactory references, proof of identity and eligibility to work in the UK, a review of their social media presence, a satisfactory medical report and proof of qualifications.

Benenden School is committed to equal opportunities and equal pay for all employees. Whilst Benenden isn't accredited to the Living Wage Foundation, we do look to the Living Wage for guidance and our starting pay is currently in line with this.







# Application Process

Interested candidates are invited to contact RSAcademics to arrange a confidential and informal discussion with Susannah Thompson: [susannahthompson@rsacademics.com](mailto:susannahthompson@rsacademics.com)

The deadline for receipt of applications is **Wednesday 22 April at 10.00am**.

You should submit:

- A completed application form (available to download from [www.rsacademics.com](http://www.rsacademics.com))
- A covering letter addressed to the Headmistress, Ms Rachel Bailey. The letter should be a maximum of two pages and should explain your reasons for applying and outline your suitability for the role.

Applications should be made electronically to RSAcademics. To submit your application, please upload your documents according to the instructions on the **RS Academics website**.

If you have any questions about uploading your application documents, please contact Jonathan Barnes, Head of Operations (Leadership Appointments), at [applications@rsacademics.com](mailto:applications@rsacademics.com). Jonathan can also be contacted by calling our Head Office on + 44 (0)204 6269 791.

The process is as follows:

- All applications will be acknowledged by email. If you have not received any acknowledgement that your application has been received within two working days of sending it, please contact RSAcademics' Head Office by telephone.
- Preliminary interviews with RSAcademics will take place via Microsoft Teams on **Monday 27** and **Tuesday 28 April**.
- Longlist interviews will take place at the school on **Friday 8 May**.
- Shortlist interviews will be held at the school on **Tuesday 19 May**.

RS Academics is a global executive search and consultancy firm working exclusively with schools. For more than 20 years, we've supported governors and leaders at pivotal moments – whether they are appointing senior staff or making complex strategic decisions. What makes us distinctive is the depth of first-hand experience in schools across our team – as heads, governors, bursars and senior professionals – combined with specialist expertise in areas such as strategy, research, marketing and finance. This blend is continually enriched by our ongoing consultancy and appointments work with schools worldwide, so our advice is always current, practical and evidence led. Please visit [www.rsacademics.com](http://www.rsacademics.com) for more information.





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