



St Leonards
St Andrews

Director of External Relations **(for Autumn 2024 or Spring 2025)**

INFORMATION PACK



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Director of External Relations

Responsible to: Head of St Leonards (Simon Brian)

Responsible for: Admissions, Marketing, Communications, Alumni Relations and Development, Fundraising.

Salary: £60,000-70,000 per annum, commensurate with the level of skill and knowledge of the applicant.

Hours of work: Full time, 37.5 hours per week, with occasional out-of-hours and weekend work, and travel in the UK and overseas.

Job Overview

We are seeking an outstanding Director of External Relations to drive our long-term strategy, grow our School, enhance our income streams, and extend our local and global reach.

This role supports the School's clear vision, mission and strategy, and will suit a strategic professional with experience of admissions, development, communications and marketing, and who has significant stakeholder management and influencing skills.

As our School's brand champion, the post-holder will be a key collaborative member of the School's Executive Leadership Team, led by the Head, and which comprises: Director of Finance and Operations, Senior Deputy Head, Head of Junior School, Deputy Head (Pastoral) and Deputy Head (Academic). The successful candidate will work particularly closely with the Head and the Director of Finance and Operations.

Job Purpose

- To devise and execute a dynamic, forward-looking annual strategic business plan for Admissions, Marketing, Communications and Development at St Leonards.
- To draw on School priorities and insights to shape this plan, ensuring alignment with the School Development Plan and directives from the Head and Board of Governors.
- To translate strategic objectives into tangible operational targets, complete with leading indicators and outcomes of success.
- To oversee the management of these targets, while establishing robust systems for monitoring, evaluating, and reporting on progress.
- To be instrumental in achieving targets, collaborating closely with the Head and the Executive Leadership Team to drive pupil recruitment and retention across all areas of our School.

DISCOVER ST LEONARDS

St Leonards has been at the forefront of education since its foundation in 1877. It is a traditional school, yet forward-thinking and ever progressive in its outlook, offering a truly inspirational global learning environment for pupils aged five to 18.

St Leonards is an HMC and IB World School situated in the heart of the vibrant, historic and cosmopolitan university town of St Andrews, the 'Home of Golf'. The School is fully co-educational with 600 pupils from Year 1 to Year 13, over 150 of whom are boarders, with boarding available from age ten. The Junior School accounts for 135 of the pupils of St Leonards, with plans to continue to grow our Junior boarding offering.

With 34 nationalities in the pupil body, it is a school with a truly global outlook. The school's motto is *Ad Vitam* ('for life'), and the approach to learning of the International Baccalaureate permeates all areas of school life, within and beyond the classroom. The IB ethos is central to all that we do in our school community, to our present day and to our future.

St Leonards offers an exceptional range of enriching academic, sporting, musical and creative opportunities, and was named 'Scotland's Independent School of the Year' by the Sunday Times for 2019, in recognition of its complete commitment to offering a first-class education.

Since then, St Leonards has been named winner of the BSA Boarding Research (Boarding & Wellbeing) Award 2022, and most recently was named Independent School of the Year 2024 for Academic Performance (A Level/IB)

The average IB Diploma points score in 2023 was 35, with over 85% of all Higher Level (HL) scores graded at 7/6/5 (equivalent to A*/A/B at A level).

The School has recently undergone a multi-million refurbishment programme of the boarding houses; a sector-leading golf programme is well established; the record school roll continues to grow; academic achievement is strong; public recognition of St Leonards is incredibly positive; the highest standards of pastoral care are provided by experienced and committed staff, and outstanding teachers are attracted to work in and become part of the inclusive and diverse St Leonards community.

One hour from Edinburgh Airport and approximately a one-hour flight from London, our enviable Scottish location is accessible, with beautiful beaches, historic landmarks and rolling countryside on our doorstep.

The town is very much seen as an extension of the School campus and St Leonards' close collaboration with the University of St Andrews, recently voted the top university in the UK for a second year running, is yet another opportunity. It truly is a special place to live and to work, offering an outstanding quality of life in the most scenic of surroundings.

As we move towards our 150th anniversary, the School is at an exciting stage of its development. At St Leonards, we aspire to attract and retain the best staff, who embody the IB Learner Profile attributes and strive to deliver a holistic education that effectively prepares pupils for the future, fostering in them a love of learning that they take with them through life, *Ad Vitam*.



JOB DESCRIPTION

Main Areas of Responsibility:

External Relations Strategy

- Develop and implement a strategic business plan aligned with School priorities.
- Translate strategic plans into operational targets and KPIs.
- Monitor, evaluate, and report on progress to achieve agreed targets.
- To work closely with the Registrar team, Marketing team and the wider School to deliver all aspects of the External Relations strategy.

Leadership and Management Responsibilities

- Lead, manage, mentor, and provide guidance to direct reports and team members.
- Drive active collaboration and effective cross-working among multiple departments.
- Conduct regular feedback sessions and annual appraisals.
- Contribute to succession planning, talent management, and recruitment.
- Lead and support School and community events (e.g. Open Mornings, events welcoming other schools, local community events)
- Actively participate in the Executive Leadership Team, shaping the School's priorities.
- Keeping abreast of all matters related to education in general and to the independent sector, in particular ensuring constant monitoring of relevant guidelines, compliance regulations and best practice (e.g. Tier 4 and compliance with UKVI)
- Efficiently manage budgets for all External Relations departments.
- Provide regular reports on all aspects of the School's Development and External Relations operations for the Executive and the Board of Governors.

Admissions

In close collaboration with the Admission team:

- Oversee efficient recruitment and retention processes and policies for all year groups, including the provision of a first-rate onboarding experience in the admissions journey.
- Implement an active, data-led Admissions strategy that sits alongside targeted and incisive marketing campaigns
- Cultivate relationships with feeder schools, prospective parents, and educational agents by travelling in the UK and overseas, nurturing key contacts and establishing new markets.
- Represent the School at internal and external recruitment events and engage with prospective parents and pupils.
- Ensure regulatory compliance in all areas of our admissions procedures.

Marketing and Communications

In close collaboration with the Marketing and Communications team

- Design and implement a dynamic marketing strategy to expand brand impact in all areas of the School's activities.
- Draw on market research and data-driven insights to optimise marketing initiatives, recognising the differing stakeholder demands of the School's educational and commercial identities.
- Promote consistent use of top-line branding guidelines across all communications.
- Showcase our School excellence through all media, including social media and the School's website.
- Lead and manage all external PR communications and media relations.
- Advise the Head and the School's Executive on all areas of communication.
- Project a visible, relevant and engaging presence to all stakeholder groups.
- Provide timely information on business development and external relations.

Development, Fundraising and Alumni Relations

- Support the Development and Alumni Manager in all aspects of their role.
- Lead efforts to secure longer-term charitable donations and bequests.
- Direct sustainable fundraising programs, engaging with donors and benefactors.
- Set and achieve fundraising targets, forging lasting partnerships.
- Ensure the effective operation of the fundraising database, including regulatory compliance.
- Develop strategies to engage and nurture relationships with alumni.
- Lead the stewardship and solicitation of major donor/legacy development.
- Ensure the maintenance of ethical standards in the Development operation and compliance with data protection and privacy protocols.
- Ensure that the Development function follows the School's and OSCR regulations and practices for financial management.

Supporting School Business Development

- Collaborate closely with the Director of Finance and Operations on our forward-thinking business strategy and commercial plans.
- Develop and define the case for support for bursaries and capital projects.
- Identify growth opportunities locally and internationally, building partnerships to support commercial success.
- Be a key support for the School's future commercial offerings with sales and marketing expertise (for example our Summer School, golf programmes, commercial lettings and holiday activities).

Person Specification

As an inspiring, resourceful and visible leader, you possess a natural approachability and collaborative spirit, embodying our vibrant and inclusive community. You will likely have excellent relevant experience, whether in an educational or business environment. Your business acumen, communication skills, and incisive insights make you a strategic thinker who thrives in an ambitious environment. Your attention to detail, organisation and focus all ensure efficient operations in all your responsibilities. You are committed to bringing out the very best in the people in a community..



PERSON SPECIFICATION

Education, Training and Qualifications

Essential

- Educated to degree level.
- Clear understanding of the ethos of independent day and boarding schools.

Desirable

- Relevant high level professional marketing, sales, fundraising or admissions qualification(s).
- Relevant Masters qualification.

Experience & Knowledge

Essential

- At least three years' experience of managing stakeholder functions in a relevant environment.
- Successful leadership and management of diverse teams.
- Specialist understanding and appreciation of the principles and practices of marketing, sales, commerciality and fundraising.
- Working knowledge of market research techniques.
- Principles and practice of effective customer relationship management.

Desirable

- Experience relevant to as many areas of the job responsibilities: admissions, marketing, communications, development, fundraising.
- Working at senior management level.
- Working knowledge of specific educational, fundraising and admissions databases.
- Familiarity with current UKVI legislation relevant to the independent education sector.
- Website development and management.
- Developing and mentoring team members.

Competencies / Personal Attributes

Essential

- Strategic planning and implementation at senior level.
- Change management.
- Proven delegation skills.
- Excellent written and verbal communication skills.
- Articulate and literate approach.
- Approach courageous conversations with tact and diplomacy.
- Strong team building skills.
- Able to interact well with people at all levels.
- A 'can do' attitude with a growth mindset.
- Strong leadership skills.
- Significant budget management.
- Competence in IT skills.

Desirable

- Desire to be involved in a wider school and local community.
- Passion for working and communicating directly with young people.

Other

Essential

- Current driving licence.
- Prepared to travel overseas.
- Willing to attend a wide range of school events.
- Willing to work out of hours as and when school functions occur.

Desirable

- A co-curricular passion to share with pupils as part of their regular activities programme.

THE APPLICATION PROCESS

St Leonards is committed to creating a diverse and inclusive culture, where all members of the community - colleagues, pupils and families - are seen and valued. This culture ensures that St Leonards delivers an outstanding global education in a multi-cultural living, learning and working environment.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The post is subject to a Criminal Record Check, PVG (Disclosure Scotland) membership and two satisfactory references, one of which must be the current employer.

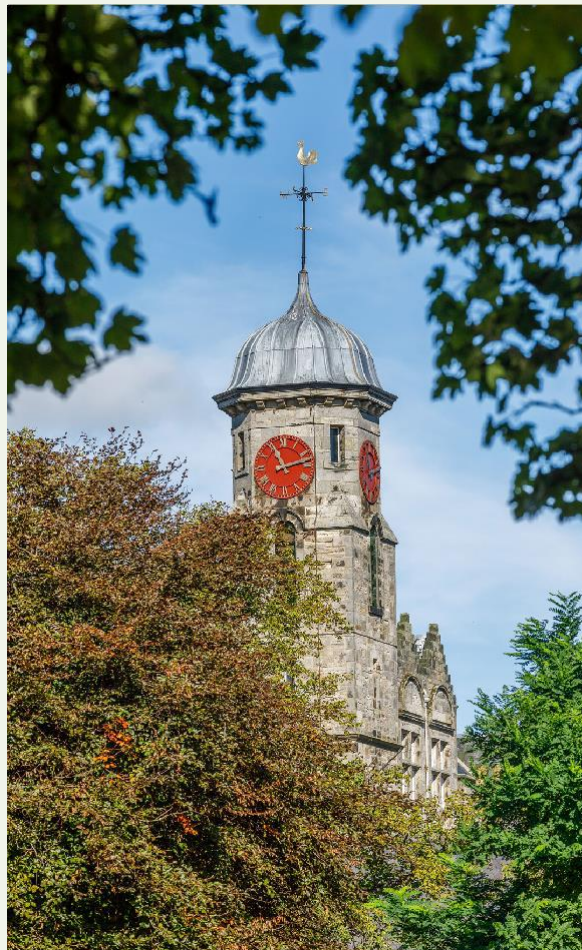
Applications should be made via St Leonards [Teacheroo portal](#) .

Closing time and date for applications is 12.00 noon on Thursday, 4th July 2024.

Interviews are expected to commence in St Andrews and Online, week beginning July 8th 2024.

Early applications are encouraged as St Leonards reserves the right to interview and appoint at any time.

Any questions may be directed to Simon Brian, Head at head@stleonards-fife.org in the first instance. Interviews will be held shortly after the closing date.





St Leonards
St Andrews

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