



CRANLEIGH
EX CULTU ROBUR

Saxton Bampfylde

APPOINTMENT BRIEF

EXECUTIVE STRATEGIC MARKETING DIRECTOR





CRANLEIGH
EX CULTU ROBUR

JOB TITLE

**EXECUTIVE STRATEGIC
MARKETING DIRECTOR**

REPORTS TO

SAM PRICE - HEAD

TIME

FULL-TIME. BASED IN THE SCHOOL.

PURPOSE

**TO DELIVER GROWTH BOTH IN TERMS OF THE PROFILE AND
REPUTATION OF CRANLEIGH AND THE RECRUITMENT OF PUPILS.**



WELCOME FROM THE HEAD

Dear candidate,

This is an exciting opportunity to work for Cranleigh, a prestigious independent day and boarding school, set in the beautiful surroundings of the Surrey Hills, not far from Guildford. This is a newly created leadership role and you will play a pivotal role in delivering our ambitious plan for growth. Having recently joined Cranleigh, it is fair to say that change is in the air and there is renewed energy and momentum. Cranleigh has been somewhat of a hidden gem and we are now launching a confident new strategy to establish ourselves as one of the leading independent schools in the UK. Cranleigh's motto is *Ex Cultu Robur* which means 'From Culture comes Strength', reflecting our strong culture and community, as well as our underlying sense of ambition. You will play a pivotal role in building our reputation, generating interest and increasing pupil numbers across both the Senior and Prep School. In this role, you will work closely with me, as well as Will Newman, the new Head of the Prep School, as well as other Senior Leadership colleagues. You will be situated in the heart of the school, in its newly formed creative hub, and oversee the unified external team which comprises individuals across marketing, and admissions. To apply, you will likely have proven Strategic Marketing Director experience in a school or agency. You will have a proven track record in developing high-level strategies, understanding premium brands and delivering measurable growth. This is a critical role as we go into a new era at Cranleigh, and I very much hope it is of interest.

I look forward to hearing from you.

Best wishes

Sam Price



**A PLACE THAT FEELS LIKE HOME, WHERE
EVERYONE IS INVOLVED**





AN ALL-ROUNDER'S PARADISE, YES, BUT THE ACADEMIC OFFERING CAN STAND UP TO ALMOST ANY SCHOOL IN THE LAND.

THE GOOD SCHOOLS GUIDE

THE SCHOOL

Cranleigh is a prestigious co-educational school, set in 280 acres of the Surrey Hills. It is a wonderful place to live and work as we are based in the picturesque village of Cranleigh. You will be joining our own ready-made community of the school where friendships amongst staff are formed for life.

There are 700 pupils in the Senior School and 300 in the Prep School and we accept pupils from 7-18 years. The School was founded in 1865 as a boys' school to educate the sons of farmers and it is fair to say that we have come a long way since then, accepting girls in the 1970's and becoming fully co-educational in 1999. The heart of the school is a red brick quadrangle overlooked by a clock tower. We are blessed with a beautiful site, and there is a campus feel to our community. In terms of our model, we have kept ahead of the times by offering full boarding, day and weekly boarding options. There are eight houses, accommodating both day and boarding pupils.

Most of our pupils come from Surrey, Sussex, Berkshire and SW London, although we are expanding to attract pupils from further afield. We have opened an international school in Abu Dhabi along with three schools in China. We are known to be very strong on sport, particularly hockey, cricket, rugby and riding. We are spoilt with vast playing fields, good facilities and an equestrian centre. Meanwhile our performing arts and music are equally strong. We are currently developing exciting plans to launch a new Sixth Form Centre. There are countless events and activities throughout the year making it easy for new staff to get involved. There is always something going on at Cranleigh.



**A COMMUNITY THAT CELEBRATES
DIFFERENCE AND SUPPORTS ONE
ANOTHER TO EXCEL**

THE ROLE

We are working on an ambitious strategic plan aiming to position Cranleigh as one of the top independent schools in the UK. You will play a key role in bringing the head's vision to life, across both schools and you will offer strategic oversight to the marketing and admissions functions.

STRATEGY

- Working closely with Sam Price, Will Newman and colleagues on the Senior Leadership team. Actively contributing to the overall strategic direction of the school.
- Developing and implementing a strategy and plan for Marketing and Admissions.
- Developing a strong partnership with the Director of Communications & Engagement/DOER. Providing direction and clarity to the team in terms of strategy, plans and messaging.
- Working across the Prep and Senior School, championing a 'whole-school approach'. Commissioning research on potential parents and Feeder Heads to deliver better insights. Maintaining a key eye on the future with an understanding of new trends and developments.
- Maintaining an excellent understanding of the political and educational landscape. Working closely with the Director of Finance to clarify and manage budgets.
- Being an ambassador for the school. Representing the school at relevant events.

LEADERSHIP

- Providing inspirational leadership.
- Overseeing and managing a team of 12 people, with different skillsets. Galvanising the team towards a common goal.
- Building a unified and motivated team across the Senior and Prep School. Championing and implementing the new whole school strategy.
- Keeping the team informed and updated of the overall strategy and how it affects them. Setting clear budgets and overseeing budget management across the teams.

BRAND

- Taking overall responsibility for the Cranleigh brand, our visual presence and consistency. Managing the design, development and implementation of a refined brand and brand hierarchy. Engaging people across the school to ensure the refined branding is well received.
- Establishing a premium 'look and feel' for the Cranleigh brand, along with new templates.
- Working alongside the Director of Communications & Engagement/DOER to roll out a clear narrative for the school. Ultimate guardian of the brand, ensuring consistency at all touchpoints.

MARKETING

- Management of the school's marketing programmes to build awareness and stimulate demand.
- Overall management of external agencies specialising in branding, advertising, media planning, website and advertising. Leading the RFI's, pitch and development of the new branding for 2025.
- Leading the RFI's, Pitch and development of a new website for September 2026. Overseeing the social media presence targeted at external audiences.
- Working alongside the Director of Communications & Engagement on social media strategy.
- Ensuring high levels of creative and production quality and consistency at all touchpoints. Working with both schools to achieve complementarity of message.
- Overseeing and approving the design and production of all creative materials. Establishing a set of measurement metrics by which to analyse marketing effectiveness.

ADMISSIONS

- Ensuring the Admissions team delivers a first-class service to potential parents. Maintaining an overall view of pupil numbers, including areas of strength and concern. Generating new ideas to ensure Cranleigh provides the wow factor.
- Ensuring the team have high quality creative material for meetings, shows, fairs and events.
- Working with the Director of Admissions to develop a Feeder Head cultivation plan. Working with the Director of Admissions to develop an International Strategy.
- Reviewing and improving events and experiences to convert interest into registrations.
- Working with Senior Leadership colleagues to improve the 'arrival sequence' and 'first impressions'.



THE PERSON

THE PERSON

- An inspiring leader. Positive and optimistic. Highly strategic.
- Strong people skills – ability to build relationships across the schools, and at all levels. A good understanding of premium or heritage brands.
- Interest and commitment to, independent education and development of young people. High levels of creativity, proactive in generating ideas. Initiative, with the ability to make things happen.
- Ability to manage and prioritise multiple workstreams. Able to work under pressure and manage deadlines.
- A strong work ethic, willing to be flexible if required.
- The ability to galvanise people and make things happen. Willing to roll their sleeves up when required.
- Restless discontent – constantly asking, what can we do better? Willingness to throw yourself into school life.
- Strong eye for detail and quality. Integrity and discretion.

THE EXPERIENCE

- Educated to degree level or an equivalent professional qualification.
- Strong Marketing Director level experience in a professional organisation, school or agency. Experience at working at Board level or in a Senior Management Team, or the potential to step up.
- Evidence of devising a high-level strategy for an organisation. Evidence of ground-breaking or impactful creativity.
- Experience of working with premium or heritage brands.
- Experience in identifying and understanding multiple target audiences and how to reach them. Evidence in devising creative campaigns across all channels, from mainstream media to digital. A keen understanding of the competitive context, notably market dynamics and other schools.
- Experience of working under pressure in a fast-paced environment.
- A proven track record in configuring and managing high-performance, multi-disciplinary teams.
- Ability to write beautifully, from Governor reports to creative briefs.

THINGS TO NOTE

- This is a key role within the school community, and being on site and part of school life is important.
- Flexibility - we will need you to attend some out of hours meetings and events. There may be limited travel either in the UK or overseas.
- Experience of working in a school is welcomed but not necessary.

SALARY & BENEFITS

- Competitive salary.
- Generous fee remission
- Holidays: 30 days a year holiday + Public Holidays (excluding those that fall in term time) The school will contribute up to 8% of salary to an Aviva Pension Scheme.
- Membership of our Sports Club.

HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to Cranleigh School on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code LCRNB.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter.

The closing date for applications is 9am on Tuesday 18th March.

Key dates:

- First round panels will be at the school on 26th March
- Final round panels will be at the school on 7th April

For a confidential conversation about the role please contact Alice - Alice.Brent-Smith@saxbam.com

REFERENCES:

As part of our pre-employment checks if you are shortlisted, you will be asked to supply up to 3 referees.

SAFEGUARDING

All applicants must have the right to work in the UK. The school is committed to safeguarding and promoting the welfare of children and young people and expects all its staff and volunteers to share that commitment. The successful applicant will be subject to a Disclosure and Barring Service.

Cranleigh School recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome and encourage job applications from people of all backgrounds.

It is the School's policy to employ the best qualified individuals and to provide equal opportunity for the advancement of our team including promotion and training and not to discriminate against any person because of their race, colour, national or ethnic origin, sex, sexual orientation, marital or civil partnership status, religion or religious belief, disability or age.



HOW TO FIND US



CRANLEIGH
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CRANLEIGH
PREPARATORY SCHOOL



CRANLEIGH
EX CULTU ROBUR



Saxton Bampfylde