



CRANLEIGH
EX CULTU ROBUR

Saxton Bampfylde

APPOINTMENT BRIEF

DIRECTOR OF COMMUNICATIONS





CRANLEIGH
EX CULTU ROBUR

JOB TITLE

DIRECTOR OF COMMUNICATIONS

REPORTS TO

SAM PRICE - HEAD

WORKS CLOSELY WITH

**DIRECTOR OF STRATEGIC MARKETING, DIRECTOR OF
ADMISSIONS, DEVELOPMENT & ALUMNI OFFICE, SENIOR
MANAGEMENT AND LEADERSHIP TEAMS.**

TIME

FULL-TIME. BASED IN THE SCHOOL.

PURPOSE

**TO LEAD AND EXECUTE A COHESIVE AND STRATEGIC
COMMUNICATIONS FRAMEWORK THAT AMPLIFIES CRANLEIGH.**



WELCOME FROM THE HEAD

Dear candidate,

This is an exciting opportunity to join the External Relations team at Cranleigh, a prestigious independent day and boarding school nestled in the stunning surroundings of the Surrey Hills, not far from Guildford. Together with the newly appointed Director of Strategic Marketing, this role presents a rare chance to shape and drive a bold, integrated vision for communications at a time of significant momentum and growth.

Since joining Cranleigh recently, I have witnessed a renewed sense of energy across the School, a growing ambition, and a determination to share our story more confidently and compellingly with the wider world. Historically something of a hidden gem, Cranleigh is now embarking on an inspiring new strategy to establish itself firmly as one of the UK's leading independent schools.

Cranleigh's motto, *Ex Cultu Robur* – 'From Culture comes Strength' – reflects the depth of our community and the richness of our values. As Director of Communications, you will play a central role in helping us tell the Cranleigh story with authenticity, creativity, and impact – to prospective families, alumni, the media, and other key stakeholders.

Working closely with me, with Will Newman (the new Head of the Prep School), Lucy Griffiths (the new Director of Strategic Marketing) and with senior colleagues across the School, you will lead on all aspects of Cranleigh's communications strategy – encompassing brand and identity, media relations, content development, digital platforms, and internal communications. You'll also collaborate closely with our marketing and admissions teams in our newly formed creative hub to ensure a unified and effective external relations approach.

To apply, you will likely bring extensive experience in a communications role, either within the education sector or a similarly mission-driven organisation. You will be a strategic and creative thinker, with strong editorial judgement, a flair for storytelling, and a deep understanding of how to engage diverse audiences across multiple channels. Experience of independent education, while not essential, would be a significant advantage.

This is a pivotal appointment at a formative moment in Cranleigh's journey. I hope it captures your imagination – and that you will consider joining us as we write the next exciting chapter in our story.

I look forward to hearing from you.

Best wishes,

Sam Price



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





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 5-18 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 PLACE THAT FEELS LIKE HOME,
WHERE EVERYONE IS INVOLVED**

THE ROLE

The Director of Communications is responsible for leading and executing a cohesive and strategic communications framework that articulates and amplifies Cranleigh's values, voice, and vision. The role ensures that communications across all school audiences—parents, pupils, staff, alumni, and the wider community—are consistent, aligned with the Head's vision, and effectively support the School's reputation.

The Director will manage internal and external communications, oversee press and media relations, provide strategic input into crisis communications, and act as the School's brand and editorial guardian. As a key member of the senior team, the Director will collaborate closely with colleagues in Admissions, Marketing, Development, and Pastoral and Academic leadership to ensure communication is timely, effective, and aligned across all channels.

KEY RESPONSIBILITIES:

STRATEGIC COMMUNICATIONS

- Develop and lead an annual communications strategy that supports the Head's vision and School priorities.
- Act as the School's lead on all core communications issues, advising the Head and senior team on messaging, tone, and delivery.
- Draft internal communications frameworks and protocols to ensure cascade effectiveness.
- Manage and maintain the School's communications calendar, ensuring alignment of messaging across key dates and events.
- Lead crisis communications planning and response, including drafting protocols, holding statements, and incident comms.
- Collaborate with the Head to draft speeches, letters, statements, and 'Head's Vision' communications.

INTERNAL COMMUNICATIONS

- Ensure timely, consistent, and effective internal communications to staff, pupils, governors, and parents.
- Manage weekly and termly newsletters, staff updates, and executive messages.
- Promote two-way communication mechanisms to encourage feedback and engagement from key stakeholder groups.

MEDIA RELATIONS

- Serve as the primary media contact, handling both proactive outreach and reactive enquiries.
- Develop and maintain strong relationships with local, regional, and national media.
- Monitor and evaluate media coverage, reporting key insights to senior leadership.
- Identify and respond to opportunities for positive media exposure through press releases, feature pitches, and story development.

PUBLICATIONS & MESSAGING

- Oversee the creation, quality control, and distribution of core School publications (newsletters, annual reviews, brochures, etc.).
- Act as the School's editorial lead and guardian of tone of voice and style.
- Ensure all print and digital communications reflect the School's values and house style.
- Support the Development Office with major event speeches, donor communications, and alumni engagement messaging, as appropriate.

DIGITAL & WEB COMMUNICATIONS

- Oversee messaging and written content across the School's websites in collaboration with the Marketing team.
- Ensure consistency of narrative and messaging across digital channels.
- Collaborate with marketing colleagues on film projects, ensuring scripting and editorial oversight reflects School ethos.

REPUTATION MONITORING & INSIGHTS

- Develop and oversee tools for stakeholder feedback, including focus groups, surveys, and exit interviews (for non-admissions purposes).
- Provide regular analysis on School reputation, including summaries for governors and leadership teams.



THE PERSON

ESSENTIAL

- Significant experience in senior communications roles, ideally within a school, university, charity, or complex organisation.
- Proven track record of internal and external communications leadership, including crisis management.
- Outstanding writing, editing, and verbal communication skills.
- Demonstrable media relations experience and confidence managing public-facing communications.
- Strategic thinker with the ability to manage multiple projects and priorities simultaneously.
- Experience managing staff and working collaboratively across departments.

DESIRABLE

- Experience working within a boarding or independent school setting.
- Familiarity with school governance and parental communications dynamics.
- Understanding of safeguarding and data protection in the context of school communications.

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 LCRND.

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

The closing date for applications is 9am on Wednesday 11th June.

Key dates:

- First round panels will be on the 24th June
- Final round panels will be on the 3rd & 4th July

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
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Saxton Bampfylde