



**ESMS**

*A unique family of  
independent schools  
for boys and girls*

**JOB DESCRIPTION FOR  
DIRECTOR OF COMMUNICATIONS  
AT THE ERSKINE STEWART'S MELVILLE SCHOOLS**

**(April 2019)**

## **THE SCHOOLS**

The Mary Erskine School, Stewart's Melville College and the ESMS Junior School are administered by the Royal Company of Merchants of the City of Edinburgh. Since 1989, powers have been devolved to the Erskine Stewart's Melville Schools' Governing Council, a sub-committee of The Merchant Company Education Board.

Since 1978 there have been two Senior Schools and a Junior School. An overall roll of over 2700 pupils reflects parental belief that their sons and daughters are obtaining an ideal combination of co-education and single-sex schooling. The complete 'twinning' of the Sixth Form since August 1999 was the logical culmination of two decades of parallel and complementary development by the two Senior Schools.

The schools are predominantly for day pupils, but there is a small number of boarders, based at Queensferry Road, and they reinforce a powerful sense of community. All three schools are characterised by high academic standards and by fine reputations in the performing arts, sport and a wide range of extra-curricular activities.

The Erskine Stewart's Melville Schools are committed to the all-round personal development of all children in their care. Their education is underpinned by nine values: appreciation, commitment, confidence, enthusiasm, grace, integrity, kindness, respect and responsibility.

### **TITLE**

### **DIRECTOR OF COMMUNICATIONS**

### **JOB PURPOSE**

- To provide leadership and management to all aspects of communications and marketing.
- To develop and deliver a strategic communications and marketing plan to support the schools' objectives.
- To undertake all duties in accordance with ESMS requirements, best practice, procedures and policies.
- The Director of Communications is a member of the Schools' Senior Management Team (SMT).

### **ACCOUNTABILITY**

Accountable to the Principal

## **RELATIONSHIPS**

The post holder will work closely with the Principal and SMT to support the Schools' objectives. The Director of Communications has line management responsibility for the Marketing Manager. He/she will also support the work of the Director of Development and the Development Office.

## **KEY TASKS**

### **Key Duties/Responsibilities include:**

- Develop a cohesive communications and marketing strategy
- Lead the schools in all aspects of marketing, branding, PR and communications
- Ensure consistent delivery of the Schools' brand, core messages and values
- Ensure quality control of all information released
- Identify potential internal and external communication opportunities and threats, and proactively identify strategies to manage these
- Oversee the development of the Schools' publications and publicity materials to ensure consistency and integrity of the schools' brand and values
- Systematically review and develop all aspects of marketing and communications strategy, monitor results and measure effectiveness
- Undertake market and competitor research, audit, benchmarking and analysis
- Manage media relations
- Develop a profitable merchandise strategy for the Schools
- Monitor and conduct staff performance and development reviews

## **PERSON SPECIFICATION**

### **QUALIFICATIONS**

#### **Essential**

- Graduate
- Advanced degree/qualification in marketing or related field

### **SKILLS AND ABILITIES**

#### **Essential**

- Outstanding communication skills – orally and in writing, with the ability to communicate concisely, accurately, effectively and persuasively
- High level of analytical and technical skills
- Excellent judgement and creative problem-solving skills
- Ability to formulate advanced concepts and solutions that demand a high degree of creativity and ingenuity
- Ability to work efficiently in a collaborative setting
- Ability to face stressful and uncertain situations with calmness and composure
- Excellent attention to detail

## **KNOWLEDGE**

### **Essential**

- Awareness of and proficiency with all communication technologies
- Knowledge of current theories and practices in communication and marketing
- Excellent IT skills

## **EXPERIENCE**

### **Essential**

- Proven, relevant experience within a similar role
- Strong project management skills in order to meet strategic goals
- Proven leadership and management experience
- Commercial awareness

## **PERSONAL COMPETENCES AND QUALITIES**

### **Essential**

- Excellent emotional intelligence
- Excellent relationship building and people management skills
- Displays integrity, is sincere in own behaviour and dealings with others

## **ATTITUDE AND OUTLOOK**

### **Essential**

- Demonstrates commitment to the values and ethos of the schools
- Self-motivated and goes beyond the call of duty
- Energy and vision
- Positive and proactive approach to change and a commitment to continuous improvement.

## **TERMS AND CONDITIONS**

### **Terms and Conditions:**

Although terms and conditions are in line with our teaching contracts, the holiday entitlement will be 30 days per annum plus 10 statutory days at Christmas and Easter when the schools are closed. The schools' holiday year runs from January to December. There is entitlement to a free school lunch during term time.

### **Salary:**

The salary will be competitive, based on experience. Salaries are reviewed annually on 1 April.

### **Pension:**

The successful candidate will be enrolled automatically into the Merchant Company Stakeholder Pension Scheme.

### **General:**

Please note that the school operates a No Smoking Policy and smoking is not permitted on the school campus at any time.

## **APPOINTMENT PROCEDURES**

Applications should be in the form of a letter referring to the person specification, addressed to the Principal, and should be supported by a full *Curriculum Vitae*, including details of your skills and experience relevant to the job description and person specification, your education and work history, along with the names, addresses and contact details of two referees. They should be sent by email to [recruitment@esms.org.uk](mailto:recruitment@esms.org.uk) or by post to the HR Administrator, Erskine Stewart's Melville Schools, Ravelston, Edinburgh EH4 3NT.

**The closing date is 12 noon on Monday 27 May 2019.**

The first round of interviews will take place during the week of 3 June and the second round will take place during the week of 10 June.