# Communications Manager

## Recruitment Pack

SOMERHILL

*We grow amazing people*



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SOMERHILL
We grow amazing people

# Welcome to Somerhill

We have a very special school here with a unique offering: the 'best of both worlds', the 'ideal mix' and the 'place I always dreamt of finding' are the comments we often hear from our parents or visitors. With co-educational learning until age 7, Somerhill offers single-sex classroom lessons until children leave us for senior schools, allowing uninhibited learning and bespoke strategies for the older girls and boys with all the benefits of a co-educational setting.

Our philosophy for the children at Somerhill is straightforward: happy children want to learn. Children are happy if they can play, participate widely and start to master skills of whatever kind, and our stunning setting and outstanding facilities offer endless opportunities for the children to find something that makes them smile.

We believe this offers you the perfect glimpse into our school life. However, to fully appreciate the extraordinary education that we offer and see our vision of confident, curious, and resilient children realised, we invite you to visit us at Somerhill. You will see that this really is an exceptional learning environment where we grow amazing people!





# Our unique school

Somerhill is set in a stunning 400-year-old Jacobean mansion surrounded by 150 acres of beautiful parkland. You will be hard-pressed to find a more glorious setting for a school! We have excellent facilities including a multi-purpose sports hall, astroturf, indoor swimming pool complex and purpose-built music suite to name just a few.

Ours is a mixed ability school. Teachers really invest in the children and know them well, with lessons carefully planned to cater to all abilities.

We have very bright and capable pupils and send more pupils to grammar schools each year than any other local school. Destinations include Tonbridge Grammar School, The Judd School, and The Skinners' School. Some pupils are awarded scholarships at independent schools such as Tonbridge School, Sevenoaks School, Walthamstow Hall and Sutton Valence School at 11+/13+.

We also cater to children who find aspects of their learning more challenging and currently approximately 40 pupils receive additional support.

Located just to the south of Tonbridge, we are readily accessed by a slip road off the A21.

Between the ages of 2 and 7 years, girls and boys are together in the classroom. This environment promotes uninhibited development at an age when playing and learning are often synonymous. From 7 to 13 years, children benefit from a single-sex classroom environment, where girls and boys learn in different and bespoke ways. The moment classes finish, everyone is together - at break and lunch as well as for sports, music, clubs and activities. This really is the best of both worlds for our children.

*endless opportunities*

*'Positive mental health is given high priority' and 'the welfare of pupils is given prime importance.'*

ISI – February 2024.

Taking a holistic approach to education, we nurture academic, personal, spiritual, social and moral growth, enabling our pupils to become confident, curious and resilient individuals going out into the world.

We encourage our pupils to work hard and take pride in their achievements, to think independently, to face up to challenges, to accept responsibility, to develop a broad range of skills and interests and to show concern for others and the environment.

To put it simply: we grow amazing people.

## Our school values




*pastorally focussed*


SOMERHILL
We grow amazing people

# Communications Manager

- **Reporting to: Headteacher**
- **Employment status: Permanent, term-time only contract, (40 hours per week with an unpaid hour for lunch), plus INSET days and 2 weeks of work during the school holidays.**
- **Salary: £26,000 - £28,000 per annum (depending on experience). Actual pay pro-rated for above working weeks and hours.**

**Application process:**
Formal applications will only be accepted via the official Somerhill Application Form which will be published alongside this pack. All completed applications should be sent to recruitment@somerhill.org.

A tour will form part of the interview process but please visit our website for further information: www.somerhill.org.

**Timeline for applicants:**

- Closing date for applications: 29th November 2026
- Interview Date: Soon after receipt of application
- Required From: January 2027

Somerhill is committed to safeguarding and promoting the welfare of children. All appointments are subject to enhanced DBS checks and safer recruitment procedures.

We are proud to be an equal opportunities employer. We actively promote diversity within our workforce and welcome applications from all sections of the community, regardless of sexual orientation, race, age, gender, disability, religion or belief.

# Job Description: Communications Manager

This role is focussed on communications as well as stakeholder engagement. The remit of the role is broad in that it covers developing the communication strategy with the Head and SLT, as well as overseeing the operational implementation and writing communications hands-on. The role works closely with the Registrar, Marketing Manager, Head's EA and office admin team and supports all areas of the administrative team, as required. This role requires absolute confidentiality as well as the use of diplomacy and sensitivity at all times. You must be an excellent communicator and have exceptional administrative and organisational skills.

Previous experience of working in a communications function or administrative role in a school is required and a genuine interest in working amongst young people is essential. Flexibility is crucial to meet the demands of a busy school as is the ability to build effective relationships with staff, governors and the whole school community.

This is a permanent, term-time only role, (40 hours per week with an unpaid hour for lunch), 8.30am-4.30pm, term time plus 2 weeks. All staff inset days should be attended plus two additional weeks to be worked in the school holidays.

## Main Duties:

### 1. External communications and planning

- Lead and manage the internal communications strategy and policies of the school, including communication with parents, staff, governors and the wider school community across the academic year in a proactive and forward-thinking manner, and in close collaboration with the Marketing and Admissions teams.
- Develop a robust and clear annual communications plan that is shared in a timely manner with all stakeholders, ensuring the school's communications approach is proactive and meets stakeholder needs.
- Review communications policies and procedures regularly regarding signing off communications and ensure that these are adhered to.

- Work closely with the SLT as well as the School Office and Marketing and Admissions teams to ensure communications to parents include the required content, have been signed off by the Head or SLT and reach parents in a timely manner.
- Support the School Office team with communication related to busy periods.
- Maintain our 'Somerhill tone of voice' and regularly review the need to publish relevant guidelines to ensure a consistent approach across all communication channels.
- Lead the implementation of the new Parent Portal and SchoolPost communication system.
- Review and keep relevant portals up to date.
- Support and disseminate communications from SLT to parents and the wider community, taking into account interdependencies with other communications.
- Support the Marketing manage in creating engaging social media posts.
- Support the SLT with crisis management and public relations communication.

### 2. Internal communications

- Work closely with the Marketing Manager to ensure that internal communications messaging and branding is consistent across all platforms and in line with external communication messaging.
- Review communications from all departments across the school including Finance, HR and teachers for tone, language and grammar.
- Ensure communications to parents have been shared with the internal school community in a timely manner.
- Work closely with the Marketing, Admissions and School Office team, helping them to meet their objectives.

### 3. Parent engagement

- Manage the class representative WhatsApp group to disseminate information when needed via this channel.
- Act as school liaison to the SPA, advising on process to parents, assisting with booking school facilties on the SPA's behalf and overseeing all communications from the SPA to the wider parent body.
- Ensure parent-facing communications provide professional and consistent experience.
- Act as the principal operational point of contact for the PTA.
- Coordinate communications between the School and the PTA where appropriate.
- Support School events and activities requiring communication with the wider parent body.

### 4. Admissions assistance and general administration

- Respond to queries via telephone and, when needed, email communications etc. in a timely and professional manner.
- Support the Registrar regarding all aspects of admissions events such as Open Mornings and specific events such as Teddy Bears' Picnics, New Parent Welcome Drinks etc.
- Ensure that confidentiality is maintained in all areas and that all Data Protection Act principles are adhered to.
- Undertake any duties or tasks as reasonably requested by the Head or SLT.

# Person specification:

### Qualifications

Educated to degree level or equivalent.

### Skills

- Previous experience of working in a communications role is required with excellent spoken and written English.
- Experience in creating and managing a communications plan and campaigns and delivering on the activities within that plan.
- Excellent interpersonal skills to effectively influence those at a senior level and the ability to gain respect and confidence of staff at all levels.
- Strong ability to work as a team player and supportive of team working.
- Ability to prioritise own workload and work flexibly, and at times under pressure to meet deadlines.
- Knowledge of Microsoft Office software, including Word, Excel, Outlook, PowerPoint and databases.
- Ability to work with accuracy, and good attention to detail.
- Proficiency in digital communications, traditional and social media.
- Absolute discretion with regards to confidential information and protecting information in line with GDPR.

## Other Professional Requirements

- To always operate within the stated policies and practices of the school.
- To establish effective working relationships and set a good example through their presentation and personal and professional conduct.
- To cooperate with other staff to ensure a sharing and effective usage of resources to the benefit of the school and pupils.
- To contribute to the corporate life of the school through effective participation in meetings and management systems necessary to coordinate the management of the school.
- To look for continuous improvement opportunities when it comes to process, systems and policies.
- To take part in marketing and liaison activities such as Open Mornings, Parents Events, Review days and events with partner schools.
- To create productive working relationships at all levels.
- To show high levels of discretion and confidentiality and awareness of data protection requirements.
- To take responsibility for own professional development and duties in relation to school policies and practices.
- To liaise effectively with parents and governors.

# Employee Benefits



**Support**
Professional support though regular appraisals and CPD opportunities

**Pension**
Generous defined pension contribution scheme

**Salary**
Competitive salary package, regularly benchmarked

**Reward**
Staff recognition and reward opportunities

**Cover**
Group life assurance

**Well-being**
A range of well-being activities including fitness classes, tennis and book club. Free access to all on-site sports facilities on dedicated days

**Lunch**
Free hot lunches, salad bar and refreshments during term time

# Conditions

**Format of applications**

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**Child protection**

All staff have a responsibility for promoting and safeguarding the welfare of children with whom they come into contact and are always required to adhere to and ensure compliance with the school's Safeguarding Policy Statement. If, in the course of carrying out their duties, a member of staff becomes aware of any actual or potential risks to the safety or welfare of children in the school, they must immediately report their concerns to the Designated Safeguarding Lead.

**Safer recruitment and offer conditions**

Somerhill is an equal opportunities employer and is committed to safeguarding and promoting the welfare of children and young people, and expects all staff and volunteers to share this commitment. The successful applicant will be offered the role conditionally, subject to the satisfactory completion of a number of background checks including but not limited to: an enhanced DBS check with the children's barred list check, the taking up and verification of references, the verification of career history and medical fitness to undertake the role. The complete list of required checks will be provided to the successful candidate.

**Health and safety**

Under the Health and Safety at Work Act 1974 and subsequent legislation, the school is obliged to provide you with a workplace and working conditions which, so far as is reasonably practicable, are safe and without risk to health. You are required by health and safety legislation to take reasonable care for your own health and safety and for the health and safety and others.

**Further information**

We are an equal opportunities employer and we welcome applicants from all backgrounds. We celebrate the diverse backgrounds that make up our community and consider it important that people from a diverse range of backgrounds are represented in our setting.

This job description is not intended to be a comprehensive statement of procedures and responsibilities, but instead sets out the principal expectations of the school in relation to the post holder's professional responsibilities and duties. We are looking for an individual who is adaptable, flexible, and willing to carry out the wide range of duties that are likely to be required to make a success of this role. Please note we reserve the right to close prior to the application deadline or extend the deadline depending on the number of applications received. Early applications are encouraged.

If you require any additional information, please do not hesitate to contact Jess May at recruitment@somerhill.org for any general queries.


SOMERHILL
We grow amazing people

SOMERHILL

A beautifully unique independent prep school for girls and boys aged 2-13

Somerhill, Tonbridge, Kent, TN11 ONJ | 01732 353124 | recruitment@somerhill.org | somerhill.org