



Royal  
Russell



# Director of Marketing and Communications

For September 2026



# Welcome

I am delighted that you have expressed an interest in joining Royal Russell.

A leading co-educational independent school in South London, Royal Russell is different by design. We are a family school and we value those things which make each of us distinctively brilliant. Our school motto is '*Non Sibi Sed Omnibus*' which translates as 'not for oneself, but for all', and from this, we make a commitment to help every member of our learning community strive for their vision of success.

Our beautiful, green campus offers exciting learning opportunities and first-class facilities for both pupils and staff to develop and flourish. Staff are dedicated to providing a total education and this is reflected in the outstanding academic outcomes of our pupils.

Openness and inclusiveness are integral to the Royal Russell experience and we encourage applications from all communities, so that our staff body reflects our ambitious, open, distinctive and courageous Royal Russell pupil body.

If you are interested in joining a forward looking and successful school, I look forward to receiving your application.



Chris Hutchinson  
Headmaster





# Our School

Royal Russell is a HMC/IAPS co-educational school with over 1,200 pupils between the ages of 3 and 18, situated on a beautiful green campus of 110-acres in South London, with a Junior School, Senior School and 200 pupil boarding community.

We are proud of our day and boarding facilities that rank amongst the best in the UK. Our pupils, parents and staff experience a warm and friendly environment with strong pastoral care for every pupil alongside a comprehensive co-curricular and enrichment programme. Royal Russell is proud to have achieved the highest grade of 'excellent' in every aspect during our most recent ISI Inspection.

# Community Values

Royal Russell is a warm and thriving community of pupils, parents, staff, governors, Old Russellians, friends and supporters. We are bound together by our family ethos, a strong sense of pride in our school and a willingness to get involved.

By working together, supporting each other and having fun together, we have created a welcoming and inclusive environment for all. Living by our motto '*Non Sibi Sed Omnibus*', we encourage the qualities and values of responsibility and giving - which make Royal Russell special.

We are committed to our responsibilities to our wider community - local, national and international. We encourage our pupils to contribute, participate and lead so that they can learn the skills and attributes needed to make a positive contribution to society, now and in the future.





# Director of Marketing and Communications

Royal Russell School is different by design. We are looking for an exceptional Director of Marketing and Communications to join this excellent family school from September 2026.

The Director of Marketing and Communications will lead marketing, internal and external communications, international activity, and events across the Russell School Trust.

This role sits at the heart of the Royal Russell community, reporting directly to the Executive Headmaster as a key member of the School Leadership Team. You will need strong line management experience to lead a diverse team across marketing and communications

You will be the guardian of the Royal Russell school brand reinforcing across all platforms communicating our values, visions and strategic aims. You will be shaping and delivering a creative marketing and communications strategy that enhances the School's reputation, drives pupil recruitment and retention and strengthens engagement with our community.

You will bring a strong background of experience in marketing and communications, and an astute awareness of brand development and positioning.

If this sounds like the job for you then we would love to hear from you.

**Applications** should be submitted to [hr@royalrussell.co.uk](mailto:hr@royalrussell.co.uk) by 9am 29th June 2026

**Interviews** will be held week commencing 6th July 2026

# The Role

## Responsible to:

This role reports to the Executive Headmaster and is a member of the School Leadership Team (SLT)

## Line Management:

- Marketing and Communications Manager
- Marketing and Communications Officer
- PA to Director of Marketing, Admissions and Engagement

## Key Working Relationships:

- Director of Operations and Finance & Clerk to Governors, Head of Senior School, Head of Junior School, Head of St David's School, Admissions Team, Head of Futures and Alumni, Deputy Heads and wider School Leadership Team, Board of Governors, 1853 (Parent Association), and Old Russellian Committee.

## Job Summary:

- Lead marketing, internal and external communications, international activity, and events across the Russell School Trust. This role sits at the heart of the Royal Russell community, reporting directly to the Executive Headmaster as a key member of the School Leadership Team.

## The Role

### Key challenges include:

- Raising the profile and standing of all schools within the Russell School Trust (the Schools) within the UK and beyond
- Developing and delivering an effective marketing and communications strategy that delivers a strong future pupil pipeline
- Creating synergies between admissions, marketing, alumni and events to grow the Royal Russell brand





## Key Responsibilities and accountabilities

### Key Results:

- Work with the School Leadership Team to devise and implement the Schools' strategic aims.
- Gain significantly greater public profile and impact for the Schools within the Russell School Trust and its work through proactive engagement and communications activities.
- Deliver a rigorous and objective review of the effectiveness of current communications, marketing and events activities with a view to optimising their collective and individual impact within available resources.
- Work with relevant staff in implementing marketing and communications strategies with specific focus on pupil recruitment and retention.
- Enhance the effectiveness of procedures for Admissions, Alumni and 'Old Russellians'.

### Communications:

- Devise and implement external and internal communications strategies to ensure that the School communicates in an impactful, consistent, accurate, professional and timely way with staff, pupils, parents, stakeholders, partner organisations, and the wider community.
- Advise the Executive Headmaster and Heads of Senior, Junior and St David's School on methods to enhance internal and external communication.
- Draft high-quality communications materials and provide overall editorial oversight for School communications ensuring appropriate content, tone and consistency.
- Actively working with staff to ensure a regular supply of quality content for use in the media and on the School websites and social media.
- Overseeing the professional appearance of public spaces, the use of appropriate signage and display material within the Schools to provide uniformity and appropriate branding.
- Working with all staff to develop a professional and consistent approach to customer service.
- Proactively drive public and media relations and media coverage to strengthen the reputation of the Schools and significantly improve brand awareness nationally.
- Act as a public face for the Schools in communicating with stakeholders (both existing and prospective), the local community, media and other interested parties.
- Advising and supporting the Executive Headmaster on critical incident PR.

## Marketing:

- Work with the Head of Senior School, Head of Junior School and Head of St David's School to enhance the efficiency and effectiveness of the Admissions process and monitor key performance targets (e.g. conversion rates).
- Review brand development and create clear brand messages which can be applied across School activities
- Commission regular market research including competitor analysis, demographic and economic reviews, and examination of trends
- Ensure the systematic collection, review and analysis of market information to identify competitor tactics, market trends, admissions forecasts, new opportunities and challenges, together with feedback and objective benchmarking of School performance
- Evaluate and drive the Schools' visual and digital marketing to include a review of new and emerging social media and the opportunities presented by mobile technologies including apps
- Integrate the Schools' publications work into the overall Communications Strategy

## Events:

- Create and optimise a programme of events which will bring significant, marketing, communication and development benefits both domestically and internationally
- Shape events which exemplify and communicate the Schools' work and brand values. Advise on event planning to improve audience experience and ensure the communication of key messages and appropriate brand values
- Identify the publicity/news value of the Schools' work, influence, achievements and operational developments and promote them accordingly
- Systematically monitor formal and informal broadcast, print and social media for School and 'competitor' coverage
- Develop and manage networking and engagement programmes to enhance the Schools' relationships with its communities





## The Individual

The ideal candidate will display the following characteristics: bring all or most of the following:

### Experience

- exceptional leadership and team management experience at senior/board level gained in a private, public, third sector organisation and or in an education environment
- demonstrative understanding and experience of brand, marketing, communications and event management
- the necessary gravitas and bearing to represent the School and Headmaster, both internally and externally
- experience of engaging multiple stakeholder groups
- experience of representing an organisation at a senior level
- experience of strategy development, implementation and evaluation
- evidence of an ability to lead on building sustainable relationships

### Skills, knowledge and personal qualities

- a commitment to the vision and values of the Royal Russell School and St David's School
- an ability to understand intent and convert this to telling success independently
- outstanding advocacy, presentation and interpersonal skills to promote and represent the School to a diverse set of audiences and stakeholders both locally, UK wide and internationally
- the ability to work with colleagues of a high calibre and to leverage their influence
- a blend of performance management and interpersonal skills to get the best out of a team individually and collectively
- strong decision-making skills
- strong self-awareness, resilience, and a high level of integrity and honesty
- objectivity and sound judgement, allied to common sense and a sense of proportion
- a strategic and innovative big picture thinker and doer
- the ability to communicate clearly and concisely in writing and in person
- the ability to make critical decisions, and to be able to justify them
- good analytical, implementation and diagnostic skills
- vision, creativity, energy

# Our Offer

Royal Russell offers excellent benefits including a competitive salary on our own salary scale.

As part of the vibrant community at Royal Russell, you will join a friendly and dedicated team with easy access to transport links (Coombe Lane tram stop is opposite the School entrance).

In addition, we offer:

- Pension scheme and life insurance
- Meals in the dining hall during term-time
- Social events throughout the year, including a Christmas party for all staff
- Cycle to work scheme (salary sacrifice)
- Octopus electric car scheme (salary sacrifice)
- Free on-site parking
- Use of our on-site sports facilities, including tennis courts, swimming pool and gym

A discount of up to 50% on school fees (85% discount for wrap around care before and after school during term-time) and a 25% discount with Royal Russell Holiday Club, which operates during school holiday periods.

**Location:** Our School is 10 minutes from East Croydon Train Station, with direct links to Central London (15 minutes) and Gatwick Airport (25 minutes).

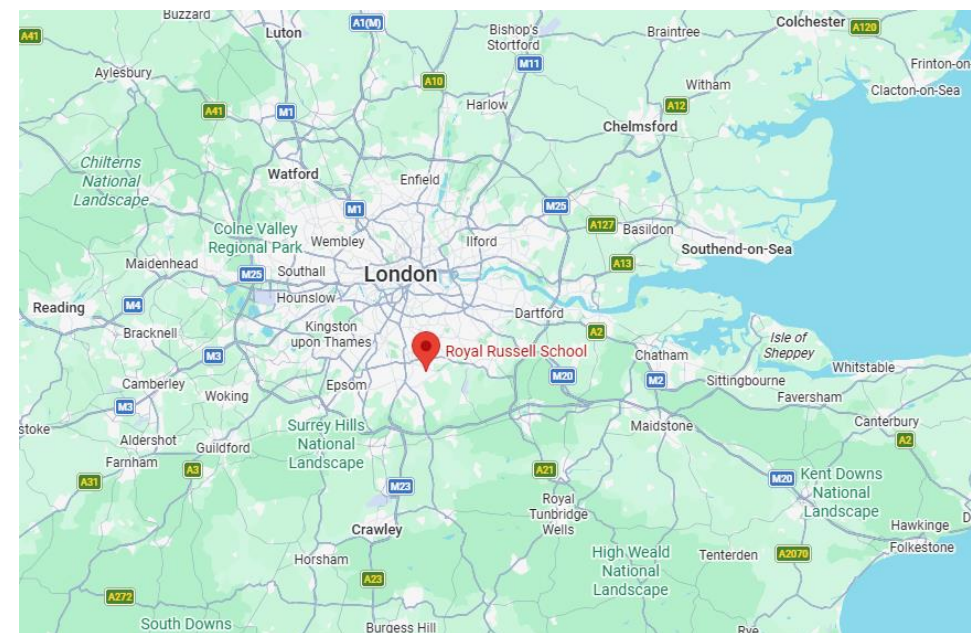
## Further Information

Full details of our staff benefits and recruitment procedures can be found on our school recruitment page at: [www.royalrussell.co.uk/discover/vacancies](http://www.royalrussell.co.uk/discover/vacancies)

You can also contact us by email at [hr@royalrussell.co.uk](mailto:hr@royalrussell.co.uk) or telephone HR on 020 8657 4433.

Applications (forms can be found on our website) will be considered on receipt and should arrive no later than the closing date specified. We welcome early applications and will review these on receipt.

*The School is committed to safeguarding and promoting the welfare of children. All appointments are subject to a satisfactory enhanced Disclosure and Barring Service check (including a check against the Children's Barred List) and other pre-employment screening including references and medical fitness.*



# Campus Map

Our 110-acre campus contains incredible facilities for learning.



## Main Facilities

- 1** Car Park
- 2** Reception / Headmaster's Study
- 3** Junior School
- 4** Early Years Centre
- 5** Performing Arts Centre / Auditorium
- 6** Dining Hall / Café
- 7** Chapel
- 8** Great Hall
- 9** Chapel Quad
- 10** Lime Tree Quad
- 11** Aston Webb Building
- 12** Library / Sixth Form Study Centre
- 13** Health & Wellbeing Centre
- 14** Science Block

## Sports Facilities

- 15** Swimming Pool
- 16** Sports Hall
- 17** Top Pitch
- 18** The Paddock
- 19** Netball Courts
- 20** North Pitch
- 21** Astroturf Pitch
- 22** MUGA (Multi-Use Games Area)
- 23** West Pitch
- 24** Pavilion

## Boarding / Houses

- 25** Buchanan / Reade
- 26** Cambridge
- 27** Hollenden
- 28** Keable
- 29** Latessa
- 30** Madden
- 31** Oxford
- 32** Queen's
- 33** St Andrew's



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[www.royalrussell.co.uk](http://www.royalrussell.co.uk)

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