



Lancing College

Senior School & Sixth Form



**HEAD OF MARKETING AND BRAND
(JAN 2027 START)
LANCING COLLEGE**

INFORMATION FOR CANDIDATES



Head of Marketing and Brand

REPORTS TO: Executive Director of External Relations

RESPONSIBLE FOR: 3 direct reports and dotted line responsibility for 3 Marketing Executives within our Prep Schools

The Appointment

This is a senior role within External Relations, with accountability for translating the College's Marketing Strategy and School Development Plan into an annual, measurable marketing programme. The postholder will lead brand, recruitment marketing, digital marketing, reputation and content across the family of schools, working in close partnership with Admissions and Development.

This leadership role has clear responsibility for setting priorities, briefing and managing the team, allocating budget, using evidence to make decisions, and ensuring that marketing activity contributes to recruitment, retention, reputation and long-term institutional goals.

Working in Admissions, Marketing and Development

The Department is very much at the heart of Lancing activities; we are an energetic and forward-thinking team of talented individuals focused on contributing to the success of Lancing College. Across the team there is extensive engagement with both internal and external stakeholders.

The External Relations team is managed by Victoria Deadman Gatt, who joined the College in 2026 as the Executive Director of External Relations. Victoria reports to the Head Master and sits on the Senior Executive Team for the College.

This is an exciting time to join Lancing College and to lead a team that will guide the school into its next phase of development.

The Role

The Head of Marketing and Brand will work closely with the Executive Director of External Relations to lead on the development and implementation of the marketing strategy and increase awareness of Lancing College and its family of prep schools.

The key purpose of the role is:

- To own and deliver the annual Marketing Plan arising from the Marketing Strategy.
- To ensure Lancing College and the family of schools are clearly, consistently and compellingly positioned in their priority markets.
- To generate and support demand for Admissions through targeted, evidence-led campaigns and a seamless prospective-family journey.
- To strengthen the reputation and external profile of Lancing through proactive PR, thought leadership, storytelling and advocacy.
- To lead and develop an effective marketing team with clear roles, priorities, standards and accountability.
- To ensure Marketing supports Development campaigns through planned, high-quality messaging, creative execution and channel delivery without displacing core recruitment priorities.
- To act as a brand champion across the College, ensuring that commercial advertising, promotional materials and communications are consistent with Lancing's brand guidelines, tone of voice and visual identity, while providing periodic campaign support and marketing expertise to the Commercial team as required.



Key Tasks and Responsibilities

Strategy, Annual Planning and Prioritisation

- To translate the three-year Marketing Strategy into a single annual Marketing Plan covering priority audiences, campaigns, channels, budgets, owners, timings and KPIs.
- To agree annual marketing priorities with the Executive Director of External Relations and ensure team activity is aligned to them.
- To maintain one integrated marketing calendar across College, Prep Schools, Admissions, Development and major institutional milestones.
- To make explicit recommendations on what the team should stop, reduce, outsource or de-prioritise when resources are constrained.
- To maintain a concise monthly dashboard, keeping the Executive Director of External Relations appraised regarding delivery, performance, risks, budget and decisions required.
- To build the team's capability and confidence in using AI tools critically and effectively, balancing efficiency gains with the judgement, creativity and authenticity that good marketing requires.

Brand and Proposition

- To act as senior custodian of the Lancing brand across the College and family of schools.
- To complete and implement refreshed brand and messaging architecture, including a clear and evidence based 'Why Lancing' proposition.
- To ensure brand standards are practical, documented and consistently applied across all channels, campaigns, publications, signage and digital touchpoints.

- To provide functional leadership to Prep marketing colleagues and work with Prep Heads to preserve the character of each school while strengthening the shared Lancing family identity.

Recruitment Marketing and Admissions Integration

- To agree priority audiences and entry points annually with Admissions using roll requirements, pipeline evidence and market intelligence.
- To develop and oversee targeted campaigns for agreed priorities, including local day recruitment, UK boarding, Sixth Form, Prep progression, retention, Pre-A Level and agreed international markets.
- To ensure every significant recruitment campaign has a written brief, defined audience, objective, budget, call to action, tracking approach and post-campaign review.
- To work with Admissions to connect Marketing activity to movement through the funnel from awareness to enquiry, visit, registration and acceptance.
- To support the director-led retention programme with planned communications and content at key transition points, including Prep progression, accepted-place/Advance retention and Fifth Form to Sixth Form.



Digital, Website and Marketing Technology

- To act as business owner for the marketing requirements of the College and Prep websites, ensuring that the digital experience is designed around user need and prospective-family journeys.
- To lead the website redevelopment programme from the Marketing side, setting requirements for content, user experience, analytics, SEO, AI/GEO discoverability, forms, integrations and governance.
- To ensure clear ownership exists for day-to-day CMS content, digital production and technical supplier relationships.
- To commission and manage specialist external support for technical SEO, analytics, tracking, paid optimisation, web development and marketing technology where this capability is not held in-house.
- To ensure website and campaign performance can be measured reliably and that the team uses data to improve activity.

Campaigns, Content and Channels

- To set the annual campaign framework and ensure activity is planned with sufficient lead time.
- To oversee a rolling content programme across web, social, email, film, photography, publications and other priority channels.
- To set clear creative standards and approve major campaign concepts, key publications, principal digital assets and significant external-facing communications.
- To ensure content reflects the lived reality of Lancing and makes effective use of pupils, staff, parents and OLs as credible voices.

- To review channel performance regularly and recommend where the College should increase, reduce or stop activity.

PR, Reputation and External Profile

- To own the proactive PR and reputation plan for Lancing College and support the family of schools where appropriate.
- To develop relationships with relevant education media, advisers, reviewers and influencers.
- To identify and develop thought-leadership opportunities where Lancing has genuine authority, including use of Head Master's Lectures and other significant events.
- To maintain appropriate media monitoring and competitor intelligence and convert relevant insight into action.
- To support crisis and reactive communications in conjunction with the Executive Director of External Relations and Head Master.

Development and Fundraising Campaign Support

- To work with the Development Director to plan Marketing support for fundraising, Foundationer, capital and impact campaigns within the annual Marketing calendar.
- To ensure Development briefs specify audience, objective, case, required action, timing and success measure before Marketing resource is committed.
- To oversee message development, creative execution, digital content and channel support for agreed Development campaigns.
- To recommend use of external creative or technical resource for high-end campaign films, specialist design, microsites or production spikes where appropriate.



Insight, Measurement and Budget

- To maintain a concise Marketing dashboard covering qualified enquiries, campaign conversion, website conversion, cost per enquiry/registration where appropriate, search visibility, priority-audience engagement, external coverage and contribution to recruitment outcomes.
- To commission and use research into joiners, decliners, leavers, current parents, competitors and priority markets to answer live strategic questions.
- To manage the External Relations budget, providing accurate forecasts and demonstrating that spend is aligned to agreed priorities.
- To evaluate agencies, suppliers, channels and campaigns on performance and value, and make clear recommendations to continue, change or stop activity.
- To ensure claims made in reporting are evidence-based and distinguish clearly between measured performance, assumptions and estimates.

Team Leadership and Management

- To set clear annual objectives for each team member, linked to the Marketing Strategy and annual plan.
- To hold regular one-to-ones and team reviews, giving timely feedback and addressing under-performance or unclear ownership promptly.
- To allocate work according to skills and priorities rather than allowing workload to be driven by the loudest request or historic practice.
- To develop the team's capability through coaching, appropriate delegation, training and use of external expertise.

- To create a culture of high standards, pace, constructive challenge and personal accountability.
- To model calm, proportionate and solutions-focused leadership. The postholder is expected to raise concerns clearly, offer a recommendation and continue to lead effectively through ambiguity or challenge.
- To operate with appropriate independence and judgement at Head level.

Stakeholder Management

- To build effective working relationships with the Head Master, Executive, Prep Heads, Admissions, Development, academic and pastoral leaders and operational colleagues.
- To be visible and well connected across school life so that Marketing has access to the people, stories and developments required to represent Lancing authentically.
- To manage stakeholders' expectations professionally where requests are outside agreed priorities, giving a clear rationale and proposing an appropriate alternative where possible.
- To represent Lancing professionally at recruitment, media, stakeholder and school events as required.



Skills and Experience

Essential

- Significant marketing experience, including responsibility for planning and delivering integrated campaigns.
- Demonstrable experience of brand management and translating organisational strategy into marketing priorities.
- Strong understanding of audience segmentation, customer decision-making and conversion journeys.
- Experience managing and developing a team, including objective-setting, delegation, feedback and performance management.
- Strong written communication, copy judgement and presentation skills.
- Experience working with websites, CMS platforms, digital channels, paid media and analytics sufficiently to brief and manage specialists effectively.
- Commercial confidence with budgets, agencies, suppliers and prioritisation decisions.
- Ability to interpret performance data and turn it into clear recommendations.
- Strong stakeholder-management skills, with the ability to build effective relationships, challenge constructively and manage competing priorities.
- Evidence of sound judgement, adaptability and the ability to manage competing priorities effectively under pressure.

Desirable

- Professional marketing qualification or equivalent senior-level experience.
- Experience in education, independent schools or another organisation where customer decisions involve significant consideration and relationship-building.
- Experience of PR, media relations and thought leadership.
- Experience of a multi-brand or group structure.
- Experience commissioning research, technical SEO, analytics, web development or marketing-technology specialists.

- Experience supporting fundraising or Development campaigns.

This job description sets out main duties at the time when it was drawn up. Such duties may vary occasionally but without changing the general character of the duties or the level of responsibility entailed.

Measures of Success

Success in this role will be measured by:

- Marketing activity contributing demonstrably to qualified enquiries, visits, registrations, acceptances and pupil retention objectives.
- Consistent and effective promotion of the Lancing propositions and Family of Schools brand across all key communications channels and touchpoints.
- The successful delivery of priority marketing campaigns on time, within budget and with measurable outcomes.
- Continuous improvement of the College website and digital platforms, enhancing user experience, search visibility, conversation rates and data quality.
- Strong collaboration between Marketing and Admissions, ensuring a joined-up customer journey with effective communication and shared insights.
- Positive external recognition of the College through proactive public relations, thought leadership and reputation-building activity.
- Effective marketing support for agreed Development and Fundraising priorities.
- A high-performing Marketing team with clear accountability, effective workload management and consistently high-quality outputs.
- Positive and productive relationships with senior stakeholders, demonstrated through commercial awareness, sound judgement, reliability and a solutions-focused approach.



APPLICATION PROCEDURE:

Applications should be made using the application form. Candidates are asked to add a covering letter setting out, as succinctly as possible, their reasons for applying for the position at Lancing.

Application forms are available from the College website www.lancingcollege.org.uk Please send any emails to recruitment@lancing.org.uk

A full curriculum vitae and the names, addresses and telephone numbers of a minimum of three referees, one of whom should be the candidate's current or most recent employer should be included with the application.

Closing date: Wednesday 4 November 2026
Interviews: w/c 9 November 2026

Applications will be reviewed upon receipt, and candidates may be invited to interview before the closing date. In the event of a high volume of applications, the College may undertake an initial online shortlisting interview via Microsoft Teams prior to inviting candidates to a final interview. The College therefore reserves the right to close this vacancy early should a suitable candidate be identified.



TERMS AND CONDITIONS

- Salary is £45,000- £55,000 per annum depending on experience.
- Hours of work will be 40 hours per week, Monday to Friday 08.30am – 5.30pm with one-hour unpaid lunchbreak. Some flexibility is required in relation to working hours, as attendance at occasional evening and weekend events, such as Open Days, will be necessary to meet the requirements of the role. For additional hours a combination of time off in lieu and payment will be agreed. A maximum of one day a month time off in lieu can be accrued and taken at the discretion of your Manager.
- Holiday entitlement is five weeks per annum, which must be agreed in advance with the Line Manager, plus recognised Public Holidays, unless they fall during term time when they are treated as normal working days and time off in lieu will be given. Current practice sees the school closing between Christmas and New Year and these days are in addition to the annual holiday entitlement.
- The School currently operates a Group Personal Pension subject to scheme rules which may vary from time to time. The School shall initially pay a sum equivalent to 5% of your basic Salary into the pension scheme subject to contribution by you of at least 5%. You can alternatively opt to make a contribution of 7.5% and the School will match this. Minimum contributions may vary to reflect the prevailing legislative requirements.
- As may be consistent with the entry conditions of the School, and at the discretion of the School, up to two children may be educated as day pupils at Lancing College for the payment of 33.33% of the appropriate fees. Means-tested fee remissions for additional children subject to the availability of places may be applied for.
- In addition, and as may be consistent with the entry conditions up to two children may be educated at Lancing Prep at Worthing for the payment of 50% of the appropriate fees. Sibling discounts are not available in addition to this. Wraparound care for up to two children will be provided free of charge. This remission does not apply to care outside School terms. At Nursery and Pre-School level the remission is conditional on the Nursery Grant being claimed from East or West Sussex County Council, being allocated to Lancing rather than any other provider, and subject to the maximum fee discount allowable under HMRC rules. Means-tested fee remissions for additional children subject to the availability of places may be applied for. Any decision to grant fee remission shall be at the sole discretion of the School and shall be exercised by the Governing Body. In the case of part time employees or employees who do not work the full year (for example, term time only employees), any fee remission will be pro-rata to the employee's weekly hours and to the number of weeks worked – it is assumed that a full week is 40 hours, and a full year is 45.4 weeks.
- The employment will be subject to a sixth-month probationary period. One week's notice is required on each side to terminate this contract during the probationary period, after three months' notice is required.



About Lancing College

At Lancing College, we believe that the most meaningful education is one that encourages pupils to think critically, act with integrity, and grow in all aspects of life. With a broad range of opportunities to explore their passions, challenge themselves, and engage with the world around them, our young people leave Lancing not only ready for the future but eager to shape it. It is this blend of strong academic foundations, personal growth, and a genuine sense of community that makes Lancing a truly special place to be.

Lancing, which is part of the Woodard Corporation (which now consists of 17 independent schools and 6 academies), stands in an impressive and spacious downland estate, which includes playing fields, residential properties, and an area managed as an educational farm. It is a stunningly beautiful place to live and work, and one where tradition and modernity sit comfortably side by side.

The College is friendly, ethical, vibrant, and outward-looking. We treat each other with respect, valuing diversity and rejecting discrimination. We are fully committed to creating and promoting a diverse and inclusive workforce that reflects both our local community and our cosmopolitan student body. Applications are welcome from all suitably qualified candidates regardless of age, race, disability, sex, gender reassignment, sexual orientation, religion or belief, pregnancy and maternity and marital status. We particularly encourage applications from under-represented groups.

The distinguished Victorian buildings, including the spectacular Chapel (which was begun in 1868 and finished in 2021), are a familiar south coast landmark. The nineteenth century core has been complemented regularly by new buildings and extensions. The College recruits a 13+ (Year 9) entry of approximately 105 and an additional Sixth Form (Year 12) entry of about 50. There are ten houses (seven boarding houses, and three day houses). The latest inspection report can be found here: [ISI Report October 2023 | Lancing College | Independent Senior School & Sixth Form | Woodard | West Sussex | South of London](#)

The school roll currently stands at its largest for many years with over 600 pupils in the College. The senior school is 60% boarding pupils and 40% day pupils. The family of schools also has approximately 260 day pupils on roll at Lancing Prep at Hove, 195 day pupils on roll at Lancing Prep at Worthing and 145 day and boarding pupils on roll at Dorset House School. The College is fully co-ed and is around 55% boys and 45% girls.

Academic standards are consistently high: A* - B grades at A Level averaging circa 80% over the last decade.

Each year the College offers several academic scholarships and similar awards for Art, Design & Technology, Music, Drama and Sport as well as for All-rounders, all of which may be enhanced by means-tested bursaries.

The Head Master, Dr Scott Crawford, has been in post since August 2025. The Bursar, Mr Mark Milling, has been in post since August 2013.



Further Information

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Any offer of employment will be subject to an enhanced DBS disclosure which the School considers satisfactory, the receipt of satisfactory references, the school's pre-employment medical questionnaire and sight of relevant original ID documentation and degree certificate(s).

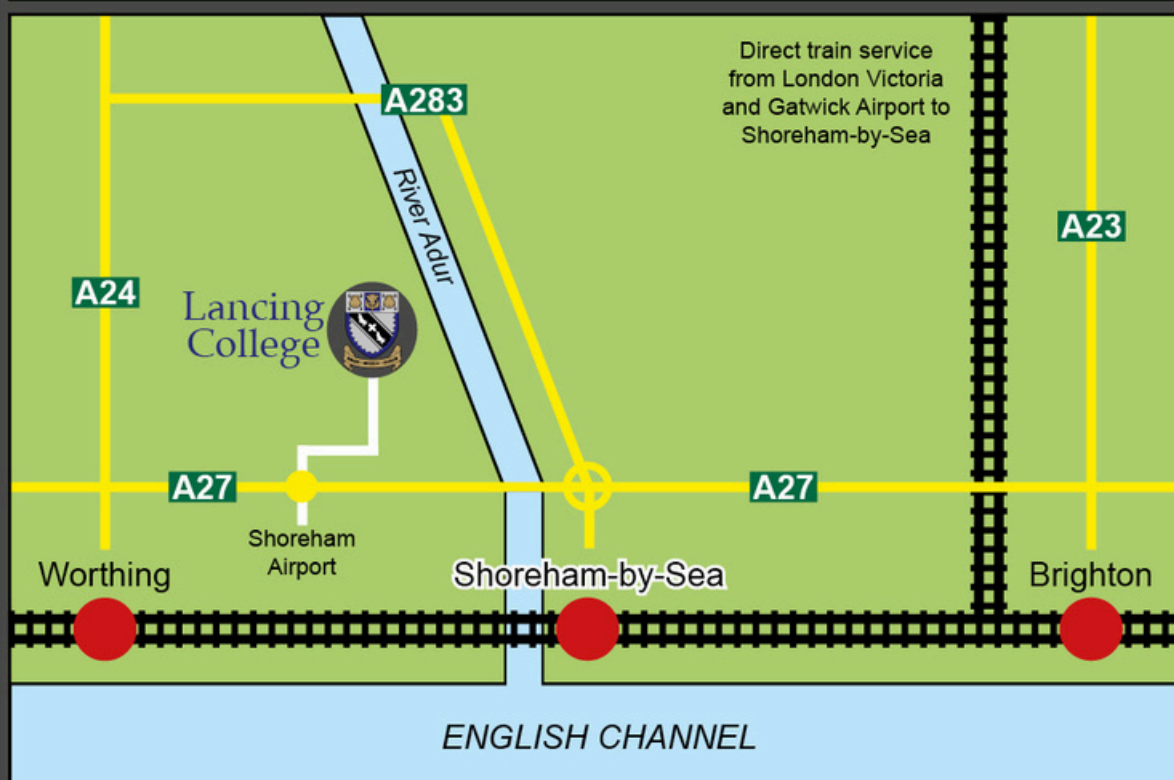
Applicants who have lived outside of the UK in the past 10 years will be required to provide a Police Check from their country of residence. In addition, and where applicable, successful candidates will be required to produce a 'letter of professional standing' issued by the relevant professional regulatory authority as proof of past conduct.

Lancing College conducts online searches for shortlisted candidates. This check is undertaken based on the requirements set out in Keeping Children Safe in Education 2026. The check helps us to ensure safe and robust checks on the suitability of individuals to work within our School.

To minimise unconscious bias or potential discrimination issues, a person who will not be on the appointed interview panel will conduct the search and will only share information when findings are of a concern. The appointed panel may explore any concerns passed to them as part of our due diligence process.

The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands, and final warnings (including those which would normally be considered "spent" under the Act) must be declared. If you have a criminal record this will not automatically debar you from employment. Instead, each case will be assessed fairly by reference to the School's objective assessment.

HOW TO FIND US



Lancing College is clearly signposted from the roundabout north of Shoreham Airport on the A27. Taxis are available from Shoreham-by-Sea Station.

For further enquiries about this position
or the application process, please contact:

Human Resources

E recruitment@lancing.org.uk T 01273 452 213

LANCINGCOLLEGE.CO.UK