

Bancroft's

Independent Co-educational Day School 7–18

Candidate Information Pack

Head of Marketing and Communications

Start date by agreement





Welcome from the Head

Thank you for your interest in joining our vibrant, friendly and purposeful Bancroft's School community. Whatever their role, all Bancroft's colleagues work in a spirit of shared endeavour to create the conditions for our pupils to enjoy their time at school, to be inspired and supported to do their best, and to be ready to thrive in their adult lives.

Bancroft's is a long-established 7–18 independent school with an excellent reputation for academic success within a holistic and nurturing educational framework. Highly regarded and much sought after in the local market, the School is financially robust with a clear and positive vision for the future. Though proud of our traditions, we are open-minded and imaginative in our approach to staff recruitment. We are especially keen to hear from applicants who would add to the ever-increasing diversity of our workforce.

We have recently completed a merger with two local schools – Woodford Green Preparatory School and St. Aubyn's School – providing additional opportunities for staff, especially support staff, to work across the Bancroft's Family of Schools.

On the teaching side, we welcome colleagues from the state and independent sectors as well as those joining the profession as Early Career Teachers.

Our teachers benefit from extensive professional development and enjoy working with bright, highly motivated pupils across the full range of academic, pastoral and co-curricular contexts and pursuits.

We recruit support staff from a wide range of professional backgrounds and are equally keen to consider candidates versed in the education sector as well as those who bring transferable experience and additional perspectives. Ongoing training of support staff is a high priority and we are proud to develop colleagues' skills during their careers with us.

Please look at our website and the information in this pack for a more detailed understanding of what a role at Bancroft's could offer you. I hope we have the opportunity to meet you at interview.

With best wishes

Alex Frazer
Head of Bancroft's

Our School Values



Balance



Kindness



Excellence



Curiosity



Integrity



Courage



Meet our Head

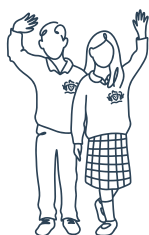
Watch our pupils
interview Alex

Bancroft's in *numbers*

A warm and lively school community, with a great deal going on!

1150

PUPILS aged
7-18



78% of all **GCSE**
papers in 2026
were graded at **9-8**



75% of **A LEVELS**
in 2026 were
graded **A*-A**

ENTRY POINTS at

7+ 11+ 16+

4



HOUSES

North, East, West & School

Co-educational day
school **FOUNDED** in

1737

240



CO-CURRICULAR CLUBS
across the whole school

More than

1,000



SPORTS FIXTURES
annually across the school

7,600



ALUMNI network
members **WORLDWIDE**

95%



Year 9 pupils participate
in the **DofE AWARD**

Over

100



PERFORMANCES
across the school year

35

RESIDENTIAL TRIPS
take place each year



611



individual **MUSIC**
LESSONS per week

3

schools in the
BANCROFT'S FAMILY OF SCHOOLS



St. Aubyn's School

Bancroft's

Independent Co-educational Day School 7-18



WOODFORD GREEN
PREPARATORY SCHOOL

The five strands of our *BeingBancroft's* framework

Community

Creativity

Futures

Physical Activity

Scholarship

Located on the border of
LONDON and **ESSEX**
with direct access to
EPHING FOREST



A view from *above*

A peaceful, leafy setting beside Epping Forest, with excellent links into London.



1

Senior School

2

Prep School



Click here to see more



West Grove *Sports* Ground

A short drive from the main school, with pitches for rugby, football, cricket and athletics, tennis courts and a strength and conditioning gym.



Click here to see more

Working at Bancroft's

Bancroft's offers a generous benefits package, including:

 Competitive salaries	 Pension scheme options – TPS or our Defined Contribution Scheme	 Staff wellbeing platforms and services	 Death in Service Insurance
 Complimentary lunches	 Use of school gym and swimming pool	 Optional subsidised private health care	 Fee remission for children of staff members
 Friendly and welcoming common room, which organises regular social events	Location  Right next to Epping Forest which creates a peaceful and countryside feel whilst being so close to London and transport links. Closest Stations: Woodford (underground) Chingford (overground)		
 Outstanding support for ECTs	 Generous holiday allowance		
 Cycle to work scheme	Commitment to supporting ongoing professional development	Travel Options by Bus: 179 397 657 20	

At Bancroft's, we believe that diverse teams are stronger teams and that the more inclusive we are, the more our staff and pupils will feel a sense of belonging. To enable us to make reasonable adjustments, please let us know of any physical or learning differences (including neurodivergence) when you submit your application.

In their own *words*

Personal reflections from colleagues across Bancroft's.



“

I love the fantastic classroom environment.

Students and teachers alike have a genuine love for learning and this is reflected in the level of focus in lessons and the great discussions that occur.”

JOHN RAW

Teacher of Biology (Joined in 2012)



“

Bancroft's Prep has a culture of acceptance and kindness.

Everyone, children and staff, are considered and valued. I feel like that is what sets Bancroft's apart from other schools.”

TARA BIRD

Prep Class Teacher and Head of PSHEE and RS (Joined in 2023)



“

I feel valued at Bancroft's.

I appreciate that there does not seem to be a strong sense of hierarchy, rather the pursuit of shared goals across the staff and student body.”

HANNAH NADASAN-MEAD

Teacher of Religious Studies and Junior Housemistress (Joined in 2016)



“

The culture is supportive, with strong foundations of listening and kindness.

Teachers also have a lot of autonomy in the classroom, which I haven't seen at other schools.”

RACHAEL DOOGAN

Head of Academic Drama (Joined in 2022)

In their own *words*

Personal reflections from colleagues across Bancroft's.



“

Bancroft's is a special place.

The culture here is one of attentive professionalism, seeking to find joy in everything we do.”

DANIEL SIGGINS

Director of IT *(Joined in 2011)*



“

At Bancroft's, we're each a piece of a shared puzzle that fits together with care.

Watching our pupils grow is a daily privilege.”

DIANA KONDRASINA

Member of the Catering Team *(Joined in 2022)*



“

It is hard not to feel a sense of pride in being part of the Bancroft's community on a regular basis.

Watching performances, celebrating success, and witnessing acts of kindness is a joy.”

ALISTAIR WHIBLEY

Teacher of History, Head of Year, and CPD Co-ordinator *(Joined in 2021)*



“

The children are at the heart of everything I love about my role.

Their curiosity, energy, and creativity bring so much life to the school. Each day is different, and their excitement for learning is infectious.”

AMANDA CLARK

Prep School Administration Assistant and Lead First Aider *(Joined in 2009)*

Recent Awards and Recognition

Bancroft's has received national recognition for its academic provision, pastoral care, innovation and co-curricular opportunities. We are so proud to see the efforts of our pupils, staff and families acknowledged on this national scale.

2026

WINNER

Best SEND School

The Week Independent Schools Guide, Best of the Best Awards



FINALIST

London Independent School of the Year

Independent Schools of the Year Awards (second year running)



FINALIST

Pastoral Care & Wellbeing

Talk Education Awards



FINALIST

Inclusive SEN Provision

Education Choices Awards



TOP THREE

Best Sixth Form

The Week Independent Schools Guide



2025

WINNER

Pastoral Care Champion

School House Awards



JOINT WINNER

Alice Rose Award for Innovation in Education

Talk Education Awards



WINNER

Essex Tennis School of the Year (and national finalist)

LTA Tennis Awards 2025/26



FINALIST

London Independent School of the Year

Independent Schools of the Year Awards



“The school provides a broad and ambitious curriculum that prioritises both academic achievement and pupils’ wellbeing.”

ISI INSPECTION 2025

“A contemporary, forward-looking school, with traditions but without entitlement.”

THE GOOD SCHOOLS GUIDE

“A rich tapestry of cultures and backgrounds, and a healthy, happy attitude to learning.”

TALK EDUCATION

Independent education has seen significant

In this environment, our department has a pivotal role: understanding what matters to parents, communicating the value of a Bancroft's education and building trust through every interaction.

We support three distinct entry points: Prep at 7+, Senior School at 11+ and Sixth Form at 16+ each with its own audience and priorities.

Led by the Director of Admissions, Marketing and Communications, our established team brings professional expertise, high standards and a strong understanding of the School. The Head of

Our work takes us into every part of school life. Strong relationships with pupils, staff and families help us find the stories worth telling and ensure our communications reflect the School's authentic

As a team, we value creativity, efficiency, innovation, humour and, above all, kindness.



The *Role*

Bancroft's has a remarkable story to tell. We're looking for someone exceptional to make sure it's heard.

There is much to build on in this new role. The establishment of the Bancroft's Family of Schools marks a significant new chapter in our history. Alongside national recognition and a new website in development, it gives us fresh opportunities to nurture our narrative. You will help turn that momentum into marketing and communications that further strengthen our reputation and give families clear reasons to choose Bancroft's.

As Head of Marketing and Communications, you will work as a strategic partner to the Director of Admissions, Marketing and Communications. You will bring professional judgement and an understanding of our audiences, helping set the direction and taking responsibility for delivery.

We want someone who sees possibilities, asks great questions and brings ideas to the table that we haven't considered. You will have the trust and space to challenge familiar approaches, create work that makes people take notice and use data to understand what works. There is real ambition here, shared by colleagues who care about the School and want to see it succeed.

You will lead and support the Marketing Officer, collaborate with specialist creative partners and play an active role in creating content that brings School life to the fore.

Working closely with Admissions, you will develop distinct approaches for marketing our Prep School, Senior School and Sixth Form. The role is focused on Bancroft's, with opportunities to share expertise and contribute to selected projects across our Family of Schools, agreed with the Director.

Few marketing roles offer the joy of getting to know young people, watching them discover what they are capable of and sharing the moments that make the whole community so proud. Helping curate those stories is one of the most rewarding aspects of the job and calls for authenticity, innovation and care.



The *Role*

Working hours

This is a full-time, all-year-round role, working 37.5 hours per week, Monday to Friday, normally 8.00am–4.00pm, with a half-hour unpaid lunch.

We are open to discussing flexible working arrangements for the right candidate, subject to the needs of the School.

Annual leave is 27 days per year, plus eight bank holidays, to be taken during the school holidays.

The role will require attendance at recruitment events and other School activities, including occasional evenings and weekends.

Remuneration

The salary range for the role is £45,000 - £50,000 based upon experience.



Key *Responsibilities*

Strategy, planning and performance

- Translate agreed priorities into an annual plan with clear campaigns, budgets, deadlines and measures of success.
- Use family feedback, admissions data, competitor research and market trends to understand parental choice and identify opportunities.
- Report on campaign performance, recruitment impact and return on investment, recommending where activity and resources should be focused.

Brand, communications and reputation

- Develop and maintain clear, evidence-based messaging about what distinguishes Bancroft's, ensuring consistent positioning, tone and visual identity.
- Maintain practical brand guidance and templates, helping colleagues and suppliers apply them consistently.
- Raise the School's profile through media relationships, press coverage, awards and relevant partnerships, maintaining accurate information across school directories and external platforms.
- Provide professional advice to colleagues and deliver agreed communications and creative support.

Content, website and digital channels

- Lead an editorial plan across the website, social media, email, newsletters, publications and campaigns.
- Build strong relationships with pupils, staff and families, maintaining a visible presence in School life to find stories that reflect its character and breadth.
- Oversee publications and campaign materials, maintaining accuracy, editorial quality and clear standards for design, photography and film.
- Manage website content and development projects, improving accessibility, search visibility and the family journey in collaboration with specialist suppliers.
- Use website, social media and email analytics to improve content, channels and user journeys.
- Assess developments in search, AI and digital technology, recommending appropriate uses that improve quality and efficiency.

Key *Responsibilities*

Events and family experience

- Lead the planning and delivery of major recruitment events in partnership with Admissions, taking responsibility for the marketing, presentation and visitor experience.
- Develop Open Days, School in Action events, talks, tasters and offer-holder experiences, recommending new formats that respond to recruitment priorities and families' needs.
- Evaluate booking, attendance, feedback and conversion data to improve the programme.

Campaigns and pupil recruitment

- Lead integrated campaigns supporting pupil recruitment, reputation and agreed School priorities.
- Reach new families through advertising, feeder school activity, partnerships and community networks, working with Admissions on relationship priorities.
- Lead paid search, social advertising and email campaigns, working with specialist agencies where appropriate and testing approaches to improve results.
- Develop communications that support conversion, pupil retention and progression into the Senior School and Sixth Form.

Team and operational leadership

- Line manage and develop the Marketing Officer through clear objectives, regular feedback, appraisals and professional development.
- Manage the agreed budget within delegated authority, monitoring expenditure, forecasting costs and ensuring value for money.
- Brief and manage agencies, freelancers and suppliers, agreeing deliverables, costs, schedules and quality standards.
- Maintain operational delivery and represent the function at meetings when the Director is unavailable.
- Contribute to selected Family of Schools projects agreed with the Director, taking account of priorities and capacity, sharing expertise and good practice while respecting each school's identity.

Person *Specification*

We welcome candidates with experience outside education who can bring strong professional expertise, fresh thinking and an interest in the life of Bancroft's.

Qualifications

Essential

- Evidence of relevant professional learning and continued development in marketing and communications.

Desirable

- A relevant degree or professional qualification in marketing, communications, PR or a related discipline, such as a CIM qualification or professional development through AMCIS.

Experience

Essential

- Significant marketing and communications experience, with responsibility for setting priorities and delivering integrated plans and campaigns that achieve measurable results in recruitment, customer acquisition, retention or reputation.
- Experience managing websites and digital campaigns across social media, email and paid advertising.
- Experience planning and delivering events and complex projects with colleagues across different teams.
- Experience managing budgets, agencies and suppliers to achieve quality and value for money.
- Experience of line management, including supporting the development and performance of others.
- Experience advising senior stakeholders and influencing decisions.

Desirable

- Experience in an independent school, the wider education sector or another organisation where trust and relationships are central.
- Experience leading a major website redevelopment or brand project.
- Experience of media relations and supporting sensitive or reputational communications.

Person *Specification*

Skills

Essential

- Excellent writing and editing skills, with the ability to adapt content and tone for different audiences.
- Creative judgement across digital and print, including the ability to develop campaign concepts, brief designers and provide clear, constructive feedback.
- Confident use of website content management systems, digital marketing tools and analytics, with a sound understanding of search visibility.
- Ability to use data, research and audience insight to evaluate results and make clear recommendations.
- Strong organisational and project management skills, with the ability to manage competing priorities and maintain quality.
- Clear communication, presentation and interpersonal skills, with the confidence to advise, influence and challenge constructively.
- Ability to assess appropriate uses of AI in marketing and communications, applying sound judgement to accuracy, data privacy and responsible use.

Desirable

- Content creation skills, including photography and videography.

Personal qualities

Essential

- A creative, curious approach and an appetite to test ideas and improve established ways of working.
- Commercial awareness with an understanding of what drives results.
- High standards and care for accuracy and detail.
- A calm and practical approach under pressure.
- Warmth, kindness and a collaborative approach to colleagues, pupils and families.
- Interest in school life and willingness to get to know the people and community behind the work.
- Commitment to safeguarding and responsible practice when working with young people and their stories.

How to apply

Please apply through **My New Term** by completing the application form.

The closing date is 10am on Monday 16 November 2026.

APPLY

You are welcome to include links to examples of your work that give a flavour of what you have done before. Please include only work you have permission to share.

If you would like an informal conversation about the role before applying, please contact Abi Evans, Director of Admissions, Marketing and Communications, at are@bancrofts.org.

Applications will be considered as they are received, so early applications are encouraged. We reserve the right to interview suitable candidates before the closing date.

What happens next

First-round interviews will take place at Bancroft's on **Tuesday 24 November**.

Final-round interviews will take place at Bancroft's on **Tuesday 1 December**.

Candidates will be asked to complete a short practical task on the day, with no advance preparation required.

We aim to make an offer by **Friday 4 December**.

Safeguarding and recruitment

Bancroft's is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Applicants are required to undergo child protection screening appropriate to the role, including checks with past employers and the Disclosure and Barring Service (DBS). Bancroft's may carry out online searches on shortlisted applicants and all applicants will be required to provide details of their online profile, including social media accounts, as part of their applications.

The post is exempt from the Rehabilitation of Offenders Act 1974. Bancroft's is therefore permitted to ask job applicants to declare all convictions and cautions on a self-declaration form in advance of attending an interview (including those which are "spent" unless they are "protected" under the DBS filtering rules) in order to assess their suitability to work with children.