



Queen's College, London

Established 1848

Director of External Relations

The Role

The Director of External Relations is a critical role, responsible for driving strategic growth in pupil recruitment, enhancing the College's brand and reputation, and securing philanthropic income. This role will lead on marketing, admissions, communications and development to ensure Queen's College continues to grow in prestige, outreach, diversity, and financial sustainability.

Reporting to: Principal

Direct reports: Head of Admissions, Head of Development and Alumnae Relations and Digital Marketing Officer.

Key Responsibilities

Marketing & Brand

- Develop and lead the marketing and communications strategy for Queen's College, aligned with the College's mission, values, and long-term strategic plan.
- Oversee branding, messaging, digital presence (website, social media, digital campaigns), print materials, and public communications.
- Research, trial and track various marketing channels from direct advertising to reputational marketing to events and engagement to build our pupil pipeline.
- Manage internal communications, ensuring staff, pupils, alumnae are well informed and engaged.
- Monitor market trends, competitor schools, demographic shifts; use data insight to shape marketing initiatives.

Admissions

Managing the Head of Admissions to;

- Drive the recruitment strategy, pipeline management, tours/open days, selection processes, interviews, decision-making in line with College standards.
- Ensure excellent experience for prospective families—from first contact through to enrolment.
- Develop outreach and partnerships to attract strong applicants from diverse backgrounds.
- Build the pupil pipeline through developing relations with feeder schools, raising

- awareness of Queen's across the London day school market
- Maintain matters of compliance, protection of data, fair access, and regulatory requirements in admissions.

Development (Fundraising & Advancement)

Managing the Head of Development and Alumnae Relations to;

- Design and implement a fundraising strategy: major gifts, annual giving, endowments, alumnae engagement, corporate partnerships.
- Build relations with donors, alumnae, parents, trusts and foundations.
- Manage and grow alumnae relations: communications, events, volunteer networks.
- Oversee stewardship of benefits: donor recognition, reporting, feedback.

Leadership and Management

- Lead, manage and develop the External Relations team, setting clear objectives, KPIs, and ensuring operations run smoothly.
- Work collaboratively with senior leadership: Principal, Bursar, Heads of Academic Departments, Finance, and Governors.
- Manage budget for marketing, admissions, and development; ensure financial targets are met.

Performance Monitoring & Reporting

- Establish metrics and dashboards to track key data points, performance across marketing, admissions, development, alumnae and fundraising.
- Report regularly to Senior Leadership Team and Governing Body on performance, forecasts, and areas for improvement.
- Ensure ROI on marketing spend and analyse effectiveness of campaigns.

Other Duties

- Undertake additional duties that are commensurate with the role, as reasonably required.

All staff are expected to:

- Be aware of and committed to the ethos and values of Queen's
- Take an active role in the development and implementation of school policies and in the whole life of the school
- Ensure that there are equal opportunities for all
- Adhere to school policies and procedures
- Be fully committed to safeguarding and promoting the welfare of children

Person Specification

The successful candidate is highly likely to have the following qualifications, skills, and experience:

Essential

- Significant experience in a senior marketing role, ideally in the education sector or comparable non-profit setting. Experience of development and admissions is not essential.
- Strong track record of developing and executing strategy for pupil recruitment and revenue growth.
- Excellent communication skills – verbal, written, digital; strong public speaking / presentation skills.
- Proven change management skills with the ability to identify change and embed process, structure and behavioural change.
- Proven ability to lead teams, suppliers, manage budgets and deliver targets.
- Strong project and stakeholder management; ability to work across functions and governance frameworks.
- High level of integrity and discretion; ability to handle confidential information.

Desirable

- Experience working in Independent Schools, or with governing boards.
- Background in digital marketing tools, data analytics, CRM, websites and software.
- Experience in alumni/ae relations / network building.
- Knowledge of the UK philanthropic/trust/foundation landscape.
- Awareness of regulatory compliance around admissions, fundraising, data protection (GDPR etc.).

Personal Attributes

- Strategic thinker, able to set vision and drive change
- Strong digital and analytical skills; data-driven decision making
- Creative mindset with attention to detail
- Excellent interpersonal skills; persuasive, collaborative, resilient
- Highly organised; able to manage multiple complex streams simultaneously
- Resilient and able to deal with ambiguity, whilst establishing and embedding clear process and procedures.

Terms and Conditions

- Permanent position
- Full-time, all year round (some flexibility required; occasional evenings/weekends)
- Start date: January 2026 (or as soon as possible)
- The salary for this role is in the region of £100,000, dependent on qualifications, skills and experience
- Normal working hours: 8:30am to 5pm with a half hour lunch break, Monday to Friday.
- Free lunch in the Dining Hall during term time
- Healthcare insurance (taxable benefit)
- Defined Contribution pension scheme (up to 10% employer contribution)
- Wellness Allowance
- Cycle to Work Scheme
- Employee Assistance Programme

Queen's College, London is committed to safeguarding and promoting the welfare of children; applicants must be willing to undergo the requisite pre-employment procedures, including checks with past employers and the Disclosure and Barring Service.

During the shortlisting process, Queen's College, London will consider carrying out an online search on shortlisted candidates as part of its due diligence.

This post is 'exempt' from the Rehabilitation of Offenders Act 1974; all shortlisted applicants will be required to declare:

- *All unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974*
- *All spent adult cautions (simple or conditional) or spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020*

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provides that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Further guidance on disclosure can be found [HERE](#).

Queen's College, London recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome applications from people of all backgrounds.