



RADLEY

Communications Manager

Radley College and Radley Schools Group

KEY INFORMATION

With the launch of Radley Schools Group as of 1st September, a new position has been created in the Radley Communications Team. We are seeking to appoint an experienced Communications Manager to work with the Director of Admissions and Communications and the Head of Communications to deliver market leading audience-focused communications.

This is a particularly exciting time to join the team and an opportunity for a seasoned communications professional to develop and implement impactful communications strategies for Radley College and Radley Schools Group. The Communications Manager will be a senior member of the team, based at Radley College (situated between the city of Oxford and Abingdon) but working on projects for both the College and Group.

We are keen to hear from candidates from a variety of professional backgrounds and recognise that not all candidates will have experience of school communications. However, if you believe you have the skills to be successful and have an empathy with the ethos of independent education then we would be delighted to receive an application from you.



CONTEXT

The postholder will be joining an experienced Communications Team. The Director of Admissions and Communications joined the College in September 2020 and the Head of Communications started in post in April 2025. The team also comprises a Communications Officer and an Internal Communications and Publications Manager who supports, and reports to, the Bursar.

Radley is fortunate to boast an in-house Video Unit. The Head of Radley Video works closely with boys to produce promotional films, create social media content and stream College events, including sports fixtures.

There has been a significant improvement in Radley's communications output in recent years. Our website was launched in September 2023 and we maintain a good working relationship with The Web Kitchen. A new prospectus pack was designed and developed at the same time, and we have a busy digital presence.

In addition to the core activities outlined below, the Communications Team plays a consultative role in support of other College departments, including Partnerships, HR, Commercial Enterprises and, of course, Admissions.

Radley was Tatler Public School of the Year for 2024 and won awards from Talk Education and The Week for our flagship funding programme, The Radley Keys Award. For a flavour of our current communications output, you may wish to explore our website, Instagram, LinkedIn, YouTube and Issuu.



RESPONSIBILITIES

- Develop and produce high standard communications materials to promote Radley College and Radley Schools Group, locally, nationally and internationally.
- Support key communications objectives by creating compelling, high-quality content appropriate to each target audience which drives awareness and engagement with current and prospective families, feeder schools and the education sector at large.
- Collate, design and write content for internal and external communications across multiple channels.
- Produce collateral for the Admissions Department to support recruitment (brochures/copy for admissions booklets/educational directories).
- Assist the Head of Communications with analysis of communications activity to inform future strategy and further develop and enhance communications to achieve objectives.
- Remain informed about the context in which Radley is operating and on developments within the independent education sector, nationally and globally, to inform the College's communications strategy.



Publications

- Write and edit engaging articles for national and local publications to amplify the College and Group's wider voice in the education sector.
- Lead (produce/write/edit) on the production of Bulletin, Radley College's weekly email newsletter (Mailchimp) and Radley Schools Group CEO's termly newsletter.
- Generate and write articles for The Radleian, the College's magazine currently published twice a year.



The Radleian has been part of College life since 1866. The earliest editions served as a bulletin of sorts, with notices ranging from donations of books to the library, adverts for horses and carriages to let, and even news of the chickens in the fowl house eating well. Riveting to the Radleians of the time, I'm sure... I suspect the editorial team of the mid-19th century would be a touch confused by much they might read in this edition, but there is plenty they would recognise and be proud of too.

JOHN MOULE
THE RADLEIAN, SUMMER 2024

Click to view our recent publications on [Issuu](#).



Digital

- Create and edit content for Radley Schools Group's social media accounts, ensuring that the material is engaging throughout the year and supports key objectives, using storytelling to capture the essence of life at its eight schools.
- Create digital content that positions Radley Schools Group as a thought leader in the independent charitable education sector.
- Develop and implement a LinkedIn strategy for senior leaders to help us to articulate the distinctiveness of our ethos and ambition in the education sector.
- In conjunction with the Head of Communications, devise and manage digital marketing campaigns that drive enquiries for Radley Schools Group's key admissions initiatives, including the College and all the prep school Open Days, the Radley Keys Award and Sixth Form entry.
- Support the management and development of the Radley College and Radley Schools Group websites to ensure up-to-date content reflects the ethos, values and aspirations of the College and Group.





Branding

- Act as a brand guardian ensuring brand guidelines are implemented and ensuring the brand remains consistent with Radley's values, character and objectives.

Photography and Video

- Capturing photos and video of day-to-day activities and key events for distribution across our communications (in collaboration with the Video Unit and a professional photography team).
- Supporting the Radley Video Unit with projects.

Innovation

- Push the College and Group to embrace new ideas for content generation, encouraging us to be bold in ambition and execution.

CANDIDATE CRITERIA

- A background in a marketing and communications role; a generalist comfortable across the mix
- Expertise in social media management and website development
- A confident and effective communicator, adapting style to suit the audience
- Outstanding command of the English language, with an ability to ghostwrite effectively for senior leaders (print and digital)
- A track record in writing and editing compelling copy, with the ability to cover a range of platforms and purposes, such as magazines, websites newsletters and social media
- Proficiency in design tools such as Canva and InDesign to create engaging visual content
- Basic photography/video skills





PERSONAL QUALITIES

We are seeking a seasoned communications professional who has comparable experience in a values-led organisation. The successful candidate will be a strategic thinker who is happy to roll their sleeves up and get stuck into a wide range of communications projects. They will have/be:

- A warm and personable natured individual who builds relationships easily
- An innovative mindset, seeking new ways to communicate messages effectively and creatively
- A proactive approach with a high degree of personal motivation, initiative and drive
- High standards, a commitment to excellence with the ability to work under pressure and to meet deadlines
- Attention to detail, accuracy and a proficient proof reader
- Strong organisational and project management skills
- Ability to work as part of a small team, taking initiative and sharing workload with colleagues as the situation demands
- A good team player with excellent diplomacy and good humour; a positive 'can do' attitude
- An eye for detail and a flair for creating strong creative content
- Willing to develop new skills across the role

RADLEY COLLEGE

Radley College is an independent full boarding school for boys aged 13-18 in Oxfordshire. Named Best Public School 2024 by Tatler, we are proud of our position as one of the world's leading schools, but it is our ability to unlock the potential in every boy and the sense of community here that makes us special.

Founded in 1847, Radley is proud of its tradition but is celebrated for academic excellence, innovation, and dynamism. We are fortunate to do all of this on a beautiful 800-acre campus with genuinely worldclass facilities a few miles from the thriving city of Oxford.

We aim to nurture intellectual entrepreneurs; boys who can use their strong academic understanding to solve real-world problems. Exam results matter and our excellent A-Level and GCSE results evidence this. But we know that life doesn't have a syllabus, so we work hard to equip boys with the characteristics, life skills and values that will help them thrive in the workplace and in life.

Beyond the classroom, opportunities are limitless. Our boys excel on the sports field, in the concert hall, on stage and as part of our partnerships programme. Community is the central pillar of our ethos. All our boys meet in Chapel five days a week and we eat centrally, which helps to foster a sense of connection across the College

RADLEY SCHOOLS GROUP

Radley Schools Group, launched in September, brings together eight schools – Radley College, Barfield, Beeston Hall, Chandlings, Cothill, Kitebrook, Mowden Hall and West Hill Park. Collectively, we believe in, and celebrate, the timeless and authentic values of charitable independent education.

Radley Schools Group believes in the timeless and authentic values of high quality charitable independent education. Through the strength and stability of our group, we are committed to providing exceptional educational opportunities for all our pupils throughout their childhood. Blending the very best of tradition and innovation, we seek to develop young people of outstanding character and purpose for generations to come.

STAFF BENEFITS

- 33 days holiday per annum, including bank holidays. This increases by one day each year to a maximum of 38 days.
- Contributory group personal pension scheme.
- Death in service benefit (if a member of the pension scheme).
- Reduced membership of the Sports Centre (£50 a year!).
- Reduced membership of our nine-hole golf course.
- Employee Assistance Programme.
- College sickness scheme.
- Free school meals during term time.
- Free parking on site.

APPLICATION PROCESS

Applications should be submitted via the link on the College's website. We reserve the right to interview candidates as applications are received and if successful we may withdraw the advert prior to the closing date.

Candidates are welcome to arrange a preliminary conversation with Katharina Roelofs, Head of Communications, prior to application. Please email ksr.roelofs@radley.org.uk.

If shortlisted, you will be invited for interview. Your interview will involve a brief session with our Human Resources department, to undertake a number of identity checks. A list of valid identity documents will be sent to you prior to your interview.

In the event of your application being unsuccessful, please be assured that all copies of identification will be destroyed.





SAFEGUARDING

Radley College is committed to safeguarding and promoting the welfare of its pupils and expects all employees to share this commitment. Employees must, at all times, have regard to the need to safeguard and promote the welfare of children in line with the provisions of the Children Act 2004 (as amended) and Keeping Children Safe in Education (as amended) and be fully aware of, and understand, the duties and responsibilities that apply to their role in relation to these requirements.

All employees must attend appropriate training in accordance with College and local Safeguarding Board stipulations. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

A disclosure, at the enhanced level, will be requested from the successful applicant but a criminal record will not necessarily be a bar to obtaining this position. You will also be required to produce original evidence of qualifications as well as evidence of the right to work in the UK.



What strikes you is how kind and nurturing it is... it's the care Radley shows for the boys that is most remarkable.

TATLER SCHOOLS GUIDE 2024



RADLEY