



JOHN LYON'S
FOUNDATION



Appointment of

**CORPORATION DIRECTOR OF
MARKETING AND COMMUNICATIONS**

April 2026



BACKGROUND

John Lyon's Foundation

In 1572, an English landowner called John Lyon was granted a charter* by Queen Elizabeth I to build a school in Harrow on the Hill in north-west London.

Today, the Corporation founded by that charter owns and operates two independent schools: Harrow School, a full-boarding senior school for boys, and John Lyon School, which – with its prep school, Quainton Hall – is a co-educational, all-through day school that was opened in 1876 to preserve John Lyon's original aim of educating local pupils, as Harrow School's pupils increasingly came from further afield.

Each school has its own alumni association – the Harrow Association (HA) for Harrow School and the Lyonian Association for John Lyon School.

The charter given to John Lyon also required him to endow a charitable trust that would maintain the Harrow and Edgware Roads from his school into central London. When "The Roads Trust", as it was called, was relieved of its road-maintenance responsibilities in 1991, it became John Lyon's Charity, which awards grants to help transform, through education, the lives of young people in the nine London boroughs close to the roads.

To generate income for its charitable purposes, the Corporation established three trading subsidiaries:

Harrow School Enterprises Limited (HSEL) makes use of the Corporation's assets when not required by its schools, and sub-licenses the use of the Harrow School brand by Harrow School Online.

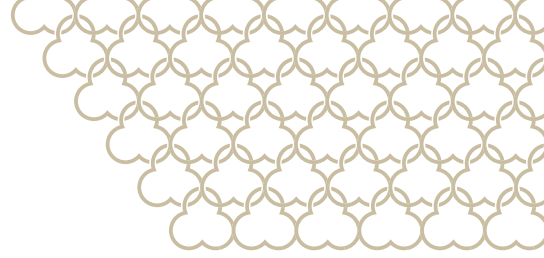
Harrow International Schools Limited (HISL) licenses Harrow School's brand for use by the AISL Harrow Schools and Amity Harrow Schools around the world.

Harrow Educational Investments Limited (HEIL) provides educational services to Intellego Education Limited, which is developing an international network of premium schools.

Separately, the **Harrow Development Trust (HDT)** was set up to fundraise primarily for the development of facilities and bursaries at Harrow School.

Together, these organisations make up John Lyon's Foundation.

* A charter is a constitutional document issued by the monarch that incorporates an institution, defining its objectives and principles as well as its governance and regulatory arrangements.



The Corporation and Group

The Corporation comprises:



Harrow School

An independent, full-boarding senior school for boys, which prepares pupils with diverse backgrounds and abilities for a life of learning, leadership, service and personal fulfilment.



John Lyon School

An independent, co-educational, all-through day school with academic excellence and opportunity at its heart.



LOCKERS PARK

Lockers Park (joined 1 April 2026)

A prep school in Hertfordshire with a close relationship over many years with Harrow School.

The Corporation and its charitable activities are supported by two wholly owned trading subsidiaries and a fundraising trust. Together with the Corporation, these entities comprise the Group.



Harrow International Schools Limited

HISL - company number 07103979
HISL sub-licenses the Harrow brand to schools around the world and oversees their performance.



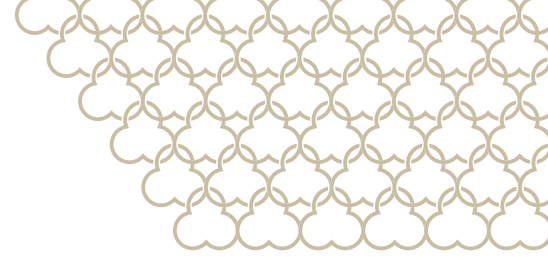
Harrow School Enterprises Limited

HSEL - company number 01617359
HSEL manages the Corporation's facilities commercially.



Harrow Development Trust

HDT - charity number 296097
HDT raises funds from donors and benefactors.



PURPOSE *and* VALUES

All members of staff at Harrow School and John Lyon School work to a single, unifying purpose: to prepare children and young people with diverse backgrounds and abilities for a life of learning, leadership, service and personal fulfilment.

The Corporation seeks to appoint staff who live and work in accordance with our stated values. These are **Courage, Honour, Humility** and **Fellowship**. While the values set out what matters most to us, we share a set of expectations and standards that we all aspire to in our dealings with others. They are the practical application of our values.

Courage

- ~ We remain optimistic and purposeful in a disrupted world.
- ~ We take responsibility for our decisions, even the hard ones.
- ~ We always challenge our own poor behaviour and that of others.
- ~ We are open to new ideas, and seek fresh challenges.

Honour

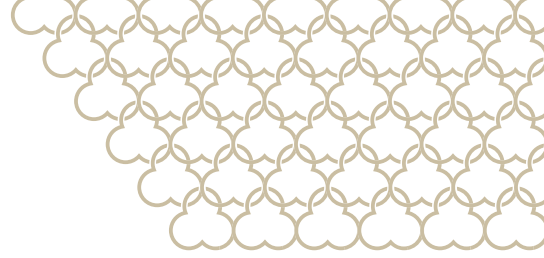
- ~ We keep our promises.
- ~ We act with integrity – doing the right thing, even when it is difficult or when no one is watching.
- ~ We respect and value our traditions while setting them in the context of today.

Humility

- ~ We work hard to serve others in our schools and across our wider communities, where possible putting their interests before our own.
- ~ We give and seek honest and appropriate feedback, reflect on our failures and learn from them.
- ~ We support each other through challenges and, whatever the outcome, we celebrate those who took part.

Fellowship

- ~ We respect each other and value our differences, knowing that we are more effective and more resilient working together.
- ~ We are kind and inclusive; we value every person's contribution.
- ~ We are role models for the behaviour that we would like to see in others; we ask only of others what we would be prepared to do ourselves.

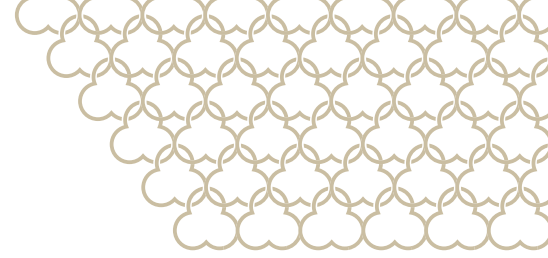


The ROLE

The Corporation Director of Marketing and Communications is responsible for bringing inspirational leadership, strategic direction and professional expertise to all aspects of the marketing and communications activity undertaken by Harrow School, John Lyon School (together, the Corporation) and related entities in the statutory reporting group (including, but not exhaustively, Harrow International Schools Limited, Harrow School Enterprises, the Harrow Development Trust and Lockers Park). In this role, you will also work closely across John Lyon's Foundation and with John Lyon's Charity.

You will develop and implement a dynamic, creative, industry-leading marketing and communications strategy. It will maximise the benefits of the diverse strands of traditional, social and trending communications channels to attract the best pupils to our schools, support the success of our charitable endeavours, promote new business initiatives, celebrate our successes and strengthen our communities.





KEY RESPONSIBILITIES

This job description reflects the core activities of the role and is subject to change as the department and the post holder develop. It is expected that the post holder will recognise this and adopt a flexible approach to work. In addition, the post holder will be expected to undertake such other duties within the scope of the role as may be required by the line manager.

Strategic leadership

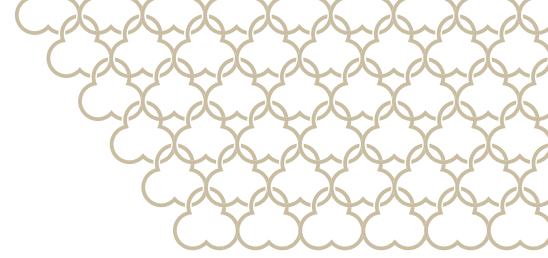
- ~ Working closely with the CFCO and the marketing, admissions and communications functions of the Corporation and Group schools, you will develop and implement a Foundation-wide, integrated marketing, communications and pupil recruitment strategy that is aligned with organisational aims, elevates the brand and differentiates us from our competitors.
- ~ Track the effectiveness of the strategies using a range of data and make tactical revisions where necessary.
- ~ Monitor emerging trends in the independent education sector and inform senior stakeholders as appropriate.
- ~ Provide strategic counsel to senior stakeholders on communications, marketing opportunities, reputation management and community engagement.
- ~ Engage with the local and national political landscape to gain understanding of, and input into, the issues that affect the independent education sector.

External reporting

- ~ Lead the delivery of the non-financial content for statutory and non-statutory reporting across the Corporation, to ensure cohesive and consistent messaging i.e. annual report, Harrow Record, Silver Arrow, The Lyonian.

Marketing and brand management

- ~ Plan and deliver effective marketing campaigns with existing teams that support the growth of commercial activity and pupil recruitment.
- ~ Develop key press and PR relationships to elevate the profile of our distinctive brands.
- ~ Collaborate with admissions colleagues across the Foundation to maintain an informed understanding of admissions markets and identify new market segments to target.
- ~ Ensure that all external communications rigorously reflect the agreed brand values and guidelines.
- ~ Lead digital marketing efforts, including social media, SEO, email campaigns and video storytelling.
- ~ Oversee the use of our brand(s) and the protection of our brand(s).



Communications and public relations

- ~ Lead the development and delivery of a coherent and influential external communications strategy for local, national and global audiences.
- ~ Establish effective two-way communication channels for internal communications that are supportive of strategic priorities and reflect the vibrancy and diversity of our staff community.
- ~ Develop and regularly refresh the Foundation's websites to maximise engagement, include compelling content and deliver the communications strategy with clarity and authenticity.
- ~ Monitor and develop the brand messages and presence across social and digital media outlets to build a best-practice, industry-leading offering.
- ~ Lead crisis communications' planning and response, ensuring clarity and calm during urgent situations to minimise negative reputational effects.

Charitable activity

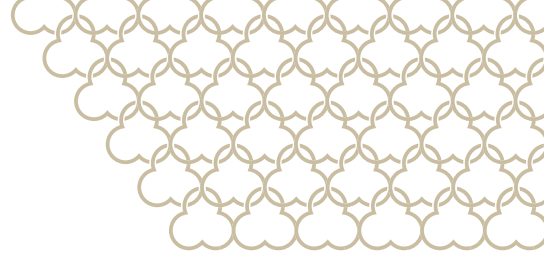
- ~ Understand John Lyon's Charity as a fundamental part of the Foundation and work with its communications team to best enhance the impact of communications in philanthropic, community, partnerships and charitable activity.
- ~ Collaborate with the Harrow Development Trust and Harrow Association to support fundraising campaigns, donor communications and alumni engagement.
- ~ Work with and advise Shaftesbury Enterprise, Harrow School's programme of partnership and public benefit, to promote its community and philanthropic activity.

Admissions

- ~ Work in close liaison with each Registrar to support strong relationships with prep and junior schools and parents of prospective pupils.
- ~ Produce pupil recruitment material that is informative, exciting and inspiring.
- ~ Monitor key market trends in pupil recruitment and incorporate into recruitment and marketing strategies.
- ~ Partner with communications, marketing and admissions colleagues to support recruitment events, site tours, open days and international outreach.

Community engagement

- ~ Foster a strong sense of community among pupils, families, alumni and staff through internal and external communication.
- ~ Ensure all communications to existing parents are of the highest standard.



- ~ Develop internal communications that support transparency, community cohesion and timely information for staff.
- ~ Build strong relationships with managers across each of the entities to gather stories and information for new, compelling marketing and communications internal/external content.

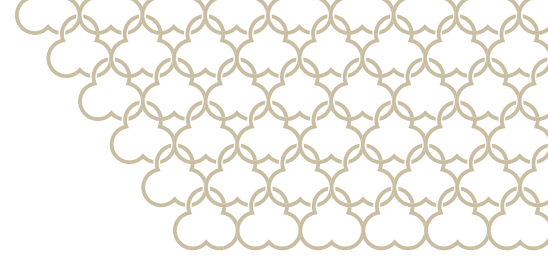
Team and project management

- ~ Lead, inspire and develop the individuals in the communications and marketing teams.
- ~ Instigate projects that respond proactively to trends and deliver the marketing and communications strategies.
- ~ Manage the department budget and allocate resources effectively.

Other responsibilities

- ~ Identify and manage positive relationships with new and existing third-party suppliers who support the marketing and communications activities.





PERSON SPECIFICATION

Qualifications, education and training

Essential

- ~ Bachelor's degree in marketing, communications, journalism, or a related field
- ~ Evidence of continued professional development

Desirable

- ~ Chartered Institute of Marketing, Institute of Direct & Digital Marketing, or equivalent qualification

Knowledge and experience

Essential

- ~ Proven experience in leading and delivering marketing/communications strategies at a senior level within a complex multi-site organisation; senior-level experience in marketing, communications, or brand management
- ~ Considerable knowledge and practical experience of digital and traditional marketing and communications platforms
- ~ Demonstrable experience of leading targeted marketing campaigns that drive tangible results in collaboration with a strong network of media relations
- ~ Demonstrable success in digital marketing, brand storytelling and strategic communications.
- ~ Knowledge of crises management in a communications context
- ~ Experience of disseminating a message to a wide range of different audiences while maintaining a coherent and unified brand image

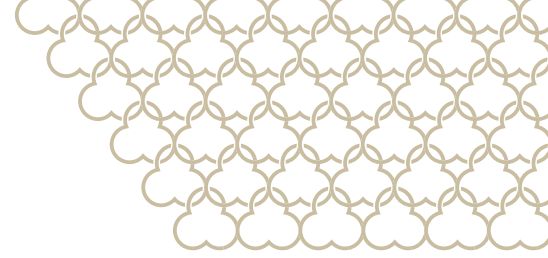
Desirable

- ~ Experience of working in independent schools
- ~ Current knowledge of how the evolving political landscape and policies affect the independent education sector

Skills and abilities

Essential

- ~ Exceptional writing, editing and verbal communication skills
- ~ Skilled at using performance data, marketing trends and other relevant metrics to inform strategy, optimise campaigns and deliver ROI



- ~ Competent at leading multiple projects with clear objectives and measurable outcomes, delivering them on time and to budget in a fast-paced, community-oriented environment
- ~ Skilled at designing storyboards and video content for impactful marketing materials
- ~ Ability to build relationships based on trust and credibility

Desirable

- ~ Understanding of the Corporation's commercial and philanthropic interactions and how it defines the organisation's brand

Personal attributes

Essential

- ~ An inspiring leader who can build trust, motivation and high performance among line reports
- ~ A flair for creating compelling narratives using strong storytelling instincts
- ~ Professionalism, and discretion in handling sensitive information
- ~ Innovation that celebrates tradition while identifying bold new opportunities
- ~ A strong resonance with the values of the Corporation and John Lyon's Foundation





HOW *to* APPLY

All candidates are required to complete an application form accompanied by a letter of introduction. Application forms, the Candidate Information Pack and the closing date can be found by visiting harrowschool.org.uk/contact/work-at-harrow/vacancies and selecting the '**Apply Now**' button on the relevant vacancy.

Applications will be processed as they are received and interviews may take place before the closing date, so early application is recommended.

If shortlisted, you will be invited to attend a first-stage interview, which is expected to take place online. Selected candidates will then be invited to attend a second interview at Harrow School.

In the event of a successful application, candidates will be required to undergo child protection screening appropriate to the post. Further information and copies of recruitment-related policies can be found on the advertisement on Harrow School's vacancies page.

SAFEGUARDING *and* CHILD PROTECTION

John Lyon's Foundation is committed to safeguarding, protecting and promoting the welfare of children, and you must be willing to undergo safeguarding screening appropriate to the post including checks with past employers, an enhanced check with the Disclosure and Barring Service (including Children's Barred List information) and prohibition checks. At interview, we will ask questions about safeguarding procedures and your suitability to work with children. More information about our safeguarding policies and procedures can be found at harrowschool.org.uk.

In addition, the position will be offered subject to the receipt of satisfactory references, proof of qualifications and proof of right to work in the UK.

Copies of Harrow School's Recruitment, Selection and Disclosure Policy, and Privacy Notice for Job Applicants are available on the Harrow School website, alongside the candidate pack.

John Lyon's Foundation is an equal opportunities employer.



HARROW
SCHOOL

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