

**Candidate Information
Director of Marketing
and Communications**



Dear Applicant

Thank you for your interest in the role of Director of Marketing and Communications at Newcastle High School for Girls.

This is an important appointment for our school as we continue to grow and build on our success. We are ambitious about the future and critical to this is how we reach, engage and build lasting relationships with families. We are looking for a leader who can bring strategic direction, energy and understanding of the importance of aligning marketing, communications, admissions, alumnae relations, philanthropy, data and business support to deliver an excellent parent and pupil experience.

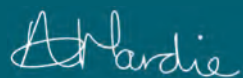
NHSG is a school with a strong academic reputation, distinguished by its Girls First approach, warmth, care and sense of community. It matters to us that this is communicated effectively and consistently at every stage of a family's journey with us, from first engagement through to joining the School and their ongoing relationship with us.

The Director of Marketing and Communications will play a central role in shaping this experience, ensuring that the profile of the School remains strong and that NHSG is the first choice for girls. The postholder will be leading an experienced team that is committed, capable and future focused.

We are looking for a creative, thoughtful and collaborative leader who will contribute at both a senior level and through effective delivery. The postholder will embrace the wider life of NHSG and share in our belief of the transformative power of girls' education.

NHSG is a very special place to work and this is an exciting opportunity to make a significant and lasting contribution to its future.

Yours faithfully,



Amanda Hardie
Head



Newcastle High School for Girls GDST

Newcastle High School for Girls (NHSG) is the North East's leading independent girls' day school for pupils aged 3 to 18.

We are large enough to offer a broad and ambitious curriculum, but small enough for every pupil to be well known as an individual. Relationships are strong and the atmosphere is purposeful, friendly and supportive.

Our pupils are bright, curious and motivated. They respond well to challenge and benefit from an environment where academic stretch is combined with excellent pastoral care.

We are part of the Girls' Day School Trust (GDST), a family of schools with a shared commitment to the education of girls and young women. This brings opportunities for collaboration, professional development and the sharing of expertise, while allowing each school to retain its own identity.



Aim, Ethos and Values

Our Aim

Our aim is to be champions of excellence in all-girl education, empowering girls to be leaders, trailblazers and world shapers.

Our Ethos

Newcastle High School for Girls is committed to offering an outstanding all-girl education from age 3 to 18, that promotes happiness and well-being, allowing every girl to flourish academically in an ethos where girls learn without limits, supported by the opportunities arising from being part of the GDST family.

Our Values

We always put girls first.

We are forward-thinking.

We are fearless.

We are a family of schools.

We are fulfilled.



Job Role

This is an exciting opportunity to lead and drive an innovative and effective marketing and communications strategy, contributing significantly to the overall aims of the School and the GDST.

The Director of Marketing and Communications has a broad role and is responsible for the leadership of marketing, communications, admissions, alumnae relations, philanthropy, data and business support across the School.

The role brings together several interconnected areas and ensures they operate in a coordinated, seamless way and to a consistently high standard to support the School's aims.

The postholder will work closely with the Head and colleagues across the Senior Leadership Team (SLT) and will contribute to the overall strategic development of the School.



Key Responsibilities

The Director of Marketing and Communications will:

- as a member of the SLT, contribute to the strategic development of the School
- lead the development and implementation of the School's marketing and communications plans
- be both the champion and guardian of the School brand, ensuring consistency through an astute awareness of brand development and positioning
- oversee pupil recruitment and the admissions process to meet the School's strategic targets
- oversee and support the development and implementation of the School's alumnae relations and philanthropy plans
- be ultimately responsible for the journey of prospective families with NHSG, ensuring families experience a professional, welcoming and well organised approach at every touch point
- develop, implement and manage effective tracking, measurement and outcomes of strategic plans
- ensure that data systems are used effectively to support planning and decision-making
- lead the business support function, including administrative services and front of house
- manage and develop a multidisciplinary team, ensuring clarity of roles and high standards of delivery
- support the aims and objectives of the GDST family

The role combines strategic oversight with a strong focus on implementation and consistency.



Key Responsibilities

The Team

The Director of Marketing and Communications leads the Team comprising:

- Admissions Manager
- Marketing and Digital Communications Lead
- Philanthropy Manager (part time)
- Data and Business Support Manager
- Event Coordinator

Through these roles, the postholder leads a wider team including:

- Marketing and Admissions Assistant
- Senior Business Support Administrators
- Data Officer
- Business Support Administrators

The function is central to the School's day to day delivery and to its long-term sustainability.



About You

We are looking for an outstanding marketing professional who is already in or ready to step into a significant whole-school leadership role.

The Director of Marketing and Communications sits as a full member of the Senior Leadership Team, reporting directly to the Head, and plays an important part in shaping the strategic direction of the School. This is an opportunity for an individual who is ready to contribute at this level, bringing both professional expertise and sound judgement to a complex and ambitious organisation.

You will bring a strong track record in marketing and communications, with clear evidence of leading impactful initiatives, delivering measurable outcomes, and contributing at a strategic level. You may already be operating in a senior role, or you may be looking to take the next step into a position with broader responsibility and greater influence.

What matters most is your ability to combine strategic thinking with effective delivery. You will be confident in setting direction and priorities, while also ensuring that plans are well executed and that standards remain consistently high across all areas of the function.

You will have experience of:

- shaping and delivering effective marketing and communications strategies
- using data and insight to inform decisions and improve performance
- working across organisational boundaries and influencing a wide range of stakeholders
- leading or developing others, whether through direct line management or through project leadership



Alongside this, you will bring the presence and judgement required to operate effectively at a senior level. This includes the ability to:

- understand and contribute to wider organisational priorities
- engage confidently and effectively in strategic discussions
- build credibility and trust with colleagues, including senior leaders and governors
- take a balanced and thoughtful approach to decision-making
- deliver creative and dynamic solutions

This role would particularly suit a candidate who is looking to take on a broader leadership remit and to build their experience within a senior team, while maintaining a strong connection to delivery and impact.

What makes this job distinctive

In addition to a competitive salary, this role offers:

- a position as a member of the Senior Leadership Team, reporting directly to the Head
- the opportunity to lead a genuinely integrated function spanning marketing, communications, admissions, alumnae relations, philanthropy, data and business support
- the ability to shape how the School's brand is represented and experienced by prospective families
- a collaborative and supportive professional environment within a successful and highly regarded school
- access to the wider GDST network and development opportunities



Personal Qualities

You will be:

- professionally confident and credible, with a calm and thoughtful approach
- well organised, with excellent attention to detail
- able to balance strategic perspective with practical delivery
- collaborative in your approach and willing to contribute to the wider life of the School and the GDST

Above all, you will share our commitment to high standards, to thoughtful leadership, and to the education and development of girls within a supportive and ambitious environment.



Working at NHSG

NHSG offers a positive and supportive professional environment.

Staff are committed, collaborative and take pride in their work. There is a strong sense of shared purpose and a willingness to contribute to the wider life of the School.

We offer excellent facilities, well-resourced working environments and a culture that values both professional development and staff wellbeing.

Benefits

- Competitive salary and conditions
- Membership of the GDST Flexible Pension Plan
- Access to GDST training and development programmes
- Training grants for further qualifications
- Discounted fees for children at GDST schools
- Free lunches and refreshments during term time
- Free on site parking
- Access to the school fitness suite
- Access to retail discounts via the Pluxee App
- Access to financial advice via the HR My Money App
- Interest free loans for travel and equipment
- Cycle to Work scheme



About the GDST

The Girls' Day School Trust is a family of schools with a long-standing commitment to the education of girls and young women.

Across the Trust, there is a shared belief in academic ambition, personal development and the importance of providing an environment in which pupils can grow in confidence and fulfil their potential.

The GDST provides a strong network of support, professional development and collaboration. Staff benefit from access to training through GDST Learn, as well as opportunities to work with colleagues across the Trust and share best practice.

At Newcastle High School for Girls, being part of the GDST combines the advantages of a national organisation with the identity and community of an individual school.



Application Process

Closing date: Monday 22nd June 2026

Interviews: First Stage: Tuesday 30th June 2026 (all day)

Second Stage: Wednesday 1st July 2026 (afternoon)

To apply, please visit:

<https://newcastlehighschoolforgirls.schoolrecruiter.com/>

If you would like to visit the School before applying, please contact us to arrange a suitable time.



Safeguarding and Equal Opportunities

Newcastle High School for Girls and the GDST are committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, online searches and the Disclosure and Barring Service (DBS).

We are an equal opportunities employer and welcome applications from all qualified individuals. To be eligible for employment, candidates must provide proof of their right to work in the UK.

NHSG and the GDST are committed to diversity, inclusion and real change, creating a community in which every individual is valued and respected.

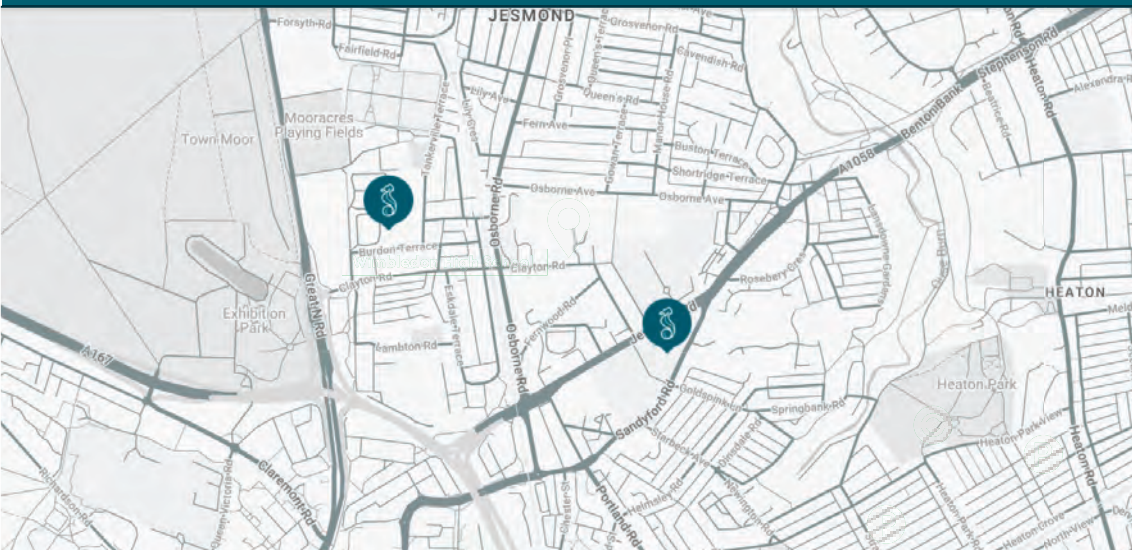
Applications will be considered only from candidates who are eligible to work in the UK.



Newcastle High School for Girls

Our Senior School is approximately equidistant between Jesmond (around 400m) and West Jesmond (around 500m) Metro Stations. The nearest Metro station to the Junior School is Jesmond. It is a 10-minute walk to our Junior School on Sandyford Road.

We regret that we have no visitor on-site parking available at Senior school and limited spaces at Junior school.



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Tankerville Terrace
Jesmond
NE2 3BA

Junior School
Chapman House
Sandyford Park
NE2 1TA

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Head
Mrs Amanda Hardie

