



# St David's College

— Est. 1965 —

## **SENIOR PROJECT LEAD WITH MARKETING EXPERIENCE**

### **Job Description and Person Specification**

St David's College is an independent boarding and day school near Llandudno. St David's College was founded on Christian principles and continues to promote them today. Many teachers live on site and the supportive residential community makes St David's College a very special place to live, learn and work.

We have an excellent reputation for supporting pupils with dyslexia and other learning needs.

The School is located on a beautiful historic campus nestled between Snowdonia and the Irish Sea.

We are looking to recruit a highly experienced Senior Project Lead with marketing experience to join St David's College. This role will act as the strategic and operational bridge between the College's senior leadership team, the marketing team, and external partners, including our website and creative agencies. Responsibilities include leading and accelerating the delivery of key elements of the College's marketing strategy within a defined transformation programme, ensuring brand consistency, coordinating key projects, and providing insight and guidance to drive pupil recruitment and engagement across all channels. This is a fixed-term strategic project role, established to deliver the Interactive Schools partnership and wider marketing transformation. The role is flexible, with an expectation of being on site 2–3 days per week, but with the ability to adjust presence according to project needs.

### **Duties**

The duties outlined in this job description are specified to the Senior Project Lead with marketing experience. They are not meant to be exhaustive and it is expected that the role will be undertaken in a spirit of cooperation and a willingness to be flexible in order to meet the needs of the pupils and St David's College.

This job description may be modified by the Headmaster/Bursar, with your agreement, to reflect or anticipate significant changes in the job, commensurate with the salary and job title.

**Responsible to:** Bursar

### **All members of the Staff agree to:**

- Promoting and safeguarding the welfare of children and young persons for who you are responsible and with whom you come into contact.

### **Contract & Working Pattern**

- Fixed-term: 9–12 months
- Flexible working: Typically 2–3 days on site per week
- Requirement to be on site more frequently during key project phases (e.g. website development, launches, campaigns)

### **Duties:**

## **Strategic Leadership**

This is a fixed-term strategic project role, established to deliver the Interactive Schools partnership and wider marketing transformation. Work closely with the Head, SLT and Marketing Manager to refine positioning, messaging, and recruitment focus during the project period. Ensure project-led marketing activity supports the College's strategic objective of increasing boarding numbers.

## **Website & Interactive Schools Partnership**

- This is the core focus of the role, with full responsibility for internal leadership, coordination and delivery of the Interactive Schools contract and ensuring maximum return on investment.
- Act as the primary internal lead for the Interactive Schools partnership.
- Ensure full and effective utilisation of the Gold Package, including:
  - Website build and content structure
  - CRM and iSAMS integration
  - Admissions journey tools (e.g. admissions calculator, CTAs, landing pages)
  - Social media strategy, branding, and training
  - Analytics, reporting, and KPI tracking tools
- Coordinate internal input (content, data, approvals) to meet project timelines.
- Translate Interactive Schools' outputs into practical implementation within the College.

## **Team Leadership & Development**

- Provide project-based direction, challenge and support to the marketing and admissions team in relation to agreed priorities and deliverables. Review, recommend and help implement improvements to team structure, roles, and accountability to ensure effective delivery and long-term sustainability (in consultation with SLT). Ensure delivery against agreed plans, timelines, and KPIs.
- Build capability within the team to ensure sustainability beyond the contract period.

## **Coordination & Stakeholder Management**

- Act as the key liaison between:
  - SLT
  - Marketing & Admissions team
  - Interactive Schools
  - Other external providers
- Work in close partnership with the Marketing Manager, ensuring clarity between business-as-usual activity and project-led transformation work.
- Navigate complex stakeholder dynamics to ensure alignment and progress.
- Facilitate effective communication and decision-making across the College.

## **Delivery & Performance**

- Develop and implement clear project plans for marketing delivery linked to Interactive Schools and associated transformation activity.
- Establish and monitor KPIs across marketing activity (enquiries, conversions, digital performance).
- Ensure delivery to agreed timelines and within budget.

Provide regular progress updates to the Project Steering Committee as required.

## **Governance & Process**

- Implement appropriate reporting structures and processes.
- Ensure accountability at all levels of delivery.
- Identify risks and take proactive action to mitigate them.
- Ensure that all processes, systems and structures introduced are sustainable and can be effectively owned by the Marketing Manager and internal team following completion of the project.

### **Culture & Embedding Marketing**

- Develop a culture where marketing is understood and supported across St David's College, working alongside existing roles and responsibilities.
- Ensure staff engagement with social media, storytelling, and content creation where appropriate.
- Embed sustainable processes so that marketing activity continues effectively post-project.

### **Person Specification: Additions for Lead Role**

#### **Essential:**

- Proven leadership at a senior/director level.
- Strategic thinker with the ability to translate vision into delivery
- Able to build trust quickly across a range of stakeholders
- Proven track record of delivering complex projects to challenging timelines
- Strong analytical mindset with ability to interpret and use data effectively
- Demonstrable experience leading and developing teams
- Experience operating in complex stakeholder environments
- Ability to set, monitor, and deliver against KPIs
- Strong organisational skills and ability to manage competing priorities
- Experience managing external partners and holding them to account
- Ability to deliver outcomes within agreed budgets
- Strong IT and digital literacy
- Clear understanding of marketing principles, including multi-channel strategy
- Ability to construct and deliver structured project plans
- Highly professional, with strong integrity and confidentiality
- Confidence in holding difficult conversations and driving accountability

#### **Desirable:**

- Experience within the education sector
- Understanding of the independent school market and current challenges
- Experience of website redevelopment projects or digital transformation
- Experience working with CRM systems and marketing analytics tools

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful candidates will be subject to an enhanced DBS check and satisfactory references.