

LONDON PARK SCHOOLS

● CLAPHAM ● MAYFAIR ● SIXTH ● HYBRID

Get on board and build a big career

Candidate Brief
Communications Manager





Fresh Thinkers Wanted

Welcome!

London Park Schools is an exciting new group of smaller independent schools in London that offer a dynamic, fresh, and forward-thinking approach to modern secondary education.

To help us deliver our vision, we are looking for big picture visionaries who have a desire to look at education through a fresh lens.

If you're someone who believes in the power of experiential, expansive, more personal education - and is brimming with ideas - come and see how we can help you bring yours to life.

The LPS Manifesto

AT LONDON PARK SCHOOLS WE BELIEVE
IN FRESH THINKING AND A NEW APPROACH TO EDUCATION

WE'RE CHALLENGING OUTDATED IDEAS
TO BUILD A NEW AND BETTER WAY TO
INSPIRE AND ENGAGE YOUNG PEOPLE.
THROUGH SMALLER AND MORE PERSONALISED LEARNING.

WE BRING TOGETHER IMAGINATION AND TECHNOLOGY
EXPERIENCE AND IDEAS,
TO CHAMPION CHILDREN,
AND EMPOWER EXCELLENCE
IN EVERY FORM.

WE'RE CHAMPIONING A NEW GENERATION OF YOUNG THINKERS
HELPING THEM ENTER THE WORLD
AS GLOBAL CITIZENS,
THOUGHTFUL, ARTICULATE AND KIND.

EXAMS ARE PART OF THE JOURNEY
BUT NOT THE DESTINATION

WE DESIGN BIG PICTURE LEARNING
DELIVERED WITH CARE.
IN AN ENVIRONMENT THAT DELIGHTS US.

WE ARE LONDON PARK SCHOOLS,
A BREATH OF FRESH AIR.

London Park Schools

Smaller schools for bigger thinking

Join the schools pioneering a new path in education

I am delighted that you are considering our exciting new group that is redefining modern secondary education in London.

London Park Schools

Each of our schools - LPS Clapham, LPS Mayfair, LPS Hybrid and LPS Sixth, offers a warm and welcoming smaller community; one that celebrates developing and celebrating each student as an individual, tailoring, supporting and stretching them to reach their full potential.

We welcome innovative thinkers who can help us deliver an exciting and engaging secondary education; one that fosters not only academic success but which nurtures and develops broader human skills too. We champion education that emphasises collaboration, problem-solving, creativity, confidence, and a broader, ethical perspective.

Our focus on an expansive education that celebrates the importance of personalised care extends to our staff, too. At LPS you will have a voice and an opportunity to shape the future. We want to ensure that getting on board at LPS is one of the best decisions of your career.

Dukes Education

As a member of the Dukes Education family, staff have access to myriad training opportunities and some of the most exciting ideas and practices within education today. Dukes believes in the importance of continual education and offers multiple training opportunities to staff who are keen to learn and develop - no matter what those skills may be.

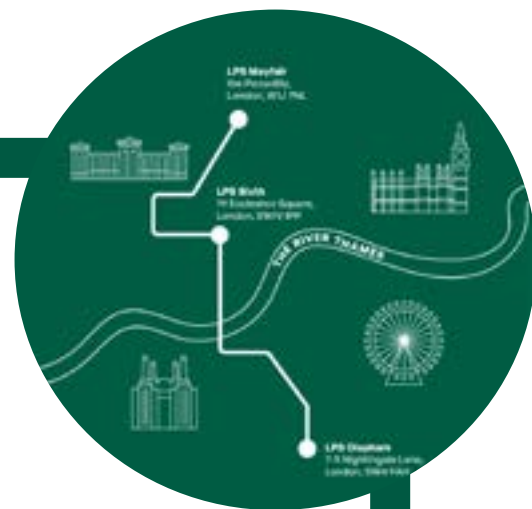
I hope that you will enjoy finding out more about us and look forward to welcoming you to our vibrant community.

S Longstaff



Suzie Longstaff
Principal

**LONDON
PARK
SCHOOLS**



Our LPS Values

The Four Cs of Success



Our 'Four Cs of Success' - Creativity, Compassion, Collaboration and Courage, are embedded across all that we do - whether that's in the classroom, the staffroom or the sportsfield. They are a shared ethos, uniting students, staff, and the wider community.

Creativity

Creativity thrives in every corner of London Park Schools, inspiring innovation and originality in both teaching and learning. For students, creativity is about exploring their unique talents, solving problems in fresh ways, and thinking beyond conventional boundaries.

For staff, creativity underpins teaching approaches,

curriculum design, and pastoral care. and fostering an environment where curiosity and experimentation are celebrated.

Courage

Courage empowers every member of our community to embrace challenges and take bold steps forward. Students are encouraged to push their boundaries, and staff are encouraged to model resilience and openness—adapting to change, trying innovative teaching strategies, and fostering a culture where feedback and growth are valued.

Compassion

Compassion and care is the golden thread that runs through everything. Students learn the importance of empathy and kindness, participating in community service projects, supporting their peers, and contributing to a culture of care and inclusion. Staff lead by example, nurturing each child's individual needs and fostering a supportive environment for both colleagues and students. Compassion extends beyond the classroom, influencing how the schools engage with parents, the local community, and global issues.

Collaboration

Collaboration is essential in a connected and interdependent world. Students experience teamwork in lessons, sports, performances, and group projects, learning to communicate effectively, lead and cooperate. We think of ourselves as a team, and staff work together, supporting each other and sharing best practices, planning cross-curricular initiatives. This collective effort strengthens the sense of community and shared purpose.

A Unifying Framework

The Four Cs provide a unifying framework for life at LPS. By living these values every day, students and staff contribute to an environment where innovation, empathy, and excellence are valued and encouraged.



Modern thinkers make moves in Mayfair

Working at LPS Mayfair is a wonderful opportunity to be part of something different and to embrace all that London has to offer. We are based in a beautiful Grade 1 listed building steeped in history and are located in Piccadilly, opposite Green Park and a short stroll from the vibrant museums, galleries and iconic buildings that make London such an exciting place to live, study, and work.

Our staff, like our students, embody and reflect London at its best; we are diverse, open-minded and forward-thinking and a melting pot of the many nationalities that are proud to call London 'home'. As such, new ideas abound and there are many opportunities to embrace and try different ways to engage and enthuse, whether that's exploring the impact of biophilia or recognising that different styles of learning suit different students.

LPS Mayfair is the home of both day and Hybrid students and all students move on seamlessly to LPS Sixth, a short walk from Victoria station where they are joined by students from LPS Clapham and other schools.

Dr Adrian Rainbow
Head, LPS Mayfair, Hybrid, Sixth



**LONDON
PARK SCHOOL
MAYFAIR**

A flexible education for future thinkers

Hybrid @ LPS, opened at LPS Mayfair in September 2024 and has grown quickly. The Hybrid stream offers a unique model of education designed to provide flexibility while fostering a strong sense of belonging. Students attend school one day a week for in-person lessons that cover practical subjects. These emphasise collaboration, connection, and shared experiences. The remaining four days are dedicated to live lessons of remote learning, allowing students to develop independence while staying closely connected to their peers and teachers through a well-supported virtual community.



The hybrid school is an integral part of the London Park School community, ensuring students benefit from the school's established ethos of inclusivity, academic development, and personal growth. This approach allows students to experience the best of both worlds—building meaningful relationships in-person while learning in a way that suits their individual needs. For many parents and students, the option of Hybrid has been life-changing and we have multiple testimonials from parents and students alike.

All Hybrid students have the option of moving on to LPS Sixth which whilst it doesn't offer a Hybrid programme in quite the same way, does offer a flexible approach with the option to study one A level remotely if appropriate.



Hybrid is an exciting offer and a natural reflection of our forward-thinking group. We'd love to tell you more.



**LONDON
PARK SCHOOL
HYBRID**

Jamie Whiteside and Ambreen Baig,
Co-Directors of Hybrid, Dukes Education







Big thinkers break free in Belgravia

Based just a short walk from Victoria Station, our Sixth Form offers 'structured independence': more support than most standalone sixth forms and more freedom than most schools. Our flexible approach is the perfect balance to help set our students on the steps towards adulthood.



Our London Pathways guides students to choose the right A Levels for their ideal career; our London Leadership programme equips them with a broader world perspective and experience and our Flexi Sixth approach offers students choice and the opportunity to access our full programme in a way that suits them.



LPS Sixth draws students from all LPS schools: LPS Clapham, LPS Mayfair and LPS Hybrid as well as from elsewhere. As with all schools within the LPS group, our focus is on individualised care and support whilst making the most of London's dynamic and rich cultural capital.

**LONDON
PARK SCHOOL
SIXTH**

Nathan Mountford
Director of Sixth Form



Creativity kickstarts in Clapham

London Park School Clapham is based in two newly renovated beautiful Victorian Grade II listed mansion buildings a stone's throw from Clapham South tube. From new science labs, DT and art studios and collaborative workspaces, our school is filled with everything students need to be as creative as possible.



As a relatively new and deliberately smaller school, we focus on a more personal approach and rich, diverse, and exciting experiences. Our school is happy and dynamic, and the educational experience is both warm and aspirational, coupled with an emphasis on the human skills needed to thrive in 21st century life: teamwork, creativity, innovation leadership and critical thinking. Students take a broad range of GCSEs before moving on seamlessly to LPS Sixth.



We are a warm and supportive community where we enjoy being together both in and out of school. I look forward to meeting you.



Susan Brooks
Head, LPS Clapham

**LONDON
PARK SCHOOL
CLAPHAM**

Working at London Park Schools



We take staff wellbeing seriously and do all we can to help you settle in and feel part of the team. We currently offer the following benefits:

ACADEMIC STAFF

- New members of teaching staff are allocated a mentor at the start of their employment as part of their induction
- ECTs are fully supported in an induction year programme that follows the standards laid down by the Department of Education and Independent Schools Teaching Induction Panel (ISTIP)
- All staff are encouraged to identify their professional development needs and we offer regular, professional INSET days
- A generous amount of non-contact time is given for lesson planning

ALL STAFF

- We offer multiple learning and development opportunities within and without Dukes, including financial support for postgraduate study
- We are part of SMART pension scheme - a contributory pension scheme for all staff
- Free lunches, tea and coffee
- Christmas closure
- School fees reductions
- Staff wellbeing activities and initiatives

In addition, as part of Dukes Education, we also currently offer the following for all staff:

- Employee Assistance Programme
- Cycle to Work Scheme



The Opportunity

Communications Manager

We are seeking a dynamic and experienced communications professional to review and guide our internal communications systems and help promote us externally.

The Role

To work with the Head of Marketing, Communications and Admissions and the broader Marketing and Admissions team, along with the senior leaders of the group and each school, to create a clear and compelling communications plan for London Park Schools.

Internal: ensure that all communications within the schools, as well as those from staff to parents, are communicated with clarity and consistency and that there is a clear plan of what needs to go out and when.

External: ensure that the group and individual schools are communicating interesting and exciting stories about what makes LPS different to key news outlets and ensuring that our website and other external points of contact reflect our values and brand tonality and that the schools are well prepared in case of any potential areas of difficulty.

In doing so

- To oversee, coordinate, and ensure that all communications within and from each LPS school are consistent, clear, and represent the tonality and messaging of the broader LPS group.
- To ensure that there is a clear plan for parental communications with guidance/templates and timelines about what should go to whom, and when.

- To help build and implement the internal communications templates and style-guide
- To champion and help staff understand the importance of consistency and tonality with clear guidelines and timelines

Specifically

Internal

- Create a clear plan for internal communications, establishing what and when comms go out to both parents and colleagues.
- Establish house style for internal parent comms, reviewing significant documents and guiding colleagues on clarity, compassion and warmth in written communications, as well as timing and impact.

Parent Communications:

- Conduct an audit of all existing communication points and documentation to parents including:
 - Handbooks, letters to accompany reports, report templates, parent portal, newsletters/weekly comms, staff emails, trips notices etc and review, revise and lead as needed.
- All standard template letters
- Onboarding for new students at start of the year – general as well as during the course of the year
- Specific comms strategies for Y7 and Y9 starters
- Comms strategy to aid internal transition to sixth form



Staff Communications:

- Coordinate and draft high-quality communications to drive employee understanding of LPS – who we are, what we stand for and why that differentiates us within the wider market - with resultant impact on comms tonality and style - including supporting senior leaders with their communication needs.
- Conduct an audit of all existing communication points and documentation to staff and ensure that these reflect the warmth, inspiration and excitement of LPS. Ensure that staff are kept informed and aware of all that is going on within the school/group and that they understand its significance and their role within it.
- Review and update staff handbook accordingly
- Review Policies for tonality, clarity and consistency

External

Proactive PR:

- Devise a clear communications plan that delivers our key points of difference and ensure that we are keeping the LPS brand name at the forefront of relevant media attention
- Clear articulation of the group's overarching points of difference and drive key themes
- Clarity of offer for each school within the group
- Blogs and media pieces. Media strategy
- Relationships with journalists.
- Conferences and award applications

Brand tonality/experience

- Website copy
- HR recruitment tonality and copy.
- Recruitment literature and TES platform
- Contracts and other letters of engagement
- Staff welcome / onboarding procedures

Crisis Communications:

- Help devise potential communications in response to crises and help ensure that all senior leaders are well prepared, including keeping relevant crisis comms training up to date.





Skills and Specification

LPS Communications Manager

Key Skills and Experience

- Excellent written, verbal and editing skills, and experience in creating a strong communications plan and writing and creating a wide variety of high-quality communication materials in a news, media or editorial environment.
- In-depth understanding and experience of working with senior stakeholders on multiple communications and/or writing projects to tight deadlines.
- Strong track record of working on creative, multimedia campaigns including videos, podcasts, social media and website updates.
- A strong appreciation and understanding of the value of independent education and a good understanding of the London secondary school sector in particular.
- A good knowledge of Microsoft Office, Wordpress, social platforms
- Ideally, experience with CMS / key school systems - e.g. iSAMS, MySchoolPortal - although training is available.

Personal Qualities

- A team-player with a 'can-do' attitude who is genuinely enthusiastic about the what London Park Schools is trying to do to be different and to make to students' lives.
- A willingness to go above and beyond as and when needed
- Confident, resilient and calm under pressure

Other

An understanding and appreciation of the independent schools sector would be a distinct advantage, ideally in a secondary setting.

Experience gained in other areas such as PR, Journalism etc would be useful.

Role and Remuneration

- Reporting to the Head of Marketing, Communications and Admissions
- Full-time
- Flexible base - would need to work across the three different sites and get to know the teams within them and the differences between them, whilst understanding the overarching group messaging and positioning
- Some hybrid working may be possible - but it is important to live within the schools in order to understand them and ensure appropriate communications and what systems need reviewing/updating
- Five weeks holiday per annum - ideally to be taken during school holidays
- Salary c. £42k - commensurate with experience

Any other duties at the discretion of the line manager.

The Power of Dukes

Dukes Education is more than just a network of schools—it's a community committed to excellence in education and the growth of its students and staff. Whether you're a teacher, support professional, or part of the operational team, working for a Dukes-owned school offers unparalleled opportunities, support, and rewards.

A Commitment to Excellence and Shared Values

Dukes Education values are at the heart of the organisation:

- We lead with heart
- We're a team
- We love learning
- We do it well

They guide every aspect, creating a supportive culture for staff and students alike.

Professional Development and Training

Dukes invests in staff, providing access to a wealth of training opportunities via the Dukes Hub, an online platform offering courses, workshops, and resources to support your career development. From tailored training programmes to leadership courses, there's something for everyone, whether you're refining your teaching practice or expanding your professional skills.

Opportunities for Collaboration and Celebration

As part of the Dukes family, you'll benefit from:

- Biannual Group Staff Conference, featuring leading figures in education, providing insights, inspiration, and sessions tailored for all roles.
- The Annual Awards for Excellence, recognising and celebrating outstanding contributions from staff across the group.
- A Biannual Group Christmas Party, where employees from across the entire organisation come together to celebrate achievements and connect socially.

Career Progression and Community

With a diverse network of schools and nurseries, Dukes provides ample opportunities for career growth and mobility.

Why Choose Dukes Education?

At Dukes, your career is part of something bigger. It's not just a job—it's an opportunity to grow, collaborate, and join a community that celebrates success and supports your personal and professional journey. With shared values, exceptional resources, ongoing training, and a commitment to wellbeing, Dukes Education is an ideal place to thrive and make a lasting impact.





**We look
forward to
meeting you**



LONDON PARK SCHOOLS
● CLAPHAM ● MAYFAIR ● SIXTH ● HYBRID