

Director of Communications

Start Date: ASAP

The BRIT School

The BRIT School is seeking an experienced and visionary Director of Communications to lead an evolving communications strategy that ensures the School remains the first choice for young, diverse artists.

This senior role has strategic responsibility for marketing, digital and social media, PR, alumni engagement, and brand management. You will be working directly with Principal Stuart Worden and be his voice in press releases, communications with industry, fundraising and lobbying environments. Working closely with the Senior Leadership Team (SLT), Development Team, Trustees, and industry partners, the postholder will play a pivotal role in driving student recruitment, strengthening industry relationships, supporting fundraising ambitions, and enhancing the School's national and international profile.



About the Role

You are an experienced strategic marketing and communications leader with a passion for arts and education at senior level, you know how to build powerful brands, lead talented teams, and deliver campaigns that inspire, engage and drive real impact. Collaborative, adaptable and values-led, you bring strong digital, PR and storytelling skills, commercial awareness, and a genuine commitment to diversity, equity and inclusion—thriving in a creative, fast-moving environment.

Why Join The BRIT School?

The BRIT School is a unique institution offering specialist education in the art, alongside the full range of National Curriculum subjects. Recently judged 'Outstanding' in all five categories by Ofsted The BRIT School is sponsored by the British Record Industry and has a unique relationship with the performing and creative arts industries.

The school runs a five-term academic year with some school holidays falling at different times to the usual Local Authority school breaks. Please see our website for further details of our term dates.

The BRIT School is committed to equality, diversity, and inclusion. We welcome applications from all sections of the community.

Applicant Information Pack

Closing date

Monday 16th March 9:00am

Interview date

W/C March 30th

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A Message from the Principal



Creativity is crucial to the future of our economy and society. For 30 years, The BRIT School has successfully nurtured creative skills in students from every type of background alongside a robust and full academic curriculum. And it does so for free.

Young people who choose to come here are given the tools to carve out their career, the space to think and the environment to be themselves. This is a playground with professional boundaries where the raw talent of 14–19 year olds meets the nurturing expertise of world-class teachers.

The BRIT School revolutionises the lives of its students; 99% of all students who have graduated find work in a huge range of creative industries, or enrol for higher education or training. We are proud to be a Croydon school and equally proud to have national and international friends who support the school with professional and unique opportunities. As the Good School Guide articulates, “You’ll find BRIT graduates’ words, music, performance, directorial and backstage talents just about everywhere you look, from fashion shows to musicals, national theatre to community arts, in the UK and internationally.” This is a hardworking, fun, passionate school packed with dedicated individuals who love the creative and performing arts and recognise the importance of a thorough and robust education in all subjects. We believe in developing well rounded, articulate, kind and dynamic young people.

A handwritten signature in black ink that reads "Stuart Worden". The signature is written in a cursive, flowing style and is underlined.

Stuart Worden
Principal

Job Description

Job Title	Director of Communications
Department	Communications
Grade	Band11+ Points 52 - 56: £67,513 - £72,395
Hours of Work	35
Contract Type	Permanent
Responsible to	Principal
Responsible for	Assistant Director of Communications (FTE) Design/ Marketing Assistant (0.6)

Job Overview

Focus of the role

- Strategic responsibility for an evolving and integrated marketing strategy that ensures the school is first choice for young diverse artists
- Lead the digital and social media strategy to ensure brand engagement at all levels to drive applications and industry relationships
- Collaborate with SLT, development team and trustees to support the fundraising ambitions, public affairs profile and growth of industry relationships
- Lead the schools PR strategy with all external stakeholders ensuring alignment with BRIT's vision, values and strategic objectives
- Oversee the delivery of the alumni engagement strategy

Key Responsibilities

Strategic responsibility for an evolving and integrated marketing strategy that ensures the school is first choice for young diverse artists

Deliver a multifaceted marketing and communications strategy to support the vision, aims and strategic objectives of The BRIT School's School Improvement Plan and 5 Year strategic plans and curriculum area ambitions

Direct the planning, execution and performance analysis of high-performing, inclusive marketing campaigns that close recruitment gaps, promote diversity and reach targeted audiences.

Work collaboratively with Directors and HODs, to ensure the work of the Marketing & Communications team supports cross-organisational goals and make the best possible use of resources to deliver high impact recruitment targets through Open Events and outreach engagement.

Direct the planning, execution and performance analysis of high-performing, inclusive marketing campaigns that close recruitment gaps, promote diversity and reach targeted audiences.

Lead the strategic planning, and execution of Open Events (and support wider school events around recruitment), to showcase the unique ethos of the school and drive high growth application numbers

Produce the School Prospectus and external print/marketing assets as required

Ensure all internal and external communications align with BRIT's mission and brand

Lead the digital and social media strategy to ensure brand engagement at all levels to drive applications and industry relationships

Act as a brand guardian and oversee the visual and verbal identity of The BRIT School across all platforms (web, social, print)

Champion a culture of digital excellence and marketing innovation, ensuring the team is equipped to respond to a rapidly evolving environment

Manage teams of experts delivering marketing, social media, website and digital engagement plans, promote a high-performance culture, ensuring talent is identified and developed.

Collaborate with SLT, development team and trustees to support the fundraising ambitions, public affairs profile and growth of industry relationships

Develop relationships with industry and partners to build business impact across student recruitment, community, and commercial activities

Lead the schools PR strategy with all external stakeholders ensuring alignment with BRIT's vision, values and strategic objectives.

Lead on BRIT's approach to press and PR, working with external PR agencies/experts and be a central point of contact for the PR committee to secure coverage in a range of media channels that support institutional objectives and share key messages.

Cultivate and maintain relationships with external media partners, journalists, influencers, and organisations to maximise the reach and impact of The BRIT School

Work to embed policies and processes that support the School's brand through frameworks and guidelines with a commitment to equality, diversity, inclusion & equity

Support and advise the Principal & SLT, Trustees and Chair of Trustees on areas of reputational risk, change management, and associated internal and external communications.

Lead during crisis management and handle sensitive communications with poise, ensuring the school's reputation remains robust during challenging periods.

Oversee the delivery of the alumni engagement strategy

Support the development and implementation of strategies to create a global community of engaged and networked alumni to promote the BRIT brand, enhance its reputation nationally and internationally, and support with our fundraising plans.

Additional duties

Be a key advocate for and represent the School at external events when required in order to raise awareness of the work and extend brand reach

Actively participate/present in key meetings, ensuring that brand, marketing and communications are fully integrated into the broader organisational and fundraising efforts and to stakeholders

To exercise a commitment to the school's mission statement and stated ethos, including the equal opportunities policy, health and safety policy and all other current school policies

To undergo any training required to perform duties efficiently and to attend school and departmental meetings, INSET and Open Events

To act as a Fire Marshall/Deputy Fire Marshall in the event of an emergency

To undertake any other duties or one-off tasks at the reasonable request of the Principal/SLT/Line Manager.

This job description sets out the duties at the time of drafting. The job description may be amended from time to time without incurring a change in the grading of the post. January 2026

Person Specification

Applicants should demonstrate in their supporting statement how their qualifications, experience, skills and training for each of the criteria below.

Criteria	Description	Essential / Desirable
Education, Training & Qualifications	Degree level or equivalent professional experience	E
	Evidence of continuous professional development	D
	Relevant qualifications	D
Knowledge & Experience	Demonstrable experience of working collaboratively at Executive or Senior level, contributing to organisational strategy and decision-making	E
	Professional experience in one or more of the creative and performing industries	D
	Proven track record in developing and delivering brand, marketing and communications strategies at a senior level	E
	Proven track record in delivering high quality events	E
	Demonstrable experience in building and managing high-performing teams, with the ability to inspire, motivate and develop staff	E
	Strong understanding of brand management and digital engagement across multiple channels	E
	Significant experience in planning and executing integrated marketing campaigns that deliver measurable impact and show creative flair	E
	Proven ability to successfully manage industry partnerships, corporate sponsors and media relations and secure high impact coverage in national, trade press and other sources	E
Skills	Communication mastery: Excellent written and verbal communication skills, with the ability to adapt tone and style for a variety of audiences	E
	Skilled copywriter	D
	Excellent digital literacy skills to perform the role	D

Stakeholder management: highly developed networking skills with the ability to represent the BRIT school at industry and sector events	E
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Strategic thinker with the ability to translate vision into actionable plans	D
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Personal
Qualities &
Attributes

A genuine passion for the arts and a commitment to the BRIT values	D
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High emotional intelligence and empathy to read people and understand the emotional drivers of diverse stakeholders	D
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Ability to work under pressure and remain calm and decisive when managing multiple competing priorities	D
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Strong commitment to promoting and implementing Equality, Diversity, Inclusion & Equity	D
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A flexible and adaptable attitude to day-to-day workload- balancing strategic and reactive	D
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Highly committed to your own professional development	D
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Terms and Conditions

Availability	ASAP
Contract Type	Permanent
Hours of Work	35 hours a week
Salary	Band 11+ Points 52 - 56: £67,513 - £72,395 Appointments will normally be made to the first point of the grade. Payday is the 26th of each month or the last working day before this should the 26th fall on a weekend or bank holiday.
Work permit	All applicants must be permitted to work in the UK and hold a relevant work permit where necessary. This is not a role in which The BRIT School sponsors a visa application.
DBS Check	The appointment will be subject to satisfactory DBS clearance at the Enhanced level (child workforce).
Probation	The post has a six months' probationary period.
Notice Period	This appointment may be terminated by the staff member giving the Principal notice or the Principal giving the staff member notice of 12 weeks.
Pension	Membership of the Croydon Council Pension Scheme is an important employee benefit providing future income for your retirement.

About Us

School Overview

The BRIT School is the UK's first and leading free performing and creative arts school for 1,450 young people aged 14 to 19. The School – an exempt charity based in Croydon – provides a unique education for over 1,450 pupils aged between 14 and 19 in the fields of music, film, digital design, community arts, visual arts and design, production and performing arts as well as a full academic programme of GCSEs and A Levels.

It invests in the future of the UK's cultural wealth by nurturing young artistic talent from all backgrounds and teaching the skills needed by the rapidly growing creative industries.

BRIT stands for the British Record Industry Trust and funding from the BRIT Awards and BRIT Trust is invested in the professional facilities and equipment at the School.

The School opened in 1991 and over 14,000 students have been educated at The BRIT School including Adele, Amy Winehouse, Jessie J, Katie Melua, Leona Lewis, Tom Holland, RAYE, Olivia Dean, Loyle Carner, The Feeling, Rizzle Kicks, Cush Jumbo, Blake Harrison, The Kooks and Lola Young. In total, students from the School have been responsible for selling over 280+ million albums, 70+ billion streams of BRIT alumni songs between 2018-23 and winning 43 high profile awards including BRIT Awards, Grammys, BAFTAs, Oscars and Laurence Olivier Awards.

Year on year nearly 100% of students are in education, training or employment after graduating.

In November 2024 OFSTED rated the school 'Outstanding' in all five categories of measurement: Teaching and Learning, Behaviour and Attitudes, Personal Development, Leadership and Management and the Sixth Form provision.

Our Mission - To prepare young people for careers in the creative and performing arts.

Our Values - Original, Responsible, Ambitious, Inclusive, Kind

Vision

- To train and educate young people for future careers in Performance and Creative Arts industries.
- To provide a comprehensive and exceptional KS4, Post 16 general and vocational education that prepares students for life in the arts.
- To provide a unique educational approach that has creative teaching and learning in its bloodstream and has a pastoral approach that focuses on the individual reaching their full potential.
- To celebrate the diversity of the educational needs, background, race, religion and sexuality of all within its community.
- To be a role model for other schools and organisations in its community work.

