

Founded 1642



New Hall School

Whole School Marketing, Website & Publicity Policy

Reviewed by	Senior Leadership & Management Team
Date	August 2018

WHOLE SCHOOL MARKETING, WEBSITE & PUBLICITY POLICY

Please also refer to the brand guidelines

1. Promotion of New Hall

All staff are expected to share in the promotion of the school. The key aims of marketing and public relations at New Hall are:

- To recruit students, including in particular (in no priority order): Catholic students; full and weekly boarders; those who are gifted and talented academically or in drama, music and/or sport; students who are gifted academically or who have particular co-curricular talents who would not otherwise be able to afford the fees and who are deserving of a bursary to attend New Hall
- To retain existing students
- To build New Hall's local, national and international profile as an outstanding school and a centre of excellence for academic studies, pastoral care and boarding, drama, music and sport
- To build successful relations with the local and wider community
- To support and nurture parish life, through the provision of New Hall Chapel and facilities as a centre for the Catholic parish of Springfield
- To enable the school and the wider community to benefit from the Grade I listed heritage buildings and grounds, including The Avenue Grade II listed park and garden
- To enable the wider community to benefit from New Hall's facilities and teachers, in accordance with our ethos and our principles of providing public benefit
- To serve the local community through sponsorship of a primary academy, Messing Primary School, assisting with raising standards and building up the pupil roll and reputation

Staff have responsibility to ensure that the reputation and ethos of New Hall School are upheld and enhanced.

2. The Admissions, Communications & Development Department

The school appoints a Director of Admissions, Communications & Development (DofACD), who reports to the Principal and is assisted by Marketing & Communication Officers. The DofACD takes a leading role in the development of the school's marketing strategy and 'branding'. Together with other key staff, members of the Admissions, Communications & Development Departments are required to promote New Hall at exhibitions and feeder schools in order to recruit students. The Admissions, Communications & Development staff will also have a key role in the advertising and delivery of New Hall's own taster and induction days.

Other key responsibilities of the Marketing & Communications Department include production/oversight of:

- Whole school prospectus, including Additional Information Booklet
- School website
- Marketing literature and publicity flyers for: e.g. taster days, school events
- Publicity of Open Day
- Press releases
- Contribution to TV and radio programmes and news reports

- Weekly newsletters, What's New?
- Editorials for publications: e.g. boarding magazines
- Agenda and minutes of the Marketing Committee
- Photography for school events
- Marketing and PR for Messing Primary School

All staff are expected to be pro-active regarding opportunities for New Hall to promote its work. Ideas and new initiatives should be passed on to the Principal or DofACD.

3. Quality Controls

In accordance with the aims set out above, staff are required to ensure that work and conduct is always of the highest standard. Literature produced for the school must be accurate and well written and staff are required to be familiar with the Administrative Guidelines, which ensure a corporate style and consistency. It is expected that staff who produce school documentation do so sufficiently in advance of publication that there is time for at least one member of the Senior Leadership Team to proof read the document. If staff spot errors in a document, the school expects that this is reported to the DofACD/PAs to the SLT/Executive Assistant so that it can be corrected in future.

Staff are expected to behave professionally and courteously at all times, upholding the ethos and reputation of the school. Members of staff are expected to dress in a professional and business-like manner, wearing clothes appropriate to the task in hand. The Principal has the right to decide what is appropriate and professional.

It is expected that staff will set a high standard in their own speech and correct use of English. In speaking about New Hall to others, staff should use opportunities to promote the school. There should be an awareness that even casual conversations can have a significant impact on the school's reputation, for good or for bad. There is much to celebrate about the excellent education at New Hall and staff can have a valuable role in communicating this to others. If staff have criticisms or complaints about the school, these should be raised promptly through the appropriate internal mechanisms so that the school can improve its performance.

4. School Identity

It is important that the school has its own 'branding'. Brand guidelines must be followed at all times. Wherever possible and appropriate, staff should seek to ensure that the New Hall identity is clearly expressed. For example, the following should be used widely, as appropriate:

- reference to New Hall School
- the school's colours (red, grey/silver)
- the school shield
- the double cross
- the school's font (Book Antiqua, font size 11)
- the image of the main building
- New Hall symbols such as the griffin, the cedar tree, the New Hallian logo
- Location: City of Chelmsford, near London

5. Recruitment of Boarders

New Hall has specific targets regarding the recruitment and retention of boarders, which are set out in the school development plan. An essential means of promoting New Hall to prospective boarders and their families is via annual boarding schools' exhibitions and overseas recruitment trips.