

private & confidential

# Role Description



## Head of External Relations

For further information please contact:

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**Job Title:** Head of External Relations

**Reporting to:** [Chief Operating Officer](#)

**Salary:** £50,000 - £60,000

**Location:** London

**Website:** <https://www.mathematicsmastery.org/> & <https://www.englishmastery.org/>

## Introduction

Mathematics Mastery and English Mastery are part of Ark - an international charity transforming lives through education. Ark consists of

- A network of 38 schools in the UK, educating around 26,000 pupils in areas where we can make the biggest difference
- Ark Ventures: set up to incubate, launch and scale initiatives that address some of the most intractable issues in education and society - in the UK and the around the world.

Mathematics Mastery and English Mastery are two of the initiatives that have been incubated through Ark Ventures and are now scaled outside the Ark schools network.

## About Mathematics Mastery

Mathematics Mastery is a non-profit organisation, dedicated to transforming mathematics education in the UK.

Based on international evidence and practice, our school improvement programme aims to enhance students' enjoyment, resilience, understanding and attainment in mathematics.

Mathematics Mastery has a vision for all children to enjoy and succeed in maths, regardless of background. We believe high-quality, maths-focused professional development for teachers can make this happen.

## About English Mastery

English Mastery is a non-profit organisation that exists to transform the way the subject of English is taught in UK schools.



We believe that all students should graduate from secondary school with the academic and cultural literacy required to be educationally mobile, whatever their background.

Our approach is based on four pedagogical pillars, each rooted in the latest cognitive and educational research.

### **Our mission**

To transform education in the UK. We work in partnership to empower and equip schools to deliver world-class teaching.

### **Our values**

**Partnership:** We collaborate - across our teams and with our schools - to learn from each other, increase our effectiveness and make the greatest collective difference.

**Excellence:** We strive to be the best in our field and are committed to producing high quality, evidence-based work.

**Compassion:** We care about one another, are mindful of wellbeing and show empathy. We encourage a positive and energetic working environment.

**Growth-mindset:** We are dynamic and focus on progress and continual improvement. We strongly believe in achievement for all.

**Innovation:** Our work is transformative and pioneering. We establish and promote new ideas; challenging the status-quo in order to bring about lasting change.

**Purpose:** We are dedicated to making a positive difference in mathematics education. We are passionate about mathematics and the role of teachers, and we have unity of purpose.

### **The opportunity**

Providing both strategic leadership and operational management, the role holder will develop and implement the external relations strategy for Ark's curriculum programmes including Mathematics Mastery ([www.mathematicsmastery.org](http://www.mathematicsmastery.org)) and English Mastery ([www.englishmastery.org](http://www.englishmastery.org)). The Head of External Relations is responsible for the planning, development and implementation of all communications and marketing strategies, including media, public and government relations activities.

The role holder will work closely with the Head of Strategic Partnerships and their team on school recruitment and product sales. They will lead on the development and implementation of a fundraising strategy to meet agreed income targets.



The Head of External Relations is a member of the senior management team and reports directly to the Chief Operating Officer of Ark's curriculum programmes. The role holder will also work closely with Ark's Director of External Relations and his teams.

For this senior position we are looking for a driven and dynamic, results-focused individual with relevant experience and a record of success. S/he will have exceptional interpersonal and communication skills. A good knowledge and understanding of the UK's education sector and key issues facing it would be an advantage.

### **Scope of job**

Mathematics Mastery works in partnership with over 500 schools and more than 5,000 teachers to deliver the Mathematics Mastery programme to 150,000+ pupils; English Mastery currently works with 60 partner schools and more than 400 teachers with over 10,000 pupils being taught English Mastery lessons. Both organisations have ambitious plans for growth.

### **Main responsibilities**

- Provide organisational leadership on all aspects of communications, marketing and fundraising.
- Recruit, lead and develop an effective communications team.
- Lead on the planning, development and production of external facing content for all audiences, including digital channels.
- Lead on the development of a cohesive brand strategy and provide clarity and guidance on brand values, visual identity and tone of voice.
- Lead the development and delivery of creative marketing campaigns.
- Build and maintain strong relationships with key external influencers and stakeholders, including partner organisations, supporters and relevant teachers.
- Represent Ark's curriculum programmes at key external forums, with relevant business partners and in the media, acting as a spokesperson as necessary.
- Proactively monitor the news agenda and education landscape, maximising opportunities for reactive commentary.
- Manage, nurture and proactively seek out relationships with key media contacts.
- Provide expert media advice and guidance to colleagues, including briefing spokespeople.
- Lead on the development and implementation of a fundraising strategy to meet agreed organisational income targets, including establishing opportunities for financial support and leading on funding proposals and stewardship of funder relationships.

### **General**

- Work with the Executive Committee on strategic growth plans.
- Identify and carry out any other duties which fall within the scope, spirit and purpose of the post as requested.

## Key skills and experience required

### Required

- Experience of media relations or public relations at a senior level.
- Strategic thinker able to translate ideas into effective actions.
- Strong interpersonal skills with the ability to form collaborative, profitable and sustainable relationships with a wide range of stakeholders.
- Exceptional communicator with the ability to persuade and influence others.
- Experience of building and leading effective teams.
- A proactive and flexible approach to working in a fast-paced, evolving environment.
- Strong organisational skills and the ability to prioritise and manage a busy workload.

### Desirable

- Good knowledge and understanding of the UK's education sector and key issues facing it.
- Fund-raising experience.

### Qualifications

- Qualified to degree level (preferred)
- Right to work in the UK

### Other

- Passion to see education transform pupils' lives in the UK today

### Contact

Ellwood Atfield is Europe's leading executive search consultancy specialising in the corporate affairs, communications and sustainability functions. We are delighted to be working in partnership with Mathematics and English Mastery, supporting their growth through identifying, evaluating and securing the modern blend of skills required where performance, purpose and reputation meet.



James Green specialises in media relations and corporate communications recruitment. James recruits mid to senior communications professionals into prestigious organisations, across a range of sectors and specialisms.



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