



Brief for the appointment of Deputy Head (Strategy & Innovation)

In partnership with

COGNITA



THRIVING SCHOOLS. INSPIRING FUTURES.

Cognita has entered into a partnership with Alleyn's to create two leading independent day schools in north London.

Alleyn's is south London's finest coeducational day school, consistently placed within the top London schools for academic achievement and winner of the Independent Coeducational School of the Year Award 2025. Cognita's flagship London schools, North Bridge House Regent's Park and North Bridge House

Hampstead, became part of the new Alleyn's Schools Group. Alleyn's Regent's Park opened in September 2025 and Alleyn's Hampstead opened in September 2026.

A new Junior School has opened in Hampstead in 2026, creating a through school for children aged 2–18, with Nursery, Junior, Senior and Sixth Form sections.

✿ We're excited to see how you'll help shape the future at Cognita. Good luck with your application – we can't wait to see what you'll bring.

I am so thrilled that you are interested in the role of Deputy Head (Strategy & Innovation) here at Alleyn's Hampstead Nursery and Junior School. As Head of Alleyn's Hampstead, it is my great privilege to be able to tell you a little more about who we are and what we stand for, and I hope very much that you will see why I am so proud of the school and excited about its journey.

Alleyn's Hampstead is a co-educational, independent, selective 2-18 school embedded in beautiful Hampstead village. It is a warm, friendly and ambitious school which, as part of the Alleyn's Schools Group, embraces a values-driven forward-looking education. Our ROCCK values (Respect, Opportunity, Curiosity, Courage, and Kindness) are the kernel of everything we are trying to achieve and are at the very heart of the behaviours that my colleagues and pupils model.

As part of the Alleyn's Schools Group, we model our practices on the routines that have been established at Alleyn's School, in Dulwich – described by the Tatler Schools Guide as the 'epicentre of forward thinking education'. We benefit from close links with the community there and in the spirit of partnership we work together to improve education for all our pupils. At the same time, we have the freedom to respond to the needs of our community flexibly and always seek to develop the right approach for our context.

I do hope that the information in this pack gives you a taste of what a marvellous place our school is, and helps to capture some of the unpretentious warmth that is core to our daily life. There is nothing entitled, stuffy or pompous about our school and we really hope that you enjoy discovering that for yourself during this recruitment process as you meet our engaging and grounded young people. They are a joy to work with and the staff-pupil dynamic in our schools is especially strong.

With warmest wishes

Aidan Sproat-Clements
Head, Alleyn's Hampstead



So, why Alleyn's? Alleyn's is part of a historic foundation which has been educating young people for more than 400 years. Our namesake and founder, Edward Alleyn, was one of the great Elizabethan players, and playful academic exploration and discovery is something we very much welcome at our schools. As well as acting, Edward Alleyn was also a philanthropist. His school was established to change the lives of children – initially "12 poor scholars". It is rather wonderful that the original 12-strong cohort has grown into the large, thriving community of the Alleyn's Schools Group, with more than two thousand children across north and south London, reflecting and living out the founder's vision. Alleyn's has been honouring his legacy as one of this country's leading co-educational schools for generations and we are delighted that you are interested in joining this group.

May I wish you the very best of luck with this application and in the future.

Warmest wishes

Mrs Jane Lunn
Head, Alleyn's



'IF YOU'RE LOOKING FOR THE EPICENTRE
OF FORWARD THINKING EDUCATION,
HERE IT IS' TATLER SCHOOLS GUIDE 2025



WHY JOIN COGNITA

When you join Cognita, you become part of a global community committed to making a lasting difference in education. We believe great schools are built by great people, and we're passionate about creating an environment where our colleagues can learn, grow and have a meaningful impact. Everything we do is guided by three shared mindsets:

WE PUT SCHOOLS FIRST

Everything starts with the school. Every decision should be grounded in what improves outcomes for students, educators and the schools they belong to.

WE GO TOGETHER

Cognita's strength comes from being a connected global community that learns, supports and succeeds together. No school, no leader, no team works best in isolation.

WE KEEP OUR PROMISES

Trust is earned through clear expectations, genuine accountability and consistently delivering what we say we will. Not occasionally. Consistently.

This candidate pack is your guide to discovering how you can thrive with us.

INSIDE THIS PACK YOU'LL DISCOVER:

- **School introduction** – learn about the great school you'll join.
- **Role overview** – understand how we see you contributing and explore what's expected of you.
- **Benefits** – discover the rewards of becoming part of Cognita.
- **Application process** – find out what's next and how to apply.

 Find out more about Alleyn's Hampstead on the next page...



'ALL WE CAN BE' AT ALLEYN'S HAMPSTEAD

WELCOME TO OUR SCHOOL

At Alleyn's Hampstead, we have three age-appropriate campuses: two Nursery and Junior School campuses – one dedicated to children aged 2 to 6 years, one for children aged 6 to 11 – and a Senior campus educating 11-18 year olds.

The Nursery and Junior campuses have been completely refurbished as they become part of the Alleyn's Schools Group. Remodelling and refurbishment of existing facilities, together with a comprehensive building plan will not only enhance the teaching and learning environments but will provide first-rate facilities and position Alleyn's as a leading provider in the north London market.

OUR VISION

This is a remarkable time to join one of our outstanding schools. The world-class Alleyn's educational proposition, together with an investment plan to create a first-rate teaching and learning environment, positions Alleyn's Hampstead as one of London's leading co-educational day schools. Alleyn's vision, "All We Can Be," champions the ideal that every member of the community should have the opportunity to discover and develop their unique talents.

There are seven core elements to an Alleyn's education:

1. AiQ: The "Alleyn's Intelligence Quotient" – our education for the future.
2. AEQ: The "Alleyn's Emotional Quotient" – our proactive approach to pastoral care.
3. All In: Our rich co-curricular and partnership programmes.
4. Aspiring minds: Our approach to scholarship.
5. Events Programme: The key markers of our school year, and opportunities for collaboration.
6. Thought Leadership: Alleyn's leading the debate and challenging the status quo.
7. Physical Environment: The marginal gain approach to educational design & smart schools.

ALLEYN'S VALUES

We recognise wonderful academic results are a by-product of an outstanding values-driven education, an education which aims to:

- Promote respect, well-being and diversity in a caring community where every individual can flourish;
- Develop curiosity, wonder, creativity and a love of learning;
- Inspire ambition and intellectual rigour through excellent teaching and learning;
- Cultivate discovery and opportunity through an outstanding co-curriculum;
- Foster awareness, leadership and connection through partnership and enterprise;
- Cherish the wide Alleyn's family and honouring our historic commitment to Edward Alleyn's charitable foundation.



WHAT YOU'LL BE DOING

ROLE PURPOSE

The Deputy Head (Strategy & Innovation) is responsible for the delivery of the Alleyn's Partnership specifically, and ensuring the playbook is authentically implemented.

Responsible for the development of the school's forward-thinking educational ethos including the AI strategy, they ensure it aligns with the reimaged school proposition. Working in collaboration with the Head and Senior Leadership Team, the role will drive the integration of innovative practices and the future-ready mindset throughout the curriculum, operations and school culture. This role will focus on creating meaningful educational opportunities that challenge norms, embed cutting-edge practices, and prepare students for a rapidly evolving global landscape.

LINE MANAGES

- Subject Coordinators
- Digital Lead

KEY RESPONSIBILITIES

- Lead the development and delivery of the school's strategic vision, driving innovation, accountability and continuous improvement across the school community.
- Serve as the principle point of liaison with the Alleyn's Schools Group.
- Work closely with the Head to audit and develop alignment with the Alleyn's Playbook
- Support the recruitment, development and retention of high-performing staff, fostering a culture of collaboration, trust, professional growth and excellence.

- Drive curriculum innovation by designing and implementing engaging learning experiences that promote creativity, critical thinking and real-world application.
- Develop and implement the school's digital and educational technology strategy, embedding innovative tools and practices to enhance teaching and learning outcomes.
- Champion teaching excellence by supporting staff to adopt innovative pedagogical approaches and continuously improve learning experiences for students.
- Build strong partnerships with parents, Cognita schools and external organisations to enhance learning opportunities, strengthen engagement and elevate the school's reputation.
- Act as an ambassador for the school, promoting its vision, values and achievements while extending its influence within local, national and international communities.
- Lead the integration of AI across education and operations, ensuring ethical adoption, staff capability development and improved learning, engagement and efficiency.
- Identify and deliver commercial growth opportunities through enrichment programmes, strategic partnerships, sponsorships and new revenue-generating initiatives.
- Collaborate with Cognita's central teams to strengthen brand positioning, improve operational efficiency and develop innovative opportunities that support the school's long-term success and financial sustainability.

KEY STAKEHOLDERS:

- Senior Leadership Team (SLT).
- Students & Parents.
- Cognita Central Teams.
- Local Authorities and Regulatory Bodies.
- Inspection Bodies.

SAFEGUARDING & HEALTH AND SAFETY RESPONSIBILITIES

- **Culture:** Positively contribute to Cognita's Health & Safety and Safeguarding culture, understanding that both Safeguarding and Health & Safety are everyone's responsibility, following all local procedures and promoting a positive and safe culture within the organisation.
- **Compliance:** Ensure familiarity with all relevant Safeguarding and Health & Safety documents and procedures in your locality and uphold all responsibilities detailed within such documentation and this role profile.
- **Training:** Meet all training expectations for your role as detailed within local documentation and within this role profile, ensuring engagement and timely completion of all Health & Safety and Safeguarding training that is issued to you and is relevant for your role.
- **Emergency Awareness:** Be aware of the Emergency Response Procedures for your setting and ensure that you partake in mandatory drills and training exercises as required.
- **Line Management:** Hold any direct reports to account for their Safeguarding and Health & Safety responsibilities via line management and, if required, disciplinary measures for compliance with local policies and the responsibilities detailed within their role profile.
- **Drive for Improvement:** Demonstrate a relentless commitment to the highest standards of Safeguarding and Health & Safety by actively enhancing your knowledge, undertaking additional learning where relevant for your role and contributing (as appropriate for your role) to Cognita's continual improvement in these areas, including when visiting Cognita schools or offices.



WHAT YOU'LL BRING

PERSON SPECIFICATION

SKILLS/ATTRIBUTES/TRAITS

- Approachability, empathy and emotional intelligence.
 - Personal integrity, honesty and enthusiasm.
 - Professional capabilities and highly developed soft skills to establish and retain the respect of pupils, staff, parents, governors, and other members of the Alleyn's community.
 - Have great influencing skills to enable others to see what is important when things are not appearing straight forward.
 - A great sense of humour and energy.
 - Self-motivated and a strong work ethic.
 - Evidence of sharing the values of Alleyn's, with a strong commitment to the mission of the school.
 - Manage and juggle competing priorities and be timely in meeting deadlines.
 - A willingness to make (occasionally difficult) decisions and a readiness to have difficult conversations if and when necessary.
 - Capacity to present and speak authentically and persuasively in public.
 - Ability to self-reflect, evaluate and the humility to learn from mistakes.
 - A commitment to personal development and life-long learning.
 - Enjoyment of working as part of a close-knit and high-achieving team.
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EXPERIENCE & KNOWLEDGE

- Demonstrate outstanding teaching practice and subject knowledge.
 - Knowledge of safeguarding regulations and Independent Schools Standard & Regulations.
 - Deep understanding of the curriculum and high academic outcomes across year groups.
 - Experience of early years.
 - Have substantial experience across a broad range of educational and pastoral activities.
 - Strong commercial and operational management experience.
 - Be adaptable to the environment and audience, demonstrating experience of engaging and building effective communication with parents, pupils, staff and other third-party stakeholders to maintain and develop the school.
 - Experience of delivering strong commercial and financial performance.
 - Strong leadership skills (Desirable).
 - Able to develop, implement and monitor strategic plans and change management to raise school standards (Desirable).
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QUALIFICATIONS

- Degree in education.
- Relevant educational qualification / Qualified Teacher Status.
- Master's in education and/or leadership (Desirable).

THE BENEFITS THAT WILL HELP YOU THRIVE

Our benefits are more than just perks – they're a reflection of our commitment to your growth, well-being, and success. Whether you're looking to expand your professional horizons or ensure a healthy balance between work and life, we offer a range of benefits designed to support you every step of the way.

WHAT YOU'LL GET

Core benefits

- Competitive salary based on level and experience
- Life assurance
- Pension scheme
- Flu vaccinations
- Employee assistance programme
- Exclusive third-party discount platform
- Cycle to work scheme
- School fee discount
- A wide range of professional subscriptions

GREAT, SO WHAT HAPPENS NEXT?

HOW TO APPLY

We're excited to get to know you and learn more about your unique skills and experiences. To help us process your application smoothly, here are a few steps to guide you:

- Please submit a completed Cognita application form, along with a cover letter that highlights how your experience and skills align with the role. The cover letter should be no more than two sides of A4 and can be submitted in the specified languages.
- Feel free to include your CV, but please ensure it accompanies the completed application form.
- Submit your application via our applicant tracking system by following the apply now link on the advert. Be sure to submit it by the stated deadline so we can review your application as soon as possible.

We can't wait to meet you. Best of luck with your application, and we'll be in touch with the next steps soon.

SAFEGUARDING AT COGNITA

At Cognita Schools, we are fully committed to safeguarding and promoting the welfare of children and young people. We expect all staff, volunteers, and third parties to share this commitment. As part of our safer recruitment practices, pre-employment background checks will be conducted before any appointment is confirmed.

DIVERSITY, EQUITY, AND INCLUSION (DE&I)

At Cognita, diversity, equity, and inclusion are at the heart of everything we do. As a global community spanning over 94 nationalities, we know that our strength lies in our diversity. It's what drives our success and makes Cognita a place where everyone can thrive.

We are committed to:

- Attracting, recruiting, and retaining diverse talent.
- Embedding DE&I principles into every part of school life.
- Fostering inclusive environments where all voices are heard and celebrated.

No matter where you come from or what stage of your career journey you're on, you're welcome at Cognita.



Your journey towards making a real difference starts here and we're excited to see how you'll make your mark.

Contact us at recruitment@cognita.com and begin your journey today.

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