

## Meet the Senior Leadership Team

The Senior Leadership Team (SLT) is important in the day-to-day management of schools, working together to play a key role in education decision making.



*"Marketing campaigns to the SLT consistently achieve high engagement rates. These are the people who make strategic decisions, approve school spending and implement development plans. So they're always on the lookout for new ways to advance their school and enhance the learning experience for their pupils."*

**Charlotte Calvert**  
Customer Campaign Strategist

### Head Teacher

As the most senior position, Head Teachers provide leadership and management for the school.

They're involved in everything from financial forecasting, admissions procedures and distributing funding, to staff recruitment, general management and creating a positive learning environment.

Head Teachers spend little time teaching in the classroom, instead concentrating on overseeing the school and motivating staff and pupils. Their primary focus is ensuring students can progress and meet their potential, and setting the school's values and strategic direction.



Key Decision Maker

Did you know, 79% of Head Teachers approve all spending as part of the school spending process.

In fact, Primary Schools Head Teachers tend to approve all school purchases up to £10,000, and Secondary School Head Teachers can approve spending up to £15,000.



Strategic Leader

### Executive Head Teacher

They work with the school's staff, governors, parents and wider network to help achieve the school's strategic goals and visions.

Executive Head Teachers sometimes hold roles in more than one school. They often hold a senior leadership position in one school, whilst supporting the strategic leadership in another school in their role as Executive Head Teacher.

Generally, they help to make sure the school is compliant with all internal, local and national educational policies.

As the second most senior role in a school, they often help the Head Teacher with wider strategic planning and tend to rarely teach in the classroom.

### Deputy Head Teacher

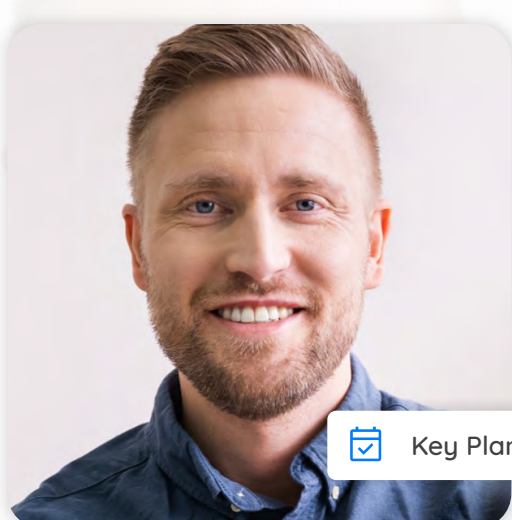
Deputy Heads play a key role in the school's leadership and are fundamental to developing the school's strategy.

They often take responsibility for their own areas such as safety, inclusion and the development of teaching within the school.

Although they still answer to Head Teachers day-to-day, Deputy Head Teachers have the authority to step in as the school's Head Teacher should they need to. Some Deputy Heads may still teach in a classroom, but they generally focus on their leadership role.



Key Decision Maker



Key Planner

### Assistant Head Teacher

Often with a more operational role than Deputy Head Teachers and other SLT members, Assistant Heads tend to be strongly involved in functional tasks and curriculum management within the school. They also still work with other Senior Leadership Team members to manage the school and take care of pupil wellbeing.

Many schools will have more than one Assistant Head Teacher. These are different to the Deputy Head Teacher in that they don't have the authority to stand in for the Head Teacher. They also still sometimes teach in classes across the school.

### Chair of Governors

The Chair of Governors leads the governing board, helping the school to meet its strategic and educational goals. They work closely with the Head Teacher to achieve this.

The Chair of Governors is also involved in school financial planning and decision making. They usually work with the full governing board to approve all purchases over £20,000 in Primary Schools and £30,000 in Secondary Schools.



Vision Leader

Goal Setter



Spending Power

### Business Managers

The Business Manager oversees the daily running of the school, coordinates areas of the school budget and human resources, and manages the school administration processes.

They also take responsibility for ordering supplies and advising on school financial policy. Our research found that Business Managers coordinate a lot of spending decisions, and often have spending ideas brought to them by other teaching staff.

## And that's your rundown of the Senior Leadership Team!

As you can see, they play a key role in strategic, financial and managerial decisions across all areas of education. That's why we recommend that you always include some, or all of the SLT, in your marketing campaigns.



**Charlotte Calvert**  
Customer Campaign Strategist

Interested in getting started? Get in touch with our team today.

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