



School / Trust Senior Leadership Recruitment

HELPING SCHOOLS / TRUSTS
APPOINT THE BEST SENIOR
LEADERS



Introduction

Academicis is a national **Specialist Search Practice**, working exclusively with Schools, Trusts and Diocese on their permanent and Interim, Senior & Executive Leadership appointments.

We support schools and trusts in recruiting **Assistant/Deputy Heads including SENCOs** through to **Chief Executive Officer** positions, as well as trust level roles in **HR, Finance and Operations (CFO, COFO, COO and CPO)**

We believe that advertising is simply no longer fit for purpose in the way it was, and will only ever be seen by around 15% of the candidates who are both suitable and potentially available. Exceptional candidates are rarely actively looking for a new role, but they can be uncovered through proactive **headhunting**.

To give example; out of the **589 assignments successfully completed** since COVID, although **98%** were advertised nationally, **577 of the successful candidates were identified through proactive search and headhunting**.

Our **proactive search process** makes it possible to **generate and cultivate** interest in your leadership role.

We specialise exclusively within the **Education Senior Leadership sector**, so we understand your individual and nuanced requirements and, crucially, we know where to find candidates with the right experience in sympathy with your **vision, values and ethos**.

We nurture potential candidates through to application, which increases your likelihood of **appointing the right person, first time**.

Furthermore, we understand that budgets are exceptionally tight in the education sector, so we provide a **clear fixed fee service which guarantees you an appointment at no extra cost and saves your staff time and resources**.

Our Credentials

Over **120 years** of headhunting recruitment experience across the team

96% of our successful candidates have been identified through **executive search/headhunting**, rather than advertisement response

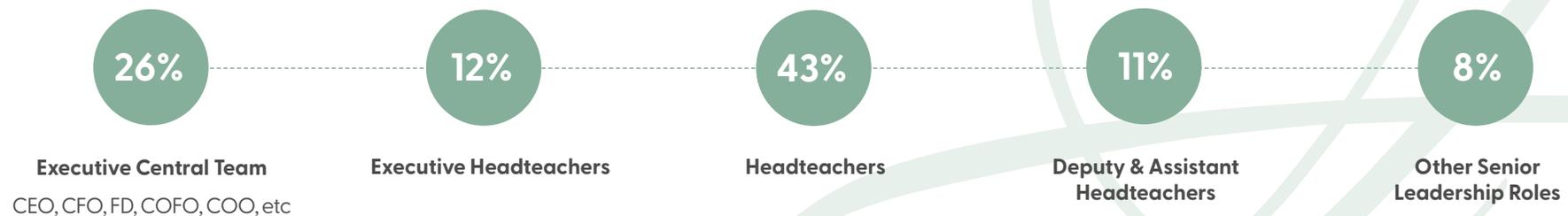
More than **2,000 successful leadership appointments** made in the last 13 years

85% of our successful appointments are within Schools/Trusts specialised for **faith, location and challenge**, illustrating our ability to identify and target leaders with niche experience

99.3% first-time appointment rate over the last 9 years

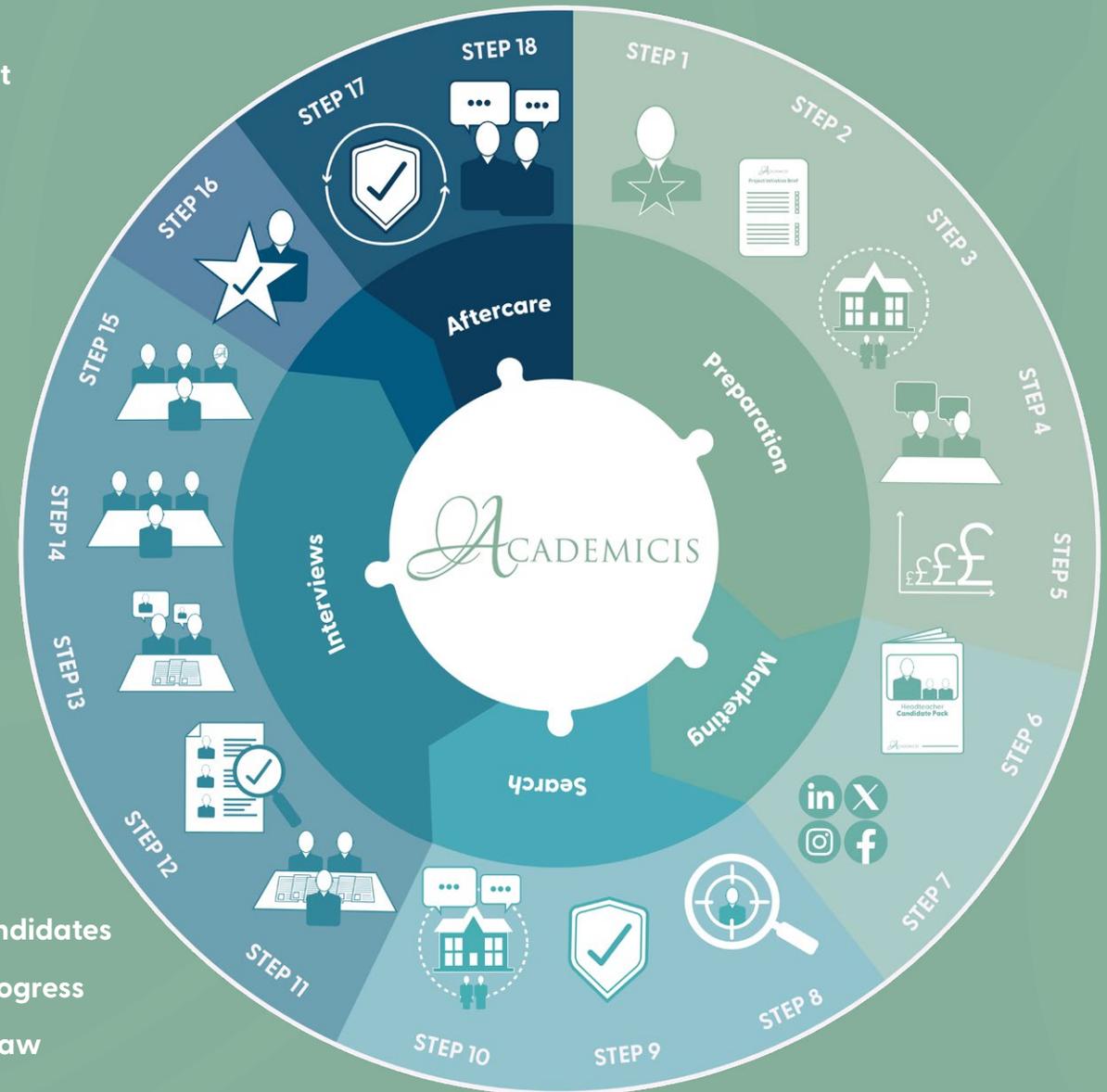
78.9% of our business comes from repeat business, through **recommendations, referrals and repeat** from satisfied clients

Since 2013 we have completed more than 2,000 successful assignments



The Academicis Journey at a glance

- 1 Dedicated Recruitment Director and Search Consultant
- 2 Project Initiation Brief
- 3 School/Trust Tour
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- 5 Salary Benchmarking
- 6 Candidate Brochure Creation
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- 18 (Optional) Mentoring support led by Sir Michael Wilshaw



Academicis' Approach to Leadership Recruitment

We offer a bespoke approach to each leadership recruitment assignment we work on. Our search strategy is tailored to the particular needs of your School/Trust and is developed in consultation with you.



1

DEDICATED RECRUITMENT DIRECTOR & SEARCH CONSULTANT

We will appoint a dedicated Recruitment Director to steer and support your entire process, supported by our highly trained executive search team who will handle all the resourcing, quality assurance, vetting, reputational analysis and data checks before shortlisting and interview.

2

PROJECT INITIATION BRIEF

Following our initial engagement meeting with you, our Recruitment Director will develop and share a Project Initiation Brief, including all key dates and responsibilities for the assignment.

3

SCHOOL/TRUST TOUR

To get a better understanding of your organisation, our Recruitment Director will arrange a visit to your School/Trust, accompanied by one of our Search Consultants. Here they will spend time understanding more about the setting, ethos, environment, stakeholders, community and culture.

4

THE BRIEFING MEETING

We will arrange a full briefing meeting with all key stakeholders including Chair of the Board and any other stakeholders you deem relevant. This needs to take place very early in the process and requires around 2 hours. This can take place either during the School Tour or at an alternative date. We are happy to create a virtual environment to host this briefing if required.

The briefing meeting will cover:

- What it is like working within the School/Trust
- What impact the role is designed to achieve – this will influence the stage of career and experience of potential applicants
- The current context of the role and sector identifying key “selling” points and any potential perceived barriers to attraction
- Specific and general tasks and responsibilities
- The key relationships linked to the role/School
- Core and desirable attitudes, characteristics, skills and experience
- The content of the role and School/Trust Candidate Brochure
- Process – who will be involved at each stage, including the recruitment panel, and their contact details
- Exact dates for shortlisting and interviews and agree key deadlines
- Location arrangements for site visits, shortlisting panel and interview days, plus key contacts
- Identification of pictures, logos, any specific branding guidelines and any other inclusions for printed and electronic materials
- Names of any candidates that you would like the team not to approach
- Any desired names you would specifically like us to approach

We will also assist you to develop a job description and person specification for the role capturing the essence of the position, key outcomes, experience, skills and qualities of the kind of candidates who will be successful in such a role.

5

SALARY BENCHMARKING

With the appointment of a new senior leader, the subject of salary/remuneration can be a minefield.

Although potential senior leader candidates are not exclusively driven by financial remuneration, we need to ensure that you are offering a competitive, going-rate salary.

As with many historic clients, the Academicis team will undertake a thorough benchmarking exercise to ensure you are offering a suitable and competitive salary to attract the very best candidates. As part of this process, we will complete a body of research, which we will share with you, discuss, and advise accordingly.

6

CANDIDATE BROCHURE CREATION

To assist the campaign, we design an attractive brochure, whose sole purpose is to maximise the likelihood of a candidate who has expressed interest taking their application forward.

This includes a welcome message and school/trust information, including: why to consider the role; job description and person specification, process details and plenty of visual impact throughout.

This is sent to both search and advertising responders, and in all cases followed up for feedback. This process delivers valuable feedback on how your role and venture is being perceived in the marketplace, which crucially allows you to change tack along the way if necessary and influence future recruitment campaigns.

7

ADVERTISING AND SOCIAL MEDIA CAMPAIGNS

We would suggest that a degree of advertising is useful to promote the roles and serves the further purpose of encapsulating the role and requirements briefly to be able to promote on social media. However, 96% of candidates we have placed have come via search only.

1. Advertising

Our recommendation would be to advertise in TES Online, My New Term or E-teach. We will design your advert with compelling content to highlight the attractions of the role as a career option, including a striking pictorial header and footer for maximum impact. The advert will run for a month online in parallel to our search campaign. We will also advertise the role on our dedicated job page which is optimised to drive traffic from searches for senior leadership opportunities.

2. Social Media Campaigns

As well as appearing on our own website, our dedicated Marketing team will develop a strategic marketing campaign that will give your job exposure to our network of contacts and followers on our digital media platforms such as LinkedIn, Instagram and X.

It is critical that the messaging, timing, professional networks are all strategically targeted.



8

SEARCH & PROACTIVE HEADHUNTING STRATEGY

We will conduct an intelligent search process. Academicis has a national network, working with hundreds of Trusts, Schools and Diocese across the United Kingdom. Furthermore, we have extensive knowledge of who is where, gained from previous similar searches for CEOs, Directors of Education, Executive Principals, Headteachers and Deputies. We are proud to boast the largest talent pool (database) of educational leaders nationally.

We are able to further draw on our network of “Trusted Advisors” – Regional Directors, Trust CEOs, NLGs, HMI, HMC, Diocesan Directors of Education etc, to recommend potential candidates of the right calibre, reputation and proven demonstrable track record. It is this **quality assurance** and analysis of candidate historic performance that drives the success of such an appointment.

As part of the fresh desk approach, we carry out location and/or skill-set specific candidate mapping and will develop a strategy for seeking out candidates that may be potentially interested in the role. The search strategy and outcome are heavily dependent on our findings from the initial briefing discussions and fully informed by your vision, ethos and aspirational goals.

We identify high performing/exceptional Schools/Trusts in similar contexts within a reasonable catchment radius and dependant upon the scope and seniority of the role: we may also consider a national search where candidates would consider relocation. Furthermore, if members of the board would like to suggest potential candidates to us, we would be delighted to approach sensitively, where appropriate.

9

CANDIDATE QUALITY ASSURANCE & VETTING

As standard, we carry quality assurance and vetting checks on every candidate on your behalf, including:

- Face to face competency based interview qualification & analysis
- Ofsted reports and grade for the Trusts/Schools which they have led
- DfE performance statistics in recent years for Trusts/Schools they have led (context, key stage exam results, closing the gap statistics, progress and attainment 8 etc)
- Media analysis – for any positive or negative press
- Reputational analysis
- The application against job description and person specification
- The supporting statement
- References (once a candidate is shortlisted)

10

CANDIDATE PRE-APPLICATION ENGAGEMENT

We arrange appointed telephone discussions, between the candidates and the School/Trust for them to learn about the role and organisation and to answer any questions. We also encourage and arrange a visit to the School/Trust. We will follow up with the candidate after the visit to discuss reasons to apply or queries still to be resolved.

Active Nurturing of Interest & The Candidate Experience

On contact with potential candidates, whatever their source, we take pains to discuss the role in depth and answer candidate questions. They receive rich and honest background information, enabling them to make informed decisions as to whether the role is for them, ensuring all applications that come through are serious and credible.

We also correct any misconceptions as we have found that there can be varying views and a lack of understanding about a particular school or organisation where there may have been controversy and/or press interest which sometimes means candidates would not naturally consider the role.

We are in regular contact with the candidates until the closing date. Inevitably, many candidates only prepare their application just before closing date, but we do encourage early application to give more certainty, that you have a strong candidate field as the campaign progresses. We also arrange visits or telephone calls with key stakeholders if this is possible or advisable.

We recognise that we are representing the School/Trust in all our dealings with potential candidates and our aim is to ensure they are left with a warm, positive and professional impression of your organisation.

11

INTERVIEW PLANNING & PREPARATION MEETING

We will work with your recruitment panel during the campaign to refine the format and content of the interview day so that it is all ready for the interview week. We create all administration and process documentation to include shortlisting packs, panel interview packs, scoring sheets, interview schedules, references, tailor-made exercises and carousel activities and these are all provided on the day.

Our whole approach is a bespoke one for each role and our advice on the interview process will flow from the discussions we have at the briefing stage. It is informed by your need to assess for specific challenges you know to be facing a successful candidate, or where previous candidates have fallen short. It will also reflect the needs and priorities of the various stakeholders who will be involved in the process, and, of course the time and location constraints at the assessment site.

12

THE SHORTLISTING PROCESS

A

APPLICATIONS SUBMITTED BY CANDIDATES

All candidates who have reached this stage are asked to complete an application form and supporting statement/letter. They are regularly contacted to answer further queries, check how their application is progressing and that it will be submitted by closure date.

B

SHORTLISTING PACK & EXECUTIVE SUMMARY REPORT (SIFT REPORT)

Having conducted the thorough vetting, we summarise our findings in a Sift Report, which provides an executive summary of the applications, with performance statistics on each candidate. This is to save your panel time. Our report gives our judgement based on absolute and relative consideration of the application against the hundreds we receive for leadership posts. It is a guide only and can be used or discarded at the shortlisting process. However, at the very least you will have the key performance statistics against each candidate. The summary report is distributed to the shortlisting panel with a zipped file of applications prior to shortlisting. At this stage demographic and equality monitoring information is removed and applications can be submitted on a name-blind basis if preferred, so that you can be sure shortlisting is based on the application and criteria set alone.

C

THE SHORTLISTING MEETING

We will support and facilitate a shortlisting meeting. Our purpose is not to influence the decision but to be able to explain aspects of the applications as necessary. This also enables us to gain feedback to brief unsuccessful candidates. It is also critical to ensure and minute that a **fair, equitable, robust process**, which adheres to **safer recruitment** policy is followed, so that any decisions made are **beyond challenge**. Our role is that of objective "honest broker". We can attend a physical shortlisting meeting, but in our experience, shortlisting can often be more conveniently and effectively undertaken by a virtual meeting, so it better fits in with the panel's other commitments and does not artificially extend the timescale, especially when time is tight.

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CANDIDATE INVITED TO INTERVIEW

Following shortlisting, we will communicate with those you wish to invite for interview, liaising on times and dates and informing them regarding preparation and the programme of activities.

At this stage and prior to interview we take up professional references on your behalf for the shortlisted candidates. These will be from the last two chronological employers rather than as nominated by the candidate, in line with Safer Recruitment requirements. Additional reference will be sought, to satisfy you of candidate suitability, if required. We make every effort to chase the references to ensure that you have sight of them before the assessment days.

All shortlisted candidates are asked to bring with them to interview their safer recruitment documentation – current DBS check, passport, academic and professional certificates, driving licence and two utility bills.

At this stage, we can arrange for psychometric testing of candidates although this would be at an extra cost of £475 per candidate. If you would like to see an example of a report please ask.

In terms of whether we would recommend it, in our opinion a well-constructed assessment and interview day together with the written application and personal statement or letter, with references and reputational analysis should provide all the information needed to decide whether a candidate is suitable. If you do wish to conduct behavioural testing, we would want to know what specific dimensions you are seeking to be tested in this way and would consult on whether there may be an assessment exercise that could bring this out.

We can provide samples of activities and questions that have been used at assessment days by other institutions. Please ask if you would like to see some examples. We will work with your recruitment panel during the campaign to refine the format and content of the day so that it is all ready for the interview week. The assessments should ideally be designed to add to the process revealing traits, skills and aptitudes that cannot feasibly be demonstrated in the written application or by reference. We always recommend that the assessment activities are to decide which shortlisted candidates are appointable to the role. The interview is to decide which appointable candidate most suits the needs of the school/trust and wider stakeholders.

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THE INTERVIEW

The interview process will be a bespoke activity, designed around your priorities, availability and facilities. Please ask if you would like to see some examples of what a two-day process might look like.

In overview we:

- Meticulously plan the interview schedule and logistics specifically for your requirements
- Arrive with, or send on ahead, all interview day paperwork
- Meet and greet candidates first thing and present them with a friendly, professional face and a physical pack of what to expect for the day including a map of locations etc.
- Guide candidates from base room to interviews
- Oversee the running of activities, keeping an eye on timings and being available alongside your staff to troubleshoot as necessary
- Check in with candidates at the end of their day
- Are present for the deliberations at the end of the first day to facilitate the process and gain the information for candidate feedback if unsuccessful
- Contact overnight all candidates moving on to day 2 giving details of timings and requirements for day 2
- Attend the interviews to facilitate the process and deliberations, as an 'honest broker' for the decision-making stage
- Communicate the result to the unsuccessful candidates with full developmental feedback

Please let us know if you would like to see examples of any of the documents mentioned in this brochure, such as our Briefing document, Proposed Project Initiation Brief, Candidate Brochures, Psychometric testing models or assessment day formats, activities and questions.

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CANDIDATE APPOINTMENT

We are available to support with any finer details and to support both you and the successful applicant.

16

INDEPTH FEEDBACK TO SUCCESSFUL AND UNSUCCESSFUL CANDIDATES

17

FOLLOW-UP WITH CLIENT AND APPOINTED CANDIDATE ON PROGRESS

As part of our aftercare service, we will follow up with the appointed candidate and client in a structure fashion to check on their progress to ensure their transition into the role goes as smoothly as possible.

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(OPTIONAL) LEADERSHIP AND DEVELOPMENT SUPPORT PROGRAMME, WITH SIR MICHAEL WILSHAW

In 2023, Academicis launched our Leadership and Development Support Programme, led by Sir Michael Wilshaw, former Chief Inspector of OFSTED.



This mentoring programme matches educational and leadership experts with recently appointed individuals to support their development.

For further information please call us on 01223 907979 or discuss with your search consultant.

Safeguarding, Diversity, Equity & Inclusion (DEI)

Your commitment to DEI is paramount, and Academicis shares this value. We will actively support your goal to build a staff team that better reflects your community.

Our DEI Champion, Alpha Parish, leads training and development of staff around safeguarding and compliance. She has up-to-date safeguarding training, including around Safer Recruitment, KCSIE updates and other school/recruitment-related areas. Alpha's background as a school governor, Independent Review Panel Member for Central Bedfordshire Council and her work as a Councillor in Local Government, means that she has regular refresher training on compliance in these roles. Alpha leads and champions Academicis's DEI mission.

Our processes include:

- Targeted Networking: utilising groups such as WomenEd, MyGWork, BAMEedNetwork in our candidate search process.
- Face-to-face competency interviews.
- Reputational & Media Analysis (crucial for senior Trust roles).
- Full Sift Report: providing a data-driven summary of candidate performance. We can facilitate name-blind shortlisting to mitigate unconscious bias and support your DEI objectives.
- Interview Panels: our consultative and relationship-based approach to working with School and Trust leaders enables us to offer advice on how to build interview panels which are diverse and which supports decision making with DEI at the forefront.
- Targeted Outreach: Utilising diversity job boards and our extensive network to reach a broader, more diverse pool of candidates.



Alpha Parish | DEI Champion

Alpha is a qualified teacher, school governor, and Town Councillor in her hometown in Bedfordshire. She holds a first-class honours degree in Sociology with Cultural Studies and a PGCE in Primary and Early Years Education.

Alpha transitioned into executive search recruitment at Academicis after a career pivot, moving from teaching to headhunting for hard-to-fill roles within the Education sector as well as being the Academicis DEI Champion. Her passion for improving outcomes for children is clear in her work as a school governor, where she plays a key role in shaping the educational experience. Alpha is committed to helping schools recruit inspiring leaders who will make a lasting, positive impact on both students and the wider community.

Alpha's experience sitting on Appeal Panels for Schools and Trusts as well as the Independent Review Panel for Central Bedfordshire Council means that she is well placed to provide additional governance support and consultancy, where required.

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Key Consultants for your Assignment



Richard Lucas
Chief Executive Officer and Founder

Richard Lucas is the Founder and Chief Executive Officer of Academicis and keeps a watching brief over all assignments.

Having spent the formative 20 years of his career in multinational technology and investment banking institutions, Richard started his education recruitment career in 2008, joining the Times Educational Supplement (TES). Here he gained a thorough understanding of the education recruitment market and the issues facing schools today. He worked in a number of the company's divisions before joining TES Prime, the Executive Search arm before moving on to set up Academicis in 2013.

Since the company's inception, Richard has led Academicis to become one of the market leaders in school's senior leadership recruitment. Over his career to date he has placed Headteacher to CEO roles across in excess of 800 Schools, Trusts and Diocese and has clients as far South as Plymouth, and Portsmouth, as well as far North as Preston, York and Cumbria.

Outside of work, Richard is a very keen swimmer and enjoys spending time with his wife, 12 year old twins and his boisterous 2-year old Vizsla, Max.

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Sir Michael Wilshaw
Associate Director

Known for an unwavering commitment to improving standards as a teacher, headteacher, Director of Education and as Ofsted's Chief Inspector, Sir Michael has helped to improve the lives of many generations of young people, particularly those from disadvantaged backgrounds.

As Her Majesty's Chief Inspector of Schools, Children's Services and Skills, between 2012 and 2016, Sir Michael was pleased at the end of his tenure, to report that nearly two million more children and young people were being educated in good and outstanding schools than when he took up his position in 2012. In 2000, he was knighted by the Queen for Services to Education.

Previous to his appointment as HMCI, Sir Michael had been a very successful head teacher of a number of schools in Inner London. He became particularly well known for Mossbourne Academy in Hackney, East London, where he transformed one of the worst schools in Britain into one of the best, sending large numbers of children to top universities including Oxford and Cambridge.

Sir Michael has held a number of senior advisory positions to the UK Government and also to education ministries abroad including those of Brazil, Nepal, New Zealand and Australia.

He has been a Trustee of the Prince of Wales' Teaching Institute and a member of the National Advisory Group for the Children's Plan and for London Challenge. He is presently Professor of Education at St Mary's University and Advisor to a number of school groups in the UK and abroad.



Ross Laird
Head of Search

Ross has been with Academicis for six years and has played a pivotal role in the company's growth and success during that time. Now serving as the Head of the Search team, he has built and nurtured strong, long-lasting relationships with schools, trusts, and candidates, ensuring that each party experiences a positive and successful outcome. His dedication to providing exceptional service has not only led to successful placements but has also earned him the trust and loyalty of clients who continue to work with him year after year.

In his current role, Ross not only oversees a team of search consultants, supporting them in generating high-quality candidate fields, but also manages the entire recruitment process from start to finish. This includes handling all aspects of administration, from shortlisting candidates to overseeing the final appointment process. His thorough and hands-on approach ensures that every stage runs smoothly and that both clients and candidates have a seamless and rewarding experience.

Ross is passionate about making a difference in education and values lasting relationships with clients and candidates.

Outside of his professional life, Ross is an avid sports enthusiast, with a particular love for golf and cricket. Additionally, Ross has a keen interest in live music and enjoys traveling to experience different cultures and environments.

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Testimonials & References

We would be delighted to facilitate a conversation with a previous client to attest to the quality of our service.

Please contact us with suitable dates and times and we will organise a scheduled conversation at a convenient time for both parties.

For a further selection of testimonials please **[click here](#)**

You can also review more in depth client references in video format detailing our expertise in successfully conducting the whole end to end executive search process.

“

Paul Goodson, Chairman of the Board of Directors,
Swale Academies Trust

Exceptional results and total discretion.

Academicis led our CEO recruitment with a rigorous executive search that produced a diverse shortlist of high-calibre candidates. Their ability to balance the introduction of external talent with the delicate handling of internal applicants was impressive. Highly professional and strictly confidential, Academicis provided a seamless, professional recruitment experience from start to finish.

Jenny Jenkins, Chair,
Diocese of St Albans MAT

We chose Academicis to help us find a permanent CEO for our rapidly growing MAT. They were excellent value for money, and ran an efficient, transparent and fair recruitment process throughout. Richard and Caroline, our account manager, both instinctively understood the characteristics of Church of England schools, and the challenges of becoming a medium-sized MAT. We had an excellent number of applicants from a nationwide search, resulting in a strong short list of four, and a successful appointment after two days of interviews. I'm very happy to recommend Academicis in their ability to find senior-level candidates in this sector.

”

Some of the Schools and Trusts we've worked with

SCHOOLS

- Alcester Grammar School
- Audenshaw School
- Avenue House School
- Barnhill School
- Belmore Primary School
- Cardinal Newman Catholic School
- Dorchester St Birinus Primary School
- Dukes Education (Cardiff Sixth Form College)
- Featherstone High School
- Grinling Gibbons & Lucas Vale Primary Federation
- Haydon School
- Hazledene Primary School
- JFS School
- Liverpool College
- Newport Community School Primary Academy
- Norton Knatchbull School
- Oak Farm Infant School
- Preston Manor School
- Queen Elizabeth Girl's School
- Ratcliffe College
- Ravenswood Primary School
- Rodborough School
- Sir William Ramsay School
- St Georges, Harpenden
- St Pancras Catholic Primary School
- The King's (The Cathedral) School
- Villiers High School
- Watergate School
- Windlesham School
- Woodlands Primary Academy

TRUSTS

- Active Learning Trust
- Alumnis Multi-Academy Trust
- Bedford College Academies Trust
- Bohunt Education Trust
- Bridge Academy Trust
- Central Regional Schools Trust
- Dartmoor Multi-Academy Trust
- Djanogly Learning Trust
- Eastern Multi Academy Trust
- Engage Enrich Excel Academies
- Harbour Learning Trust
- Hope Sentamu Learning Trust
- Kingfisher Schools Trust
- Lincolnshire Gateway Academies Trust
- MacIntyre Academies
- National Autistic Society
- Northern Leaders Trust
- Osborne Co-operative Academy Trust
- Ormiston Academies Trust
- Our Lady Immaculate Catholic Academies Trust
- Peterborough Keys Academies Trust
- Rainham Mark Education Trust
- St Ralph Sherwin Multi-Academy Trust
- St Thomas Catholic Academies Trust
- Swale Academies Trust
- South West Essex Community Education Trust
- The Blessed Peter Snow Catholic Academy Trust
- The Diocese of Chelmsford
- The Gallery Trust
- The Good Shepherd Trust
- The Green School Trust
- The Howard Academy Trust
- TKAT Multi-Academy Trust
- United Learning
- University of Lincoln Academy Trust
- Vine Schools Trust
- Voyage Education Partnership
- Waveney Valley Academies Trust
- Washwood Heath Multi-Academy Trust
- Westcountry Schools Trust
- Witherslack Group
- Weydon Multi-Academy Trust
- Quality First Education
- Quantock Education Trust



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