



MARKETING AND COMMUNICATIONS MANAGER

Kensington Wade is seeking a dynamic and creative person to deliver the marketing and brand development objectives of this very special school.

Kensington Wade is a unique preparatory school in the UK market: alongside offering pupils a thorough preparation for 11+ entry into the country's top senior schools, pupils at the school learn in an immersive bilingual environment in both English and Chinese, achieving fluency in Mandarin at an early age. The school was recognised by the Independent Schools Association (ISA) in 2022 with its inaugural award for Innovation in Education.

The Marketing and Communications Manager will work closely with the Headmaster and Board of Directors, reporting to the CEO, in implementing and contributing to the development of a marketing strategy which appeals to Kensington Wade's diverse and dynamic prospective families.

The Marketing and Communications Manager will input into and lead the implementation of the school's marketing plan through the creation of digital and printed marketing content, management of the school's website, social media accounts and advertising, and will take a lead role in marketing events.

The job description below is not exhaustive but sets out the key areas of responsibility for the position.



Summary of Role

The Marketing and Communications Manager is a key role within the school's staff, responsible for the school's marketing and communications within the framework of the school's strategic plan and marketing objectives.

Reports to: CEO

Main Areas of Responsibility

Marketing Strategy and Development

- Work with the Headmaster, Board and Senior Leadership Team (SLT) on the development and implementation of the marketing strategy and annual/termly marketing plan, including reviews incorporating analysis of effectiveness
- Work with the Headmaster and Board to ensure clear and appropriate communication to all audiences and development of key messages
- Implement pupil recruitment lead generation strategy and build brand awareness
- Contribute to the development of the school's good reputation in the education sector

Marketing Implementation

Oversight

- Working with the Headmaster and Board monitor and oversee the scheduling, coordination and preparation of marketing and communications content in line with the marketing plan and marketing calendar

Digital media and website

- Lead on the creation of digital marketing content for social media, website, newsletters, communications and advertisements etc. with input and review from the Board and SLT
- Work with Headmaster, SLT and management colleagues in preparation of clear and engaging regular parent newsletters; input into the development of the parent web portal to promote school activities
- Lead on the school's use of social and digital media to ensure that the school is making the best use of digital channels: website, Instagram, Twitter, WeChat, Facebook, LinkedIn and others
- Create engaging and high-quality content for regular social media posts in line with thematic calendar of marketing messages
- Work with external agency to maximise the effectiveness of online paid advertising (PPC) and SEO
- Develop and maintain content on the school's website, working with the Headmaster and Board. Instruct minor changes and updates to website content directly to third party web developer or directly implement changes as appropriate
- Lead liaison with the external website developer to ensure the website continues to engage all audience profiles



Printed materials and merchandise

- Lead on the creation of materials and content including prospectuses, flyers, advertisements, signage and promotional merchandise, working with external designers as appropriate

Events and PR

- Lead the organisation/promotion of school marketing events such as talks, activity mornings and formal functions. Manage guest lists
- Lead on media liaison and press relations in conjunction with the Headmaster and other nominated spokespeople

Reporting

- Monitor all current projects and periodically prepare reports for the Board as required with particular attention to how school marketing objectives are being met

Finance/Budget

- Work with the CEO to maximise the effectiveness of the school's marketing budget

All school staff are expected to:

- Work towards and support the school vision and the current school objectives outlined in the School Strategic Plan
- Support and contribute to the school's responsibility for safeguarding students
- Work within the school's Health and Safety Policy to ensure a safe working environment for staff, students and visitors
- Work within the school's Diversity Policy to promote equality of opportunity for all students and staff, both current and prospective
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues
- Engage actively in the performance review process
- Adhere to policies as set out in the Staff Handbook
- Undertake other reasonable duties related to the job purpose required from time to time

Person specification

Essential

- Good understanding of the London independent school market
- Excellent written English and proof-reading skills



- High level of attention to detail, ability to prioritise and manage multiple project streams
- Willingness to fully embrace the school's ethos, community and unique character, and work proactively with teaching and non-teaching staff to showcase the school to best effect
- Experience of working in an autonomous marketing role
- Experience of producing high quality written content for targeted audiences
- Experience of managing social media accounts and creating content
- Experience of managing events
- Personable and articulate

Desirable

- Marketing qualification
- Experience of working in an educational environment or school
- Aptitude for photography
- Interest in / familiarity with Chinese language and culture

September 2023