



Marketing and Communications Manager

Reporting Line Manager: Head of Marketing and Communications

Team: Head of Marketing and Comms, Marketing Manager (x2) and a Content/Graphic Designer

Locations: Ravenscourt Park Preparatory School, Kew Green Preparatory School (inc. Nursery), Kew House School and Maida Vale School

Start Date: As soon as possible

Hours: 8.30am to 5pm, Monday to Friday (this is NOT term time only)

Holiday: Initially 20 days plus a day extra for each year worked up to 25 days

Salary: Competitive depending on experience

Summary

An excellent opportunity has arisen for a Marketing and Communications Manager to work closely with the Head of Marketing and Comms in the delivery of marketing plans for a group of Independent Schools based in West and North West London. The role covers all areas of the Group's activities from Nursery to Sixth Form and Alumni. The post holder will assist in the management of content for distribution across our digital and social media channels, as well as traditional print and publications, with the aim of increasing the recruitment of pupils and staff.

You will have proven experience in digital and traditional marketing and have experience in creating engaging content and campaigns. You will also use your excellent communication skills to manage content on the School's website, in its newsletters and publications ensuring the consistent presentation of the Group's brand across the School's communication channels.

Gardener Schools Group Ltd

Kew House School 6th Form Annex, Unit 7-8 Kew Bridge Road, London TW8 0FJ

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You will work with the Head of Marketing and Comms, Admissions teams and Heads to curate and surface the many excellent news stories and activities that occur within the schools. You will be knowledgeable and skilled in photography, video editing where necessary, and able to quickly turnaround stories and ideas, while managing multiple deadlines.

Key Responsibilities include:

- Work with the Head of Marketing and Comms and the Schools, to develop a marketing strategy and calendar to support the development of a digital, social and traditional marketing campaign.
- Identify, gather and tell stories from across the Group, from Nursery to Sixth Form and Alumni, across digital and traditional platforms using a variety of content mediums including text, images and video.
- Input and manage parts of the marketing budget for all Schools, working with the various stakeholders and Head of Marketing on where best to allocate our resources.
- Manage the relationship and content of key marketing channels such as the website, traditional, and digital channels such as Instagram, Facebook, X, LinkedIn, and YouTube. You will also monitor and report on the effectiveness of these channels.
- Assist in the management of the School's SEO campaigns with creative agencies and ensure engaging website content.
- Work with the schools to create a contact database for prospective pupils and alumni, ensure this is regularly updated and coordinate half termly marketing emails.
- Work with the Head of Marketing and Comms and Admission teams on the school's recruitment to determine how best to support the school through marketing and communication efforts including assisting with the planning and delivery of marketing and admissions recruitment events (virtual and in person).
- To work with Admission teams to continually improve our customer experience from registrations and open house events to maintaining contact prior to their children's first day.
- Perform market research on the effectiveness of marketing campaigns and the interactions with parents and prospective parents at key "touch" points during the year.
- Help maintain an Alumni network of former pupils and staff. Communicating to these groups on an ad-hoc basis.
- Organise and manage key events (which may possibly be during evenings and occasional weekends), ensure that photographs, video footage are taken and shared on social and digital platforms.
- With the stakeholders write, supply and follow up press stories and editorials and continue to develop the School's and Group's media presence.
- Assist in the compilation and proof-reading of schoolwide publications, liaising with newspapers, magazines etc. for advertising/editorial opportunities, and with staff to identify opportunities for department news articles.

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- Organise the design and delivery of marketing merchandise and other marketing collateral.
- Work with stakeholders to ensure newsletters are sent out on time, to a high quality, and with engaging stories of activities within the schools.
- Ensure all communications are in line with the Group's agreed guidelines. Ensure that the school's communications content meets accessibility, security and legal requirements, data protection and copyright, as well as standards of quality and agreed schedules.

Person Specification:

- A degree or recognised marketing qualification is desirable, but not essential;
- Experience or knowledge of the Independent Schools sector is desirable, but not essential;
- A number of years' experience working in a content/marketing role or similar;
- Excellent storytelling and writing skills and a keen eye for accuracy, use of English and detail;
- Excellent design, photography and some experience in video editing skills;
- Excellent IT skills and an ability to use eMarketing tools, preferably some experience of Adobe CC Photoshop and InDesign and with some video editing software experience;
- Understanding of Google Analytics and SEO; good understanding of social media;
- Cheerful, flexible and positive and proactive approach, with a "roll the sleeves up" mentality;
- Ability to build positive working relationships with staff, parents and students in a friendly, professional and courteous manner;
- Someone who works well as part of a team to implement the marketing strategy of the Group;
- Self-motivated – ability to work autonomously; to multi-task and prioritise on a daily basis in a busy and dynamic environment. Be able communicate and report back on progress without prompting;
- Strong communication skills, verbal and written as well as being digitally literate;
- Organised, reliable and punctual;
- Creative and enthusiastic

Duties listed in this job descriptions will be discussed with the post holder when appointed with some flexibility in order to play to the strengths of the post holder and the needs of the School.

In addition to the specific duties listed above, the post holder will also be expected to undertake other such reasonable responsibilities and tasks that may from time to time to be assigned by the Head of Marketing and Comms and the Directors.

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How to apply:

Please download the application form from: <https://www.gardenerschools.com/about-us/job-vacancies>

Please return the completed Application Form and Letter of Application to:

HR Advisor, Kew House School, 6 Capital Interchange Way, Brentford, TW8 0EX

or

Email: hr@gardenerschools.com

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