



KENSINGTON PARK SCHOOL

MARKETING COORDINATOR

September 2024

Closing date:

12noon, Monday 2nd September 2024



MARKETING COORDINATOR

FROM: SEPTEMBER 2024

Kensington Park School is seeking to appoint a Full-time Marketing Coordinator to deliver outstanding marketing & communications for KPS across digital, print, media and other channels.

Kensington Park School is a co-educational independent school (11-18) situated in the heart of cosmopolitan London with a commitment to the principles of equal opportunity, diversity and inclusion. The School combines a rigorous academic education with an emphasis on developing the whole student by giving them a broad educational experience and strong pastoral care. The small class sizes ensure that a personalised and individual education is delivered to each student. The School has an extensive and thriving co-curricular programme to which a contribution will be expected.

Applications, which should include a covering letter addressed to the Headmaster and a fully completed Application Form, should reach the School no later than **Monday 2nd September 2024 at 12 noon.**

Kensington Park School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Job Description



Job Title:	Marketing Coordinator
Line-managed:	Business Director
Job Purpose:	To deliver outstanding marketing & communications for KPS across digital, print, media and other channels.

Key roles and responsibilities

The nature of this role and the business environment we operate in which we require a large degree of flexibility and Adaptability. This document outlines a detailed, but not exhaustive, description of the duties pertinent to this post. It is a guide to the work the post holder will initially be required to undertake. It may be changed by mutual agreement from time to time to meet changing circumstances.

General

- To support the SLT, Admissions Team and Head of Short Courses to meet the School's strategic objectives and to ensure that the School and its programmes are well promoted through effective marketing and communications across multiple channels. This includes long-term academic programmes and short courses including, but not limited to, Easter Revision and Academic Summer programmes.
- To work with the SLT, Admissions Team and Head of Short Courses to identify and maximise opportunities for pupil recruitment, in particular through the assisting communication to develop links and partnerships with feeder schools, local estate agencies, relocation agents and developers, embassies, and educational agents and consultants.
- To assist the admissions with preparations for key marketing and admissions events including, but not limited to, Open Days, overseas Education Fairs, student- led events, and taster days. On occasion, you may be required to undertake international travel on behalf of the School.
- To liaise with key members of staff to identify photographic opportunities; to regularly photograph day to day learning activities and events at the School for marketing purposes, promoting high quality for digital and print.
- To work closely with the Admissions Team to develop, plan and implement a comprehensive pre-arrival communications strategy for new and prospective students, parents and agents.
- To develop, maintain and coordinate internal display marketing in and around the School, including noticeboards, reception areas, signage, and digital display screens.
- To maintain clear brand guidelines to ensure consistency of brand image.
- To assist SLT to encourage contributions of news stories from staff and students.
- To work with Business Director, ensuring departmental budget spent effectively.



- To regularly review other schools' marketing and recruitment activity and changes in the schools market.

Digital

- To manage digital marketing strategy through, but not limited to, PPC, SEO, Google Analytics analysis, Google My Business Pages, and any other social media platforms.
- To maintain and to develop website content to ensure it is always up to date, relevant, and in line with the School's strategic objectives.
- To work closely with staff to identify opportunities for engaging news stories for promotion via our website and social media channels.
- To assist with the commissioning, creating, editing and uploading of news content for publication on the School website, social media channels, and printed materials (online and offline media).
- To develop, create and manage innovative and creative content campaigns across multiple channels, including the website and social media.
- To monitor and improve on the School's social media strategy and presence on Social Media platforms including Facebook, Instagram, Twitter and LinkedIn.
- To support the Business Director with monthly or termly reporting – google analytics, social media engagement etc.

Publications

- To manage the production of the annual school prospectus by commissioning, collating, editing and proofreading content.
- To collate, edit and proofread content for student and parent handbooks including, but not limited to, pre-arrival information, subject choices and boarding.
- To assist with the production, collation, editing and proofreading of information for all printed materials, including, but not limited to, the school prospectus, leaflets and newsletters.

Advertising and Media Communications

- To identify appropriate advertising and editorial opportunities in accordance with the School's strategic objectives
- To liaise with local and national newspapers, magazines and appropriate specialist publications for advertising and editorial opportunities.



- To liaise with marketing leads at feeder schools and provide appropriate updates to ensure Kensington Park School's place on the Senior School Fair circuit.
- To draft regular press releases on school activities, events and pupil achievements, in consultation with SLT, and to submit to appropriate channels.
- To work with suppliers and designers to ensure timely and cost-effective delivery of design and print projects.
- To update and maintain entries on online directories and sites including, but not limited to, Which School?, School House, Guide to Independent Schools, BSA, and the Independent Schools Directory.

SAFEGUARDING

Kensington Park School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service, as well as have due regard for the School's Safer Recruitment and Safeguarding (Child Protection) policies when applying for any position at the School.

How to Apply



Applications

An application form is available to download from the staff vacancy page of the school website: www.kps.co.uk, or by emailing vacancies@kps.co.uk.

The closing date for applications is **12 noon on Monday, 2nd September 2024**.

Applications must be submitted in full by the advertised closing date for entries. **Early applications are encouraged as they may be reviewed upon receipt and interviews may be scheduled in advance of the closing date.**

A formal offer of employment will always be dependent upon receipt of satisfactory references. Where possible to do so the school will seek references prior to interview.

Details of at least two referees will be obtained, one of whom must be current or most recent employer. Qualification certificates (originals only) will be required at interview, as will proof of identity, right to work in the UK and domicile.

All applications should consist of a covering letter addressed to the Headmaster and a fully completed application form. Please note that CV will not be accepted nor will incomplete application forms.

Applications may be submitted by email or posted to the School.

School Contact Details:

Kensington Park School – Senior School

40-44 Bark Place
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Kensington Park School – Sixth Form

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