



Eaton Square  
Prep School



# Marketing and Communications Manager Job Description

# Headmistress' Welcome

Dear Candidate,

Thank you for your interest in joining Eaton Square Prep School. We are a vibrant and forward-thinking community, committed to providing an exceptional education within a caring and inclusive environment. Our dedicated team works tirelessly to ensure that every child thrives academically, socially, and emotionally.



We were founded in 1981, where the school began life as a Nursery in the basement of St Peter's Church on Eaton Square. Today, it is a thriving co-educational independent day school for children aged 2–11, offering continuity of education during the most formative years of a child's life. Eaton Square is proud to be part of the Dukes Education family, sharing a commitment to excellence and innovation in independent education.

Our ethos is rooted in the POISE values – Perseverance, Ownership, Integrity, Service, and Empathy – which underpin every aspect of school life. We aim to nurture character and curiosity, enabling pupils to flourish academically and personally. Equal emphasis is placed on intellectual, artistic, aesthetic, physical, and musical pursuits, ensuring a broad and balanced education that prepares children for life beyond the classroom.

Although non-selective at Reception, Eaton Square maintains high academic standards. Many pupils progress to leading London day schools and boarding schools at 11+ and 13+, including Westminster, St Paul's, Dulwich College, King's College Wimbledon, City of London Girls, Godolphin and Latymer, JAGS, Benenden, Eton, Harrow, Tonbridge, and Winchester.

As Headmistress, I am immensely proud of the strong sense of belonging that defines our school. We value collaboration, creativity, and kindness, and we seek colleagues who share these ideals and will contribute to the continued success of our pupils. If you are passionate about inspiring young minds and making a meaningful difference, we would be delighted to hear from you.

Warm regards,

A handwritten signature in black ink that reads "Trish Watt".

Mrs Trish Watt  
Headmistress



# The Role

The Marketing and Communications Manager plays a critical role in shaping the School's future, working in close partnership with the Headmistress to align marketing strategies with the broader vision and values of Eaton Square Prep School. This role requires a dynamic and passionate individual who will not only grow awareness of the school but also actively enhance its reputation within the local and wider community.

The successful candidate will be responsible for creating engaging and on-brand content that supports the School's communications strategy and enhances its reputation with prospective families, current pupils, alumni, and the wider community. This role is vital to ensuring consistent and impactful messaging that reflects the values, achievements, and daily life of the School, while helping to meet pupil recruitment and engagement objectives. In addition, they will work closely with the Bursar to oversee the marketing budget – delivering well-planned and impactful organic and paid campaigns that showcase the School's ethos, achievements, and distinctive character.

This is a role for someone who enjoys working in a small, high-performing team and who thrives in a fast-paced, people-focused environment. You will regularly engage with children and families – so warmth, approachability, and a genuine interest in education is essential. It is an ideal position for someone who wants to have real impact – not just in marketing outcomes, but in shaping the future of a thriving school. You will quickly get to know our wonderful community and play an important part in sharing what makes Eaton Square Prep School so special.



# Key Duties and Responsibilities

## General Marketing

- Lead marketing initiatives to support admissions objectives and promote the school's ethos and values.
- Contribute to the marketing budget plan, ensuring cost-effective campaigns and resource allocation.
- Develop marketing materials such as prospectuses, newsletters, and other collateral that reflect the school's culture and excellence.
- Champion storytelling to highlight achievements and positive aspects of school life.
- Work closely with the Head and leadership team to identify opportunities to enhance the school's visibility and reputation.
- Stay informed on emerging trends and innovative communication tools to improve outreach.
- Manage PR opportunities and build relationships with local businesses, estate agents, education consultants, nurseries, and parent groups to raise the school's profile.

## Digital Marketing

- Maintain and update the school's website and social media channels to reflect the vibrant school community.
- Oversee all digital marketing activity, including social media, email campaigns, SEO, PPC, and paid advertising.
- Direct and deliver content strategy across digital platforms, ensuring consistent, engaging messaging aligned with school values.
- Manage creation of digital content (video, audio, photography) and maintain the digital asset library; liaise with external agencies as needed.
- Schedule, publish, and monitor social media posts; respond to engagement promptly and professionally.
- Analyse performance metrics and provide reports to inform future campaigns and improve engagement.
- Ensure brand consistency in tone and messaging across all platforms.
- Brief and manage external agencies for paid social campaigns and monitor effectiveness.
- Create and distribute marketing emails, invitations, and surveys; track and report on performance.

## Event Management

- Collaborate with Admissions and other teams to support recruitment events and community outreach.
- Assist in organising and publicising school events such as Open Mornings.
- Attend school events (productions, prize days, sports days, assemblies) to capture photography for marketing purposes.
- Collate newsletters and end-of-term video presentations to showcase school life.

## Key Skills and Attributes

**Technical Skills:** Excellent skills in standard Microsoft software, as well as simple design work using tools such as Canva and Adobe Creative Cloud will be required; familiarity with basic photo and video editing skills is an advantage. A strong knowledge of content creation for social media channels is also essential.

**Charismatic and Warm:** A natural people-person who leaves a positive and lasting impression on everyone they meet, both in person and virtually.

**Passionate and Engaged:** Deeply committed to the School's success, passionate about education, and eager to actively participate in school life.

**Dynamic and Confident:** Able to hold a room and lead discussions with parents, staff, and pupils in both formal and informal settings.

**Meticulous and Detail-Oriented:** Highly organised and methodical, with a keen eye for details, particularly in managing communications.

**Team Player:** Thrives in a collaborative environment, working closely with the Headmistress, teachers, and other staff to achieve common goals.

**Ambitious and Goal-Oriented:** Motivated by success, driven to meet and exceed admissions targets, and excited about the prospect of making a tangible impact on the School's future.

**Loves Children:** Naturally connects with children, creating a positive and engaging environment during tours and school events, and demonstrating genuine care for each child.

## Essential Skills and Experience

The ideal candidate will have:

- Previous experience in marketing, customer service, or a related role, ideally within the education sector is an advantage.
- Proficiency with Canva, social media platforms and Mailchimp.
- Experience managing marketing budgets and developing and executing a marketing plan.
- Strong communication and interpersonal skills with the ability to engage confidently with parents, students, and staff.
- Excellent IT skills, with the ability to use digital tools creatively to promote the school across multiple platforms.
- A flair for creative marketing – bringing fresh ideas, strong visual awareness, and an eye for detail.
- Ability to manage multiple tasks efficiently and meet deadlines.
- A proactive, hands-on attitude and willingness to get stuck in as part of a small, high-performing team.
- A passion for education and the ethos of Eaton Square Prep School is essential.

# Why Work at Eaton Square Prep School?

**Part of Dukes Education** – As part of Dukes Education, staff benefit from professional development, training, and career progression opportunities. Being in a wider network allows for collaboration, sharing best practices, and strong support for both new and experienced teachers.

**Well-resourced house school** – Eaton Square Prep School is a nurturing and welcoming school with a true home-from-home atmosphere. Our size allows us to focus on each child while maintaining excellent facilities that support high-quality teaching and learning.

**Wonderful pupils** – Our children are curious, kind, and engaged, making teaching here a joy. With a focus on personal development, creativity, and academic growth, pupils are encouraged to be their best in a supportive environment.

**Committed staff team** – At Eaton Square Prep School, you will be part of a dedicated and supportive team of professionals who share a passion for education. Our teachers work together to inspire and challenge pupils, fostering shared learning and continuous improvement.

**A culture of creativity, excellence, and community** – Eaton Square Prep values academic success and personal growth, ensuring children become confident, well-rounded individuals. Our culture of innovation, inclusivity, and pastoral care makes this a special place to work.

In addition, staff have access to:

- Dukes Education group CPD events, training sessions, workshops, collaborative development days and courses each year, plus invitations to all Dukes events, talks, kids' camps, and more.
- An Employee Assistance Programme, including six free in-person counselling sessions for both you and your family members.
- Cycle to work scheme.
- Staff loans for training.
- Free daily lunches and refreshments.
- A warm staff culture with regular staff socials.
- Access to Wellhub (including discounted access to fitness class and wellbeing apps).



# About Dukes Education

Dukes Education is a carefully curated family of exceptional independent schools, nurseries, and colleges, united by a shared commitment to providing the highest quality education. With settings across the UK and Europe, Dukes educates over 20,000 young people. Founded on a belief in nurturing every child's potential, Dukes schools retain their own distinctive ethos and character while benefiting from the support and expertise of a wider network.

Eaton Square Prep School became part of the Dukes Education family in 2018, joining a network of schools that uphold the same values of warmth, excellence, and ambition. For staff, this partnership brings exciting opportunities for professional development, with access to an outstanding programme of CPD and training. Teachers benefit from collaborative learning, observing best practice across the group, and engaging in training that enhances their expertise. Dukes Education is committed to the growth of its educators, ensuring they are continually inspired, supported, and equipped to deliver the very best teaching and learning experience for their pupils. Being part of Dukes Education provides staff with excellent opportunities for career progression, with the potential for promotion within the group's network of schools.

One of the unique strengths of Dukes Education is its model of autonomy within community. Each school maintains its own identity, leadership, and traditions, while still benefiting from the support and shared knowledge of the wider group. The balance between independence and collaboration ensures that pupils and staff alike receive the best of both worlds: a school that feels like home, with the backing of a group that champions excellence in education.



# Terms of Employment

This will be a full-time, permanent contract, commencing in March 2026 (or as soon thereafter). The Marketing and Communications Manager reports to the Headmistress and the Bursar for day-to-day matters.

- Annual salary will be highly competitive and dependent on experience, up to £40,000.
- The 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 previous employers and an enhanced check with the Disclosure and Barring Service
- Eaton Square Prep School is an equal opportunity employer. All applicants will be considered for employment without attention to race, colour, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.
- This post is subject to a probation period of 3 months. The School may, at its discretion, extend the probationary period for a further period.



## Appointment Process

To apply, please complete the application form on [TES.com](https://www.tes.com). You may choose to attach a CV detailing your relevant experience and a covering letter. Please include your current salary details.

- The closing date is **Friday 23<sup>rd</sup> January** at 9.00 am.
- The School reserves the right to interview and appoint this position ahead of any advised application closing date should an appropriate candidate be found. Therefore, it is advisable to submit applications as early as possible.
- Candidates invited for interview will be contacted on **Monday 26<sup>th</sup> January**, with first-round interviews held via Teams soon after. In-school interviews will take place the following week.
- If you have any queries about the application process, please contact Sally Holdsworth Hunt at [s.holdsworthhunt@eatonsquareschools.com](mailto:s.holdsworthhunt@eatonsquareschools.com).



# Where Tradition Meets Innovations



## Contact Us

Eaton Square Prep School  
55-57 Eccleston Square  
London, SW1V 1PH, United Kingdom

+44(0)207 225 3131  
[registrar@eatonsquareschools.com](mailto:registrar@eatonsquareschools.com)  
[www.eatonsquareschools.com](http://www.eatonsquareschools.com)