



Eaton Square Prep School

Candidate Pack

Head of Marketing & Communications

About Eaton Square Prep & Nursery Schools

Eaton Square Prep School was founded in 1981 and celebrated its' 40th anniversary last year. It began life as a Nursery School in the basement of St Peter's church on Eaton Square. Since then, the school has expanded it's offering from Nursery to Year 6. Eaton Square Prep is part of a family of schools, including Eaton Square Senior School, and Eaton Square Sixth Form, as well as being part of the Dukes Education group.

Offering continuity of education in the important formative years of a child's life, the school is a vibrant, popular community where children learn not only the skills, but also the values that will prepare them for the next stage of their life at senior school and beyond. Although non-selective at the main point of entry (Reception) the school maintains high academic standards, with many children moving on to the most selective of London Day Schools and Boarding Schools at 11+ entry level. or 13+ where appropriate for pupils who have transferred onto the Senior School after the 11+ screening processes for 13+ entry.

In recent years we have seen pupils move on to Westminster, Dulwich College, Alleyn's, Kings College Wimbledon, St Paul's, City of London Girls, Godolphin and Latymer, Putney High, JAGS, Benenden, St Swithun's, Roedean and Downe House, as well as many other independent schools. As mentioned above, the pupils also move on to Boarding schools such as Eton, Harrow, Tonbridge and Winchester at 13 following the 11+ process. Many of our pupils now stay on to attend our Senior School. Approximately 40% of Eaton Square Prep School pupils transfer to the Senior School each year.

The school offers a breadth and depth of education which goes beyond academic success in examinations and into every sphere of life. We want to nurture good character and curiosity, enabling our pupils to make their way in life beyond their formal education. Equal emphasis is placed on intellectual, artistic, aesthetic, physical and musical pursuits. In addition, our teaching staff encourage children to learn moral and spiritual values that will make them happy and confident in themselves, so that they may become kind, well-rounded and respected members of society.

Sebastian Hepher took up the Headship of Eaton Square School in 2010. He is now the Principal of Eaton Square Schools. Trish Watt succeeded Sebastian as Headmistress of the Prep. School in September 2019.

Our Vision

Eaton Square pupils will be fully prepared to take their own place in an ever-changing world.

Our Mission

To provide an exceptional all-round education.

Our Values

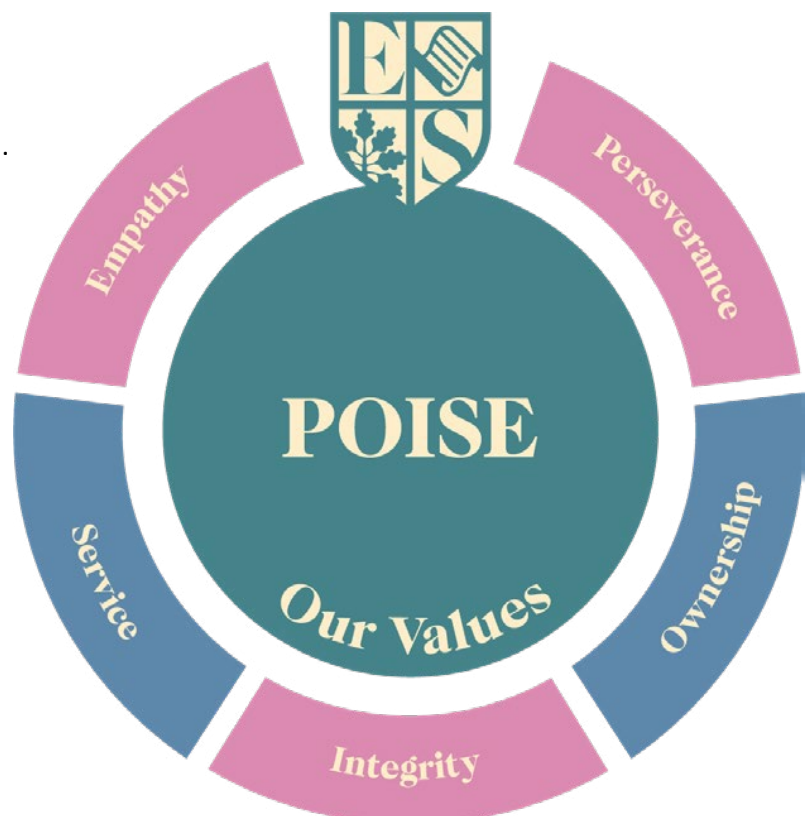
Perseverance

Ownership

Integrity

Service

Empathy





Our Aims

- Provide the highest level of pastoral care to encourage the development of a purposeful attitude, self- confidence, respect for others, and a strong sense of community.
- Inspire intellectual curiosity and an instinctive love of learning which leads naturally to academic aspiration and examination success.
- Create opportunities to encourage a culture that identifies and supports each pupil in developing at least one area of greatness.
- Cultivate tomorrow's leaders through our core curriculum programmes that enrich self-development and personal awareness, allowing pupils to develop the skills they need to overcome adversity and setbacks.

Dukes Education

The school became a member of Dukes Education in 2018, and as a result enjoys an excellent relationship with numerous partner schools, as well as benefiting from the support of experienced professionals, committed to improving the growth and education provision across the group.

Dukes is a family of schools, teachers, learners, and parents connected by our pursuit of an extraordinary life for every member of our community.

Their philosophy is to support each individual to live with purpose, to encourage a love of learning, and to act as a team. All of this is underpinned by a quality standard that runs through everything they do.

Dukes believe that education is a journey to be enjoyed and shared at every stage of life, unlocking extraordinary possibilities for every student. To learn more about Dukes, visit dukeseducation.com.



Job Description

Accountable to: Headmistress and Principal

Working with: Admissions, Admin Staff, Bursar, Teaching Staff and Dukes Education

Start date: As soon as possible

Salary: Competitive

Purpose of the Role

The purpose of the role is to raise the profile of Eaton Square Prep School amongst key audiences (parents, staff, media, etc.) and the wider public by developing and delivering communications plans to promote the school's objectives, particularly pupil recruitment and retention. The role has a focus on news-gathering and story-telling across various channels (including online, print and social).

The successful candidate will be an organised, enthusiastic and a hard-working team player with excellent written and verbal communication skills. They will also be digitally savvy and have had previous experience in a similar marketing/communications role.

Key Responsibilities

- Publicise events and activities to a wide range of audiences. Assist in the preparation of communication materials for these events where required.
- Generate interesting rich content for schools communications channels, specifically social media and the websites.
- Manage all responses to social media.
- Be responsible for proactive news & information gathering, through maintaining strong relationships with staff across the school.
- Lead Open Mornings, parent events and work with the PTA.
- Ensure the school events calendar is managed and provides opportunities for all year groups.
- Ensure news and related content is updated on each school's website, blogs and social media channels.
- Engage prospective & current parents and all staff by creating informative marketing emails, invitations, surveys and other communications as required.
- Manage and maintain contact databases and lists. Work with the registrars and other administrative staff to develop prospective and current parent lists.
- Track and monitor success of email newsletters and social media posts
- Consistently review website content and all channels to ensure information is correct and fit for purpose
- Collaborate with key stakeholders in the schools to understand their communication needs and develop plans to assist where possible
- Stay informed of trends and developments for new, innovative communications tools and explore new solutions and approaches to improve communication across the schools and beyond.
- Collate newsletters for the school, including end of term video presentations.
- Attend school events such as productions, prize days, sports days and assemblies etc. as required to take photographs for marketing purposes.
- Report to and liaise with the SLT on the marketing activities during weekly SLT meetings.
- Develop annual marketing budgets.
- Attend and participate in staff meetings, INSET days and training sessions as required.

Person Specification

- Educated to at degree level.
- Understanding of working in a school or similar environment.
- Excellent professional communication skills both orally and in writing.
- Proficient with existing and emerging social media platforms.
- Flexibility and adaptability.
- Knowledge and understanding of and a commitment to safeguarding, equal opportunities and health & safety.
- Excellent IT skills and experience in working with digital marketing tools.
- Ability to present information to a range of audiences, both formally and informally.
- Attention to detail and accuracy.
- The capacity to prioritise and work across multiple projects.
- The ability to work as part of a team.
- Organisational skills with the ability to deliver a high volume of quality work.
- Creative skills for contributing new and innovative ideas.
- The ability to work well under pressure and meet deadlines.



Interview Process

Tes Application

Please apply by completing the [tes application](#) in full. You must include your entire job history, explain any gaps in employment, and provide the contact information for at least two professional referees.

Interview Process

Applications will be assessed against the Job Description & Person Specification, with candidates invited for a short interview in person. Subject to the number of applications, shortlisting may take place before the deadline for applications has passed. To eliminate unconscious bias from our recruitment process we remove all candidate names and places of education from applications before passing them to the panel for review.

Interviews will likely involve a formal interview with the Headmistress and Bursar, followed by a tour of the school where you will be able to meet those you might work with.

Additional interview with the Marketing Director from Dukes Education may also be included in the process.

Perks & Benefits

- As a part of the Dukes Education group you receive access to over 70 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.



Equality, Diversity & Inclusion

Eaton Square is committed to continuing to make diversity, equity, and inclusion part of what we do – from how we educate our young minds to how we build our workforce. If you are from an underrepresented community, we would especially like to hear from you.



Application Information

Successful candidates may be invited to interview immediately upon receipt of their application, so we recommend applying early. The deadline for applications is 1st September.

If you have any questions about the role, or special requirements for your interview, please contact Nurette Stanford on n.stanford@eatonsquareschools.com or 020 7225 3131.



We look forward to hearing from you.

Great minds set free.



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