



KENSINGTON PARK SCHOOL

MARKETING COORDINATOR

(Part-time, 3-4 days per week)

Start date:

July 2025 or ASAP

Closing date:

12noon, Thursday 15th May 2025



MARKETING COORDINATOR

FROM: July 2025

As an Part-time Marketing Coordinator you will play a key role in the development and implementation of Kensington Park School's strategic marketing and communications plan. The post holder will collate and generate news content and ensure that all marketing activity is widely and appropriately publicised across online platforms and through print and digital marketing media. The Marketing Coordinator will contribute to delivering internal and external marketing and communications initiatives to help promote and develop the reputation of Kensington Park School and its programmes including, but not limited to, long-term academic programmes, short courses, Easter Revision, and Academic Summer programmes. The post holder will have responsibility for the day to day management of the School's website, social media channels and targeted communications plan, and will develop links and partnerships with businesses and community contacts in pursuit of the company's strategic objectives. In the execution of their role, the post holder will have close working relationships with other members of teaching and non-teaching staff.

Applications, which should include a covering letter addressed to the Business Director, and a fully completed KPS Application Form, should reach the School no later than Thursday 15TH May 2025 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 Title: **Marketing Coordinator**

Reports to: **Business Director**

Job Purpose: **To deliver outstanding marketing & communications for KPS
across digital, print, media and other channels.**

Key roles and responsibilities

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 ensure 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 further develop and improve on the School's social media strategy and presence on Social Media platforms including Facebook, Instagram, Twitter and LinkedIn.
- To support the 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 and develop 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.

Child protection, discipline, health and safety and data protection

- Promote and safeguard the welfare of children and young persons for whom you are responsible and with whom you came into contact. All employees of KPS must have due regard for safeguarding and promoting the welfare of children, ensuring compliance with school policy and DfE legislation: Keeping Children Safe in Education (September 2024);
- Maintain good order and discipline among the students and safeguarding their health and safety both when they are on the School premises and when they are engaged in authorised School activities elsewhere. All employees of KPS must have due regard for general health and safety, acting according to school policy and the Health and Safety at Work Act (1974);
- Enforcement of school policies, rules, health and safety guidelines, code of dress, behaviour
- Comply with the Data Protection Act 2018 (the UK's implementation of the General Data Protection Regulation, GDPR)
- Develop a positive and supportive relationship with pupils.

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.



Essential Criteria

- Educated to degree level or higher (or equivalent).
- Experience managing social media marketing campaigns across multiple channels such as LinkedIn, Facebook, and Instagram.
- Experience with website maintenance and content management.
- Experience with design software such as InDesign, Canva, or similar.
- Experience with Adobe Acrobat PDF software for the design and creation of interactive PDF documents for admissions and marketing purposes.
- Excellent communication (written & verbal) skills in English.
- Excellent administration and IT skills.
- Good people skills, cultural awareness and sensitivity.
- Strong work ethic, proactive, punctual and highly organised.
- Pride in delivery of work to high standards.
- Attention to detail.
- Adaptable, versatile and creative.
- Able to prioritise.

Desirable Criteria

- Experience developing strong and innovative digital marketing strategies using SEO and PPC.
- Experience using Google Analytics, Google AdWords, and other relevant sites to deliver effective digital marketing campaigns.
- Experience of working in UK domestic secondary school environment.
- Experience of working in the international education sphere.
- Relevant marketing qualifications.

SAFEGUARDING

Kensington Park School is committed to safeguarding and promoting the welfare of children and young people and expect 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, 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 Peoplesupport@kps.co.uk

The closing date for applications is **12 noon on Thursday 15th May 2025**.

Applications must be submitted in full by the advertised closing date for entries.

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, For attention of the HR Department.

School Contact Details:

Kensington Park School – Senior School
40-44 Bark Place
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