



# KING'S HOUSE SCHOOL

RICHMOND

## Marketing and Communications Manager

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### General Information

King's House School was founded in Richmond in 1946 and has been a boys' prep school from that time on. The school operates on three sites in or around King's Road, which is on the very pleasant setting of Richmond Hill. The Senior Department (for boys from Year 4 to Year 8) is at 68 King's Road, the Junior Department on its own site just down the hill, and the Nursery around the corner in Princes Road. The school also has extensive playing fields just over Chiswick Bridge, where there are numerous pitches including a new full-size 3G one.

Most boys join the school in the Nursery (which is co-ed) or Reception but there are small intakes at Years 3, 4 and 7. Boys stay until 13 when they move on to a wide range of day and boarding schools, a number each year gaining scholarships.

The Nursery operates from its own site in a carefully restored building on Princes Road. The youngest children, the Caterpillars, are based on the top floor and the Butterflies (the rising 4s) on the ground floor. There is a very positive, caring atmosphere to the Nursery and the ground floor has an area set aside for Music. The Nursery has its own dedicated staff supplemented with specialists from the school PE, Music and IT departments.

The Junior Department (JD) is housed in two Victorian buildings which have been sensitively redesigned and linked to provide an exciting and stimulating environment for the pupils. There is a two-form entry with about forty boys in the year group. This number grows to about 48 in Year 3 with three forms. The class teachers deliver the vast majority of the curriculum but boys do have lessons with specialist teachers for Music, French and PE and Games and in some years, Computing. All boys take swimming lessons at a local pool and Years 2 and 3 use the Senior Department (SD) facilities for some subjects.

Boys move to the Senior Department site for Year 4. This is the original school site and has been developed substantially since then. It is a deceptively large area which includes the school's theatre, gym, astro turf pitch, two Computer rooms, two Science laboratories and Music area. There are three forms in each year group. Forms are mixed-ability in Years 4-6, with some subjects setted, and streamed in Years 7 and 8. Boys experience increasing exposure to subject specialist teachers, who will teach a range of year groups and sometimes more than one subject. The curriculum the boys follow prepares them for Common Entrance at the end of Year 8.

Throughout their time at King's House, the boys are encouraged to take part in art, drama, music and sporting activities. There are productions every year for all year groups, concert and other



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performance opportunities for music, and numerous games fixtures and other sporting activities. There are also numerous outings for all year groups and residential trips as the boys get older.

Overall, King's House offers its pupils a broad and balanced curriculum and prepares them well for their transition on to their next school.

### **Safeguarding**

King's House School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo the child protection screening appropriate to the post, including checks with the Disclosure and Barring Service and references from previous employers. Staff must be aware of the systems within the School which support safeguarding and must act in accordance with the School's Safeguarding & Child Protection policy and Code of Conduct. Staff will receive appropriate child protection training which is regularly updated.

### **How to Apply**

Please send your completed application form and a covering letter (not to exceed 2 sides of A4) outlining your skills and experience to Will Cullen, HR Manager, King's House School, 68 King's Road, Richmond, TW10 6ES as soon as possible and no later than **30<sup>th</sup> April 2021**. Alternatively, please email your application to [recruitment@kingshouseschool.org](mailto:recruitment@kingshouseschool.org). We welcome early applications and will consider holding interviews before the closing date for strong candidates.



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### **Job Description**

The following job description covers the principal tasks required for the Marketing and Communications Manager. It is not necessarily a complete list of everything required for the full professional discharge of duties. The duties outlined in this job description may be modified with your agreement, to reflect or anticipate changes in the job.

#### **Overall Aim**

Marketing of the school with the aim of improving pupil numbers on roll / pipeline and raising the profile of the School within the local community and more broadly (adjacent boroughs, International families relocating to London, Secondary Day and Boarding schools etc).

#### **Duties as Marketing and Communications Manager:**

##### Strategy and Planning

- Produce, develop and deliver the annual marketing and communication strategy and budget in conjunction with the Head and Bursar
- Submit termly reports on activity and expenditure to the Head and Bursar
- Promote and monitor the use of the School's brand
- Lead and develop a whole-school communications programme to ensure consistent and highly effective communication with pupils and families
- Undertake research to inform future marketing strategy
- Identify and develop new ways to attract and recruit pupils.
- Public Benefit Initiatives
- Broadening pupil diversity / inclusivity

##### Digital

- Provide content, style management and design oversight of the school and Sports Ground websites whilst ensuring they are kept up to date with news and content to reflect life at the school
- Develop and implement a Search Engine Optimisation programme, ensuring that the school consistently appears in the first page for key search terms
- Oversee the school's social media activity, advising on the appropriate channels, messages and activity; manage the school's presence on networking / social media sites
- Manage the reporting of key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity

##### Public Relations / Communications

- Develop and lead a positive public relations strategy. This includes writing weekly news stories (promoting the work and successes of our pupils, staff and the School).
- Update, develop and manage the School's use of social media and digital marketing
- Develop strong relationships with key influencers (e.g. IAPS, Independent Schools' Yearbook, Independent Schools' Magazine, Good School Guide and other relevant influencers).



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- Foster and grow an alumni community through an alumni database, online profiles, anniversary and sporting events
- Promote the School externally, attending events such as school exhibitions, networking events etc
- Organising events in-house such as promoting the charities supported by the Public Benefit committee / other community initiatives to raise charitable profile of the school and manage the necessary reporting related to this.
- Leverage all media coverage, where possible, by communicating widely to all stakeholders
- Archive all media coverage

### Marketing

- Create and drive an effective sales strategy and advertising campaigns
- Analyse the enquiry and admissions figures from the ISAMS system to use in the development of all marketing activities and inform marketing strategy
- Follow-up with parents who did not choose the school to create a body of knowledge to drive admissions improvement
- Assist with the organisation of, and participate in, open mornings to ensure that prospective pupils and their parents receive appropriate information and have a positive experience
- Assist with Nursery, Junior and Senior department tours
- Organise, produce and update the School's marketing materials such as prospectuses, newsletters and update emails to parents
- Assist with marketing activities relating to the school Sports Ground

### General

- Support teaching and non-teaching staff in their roles as marketeers of the School
- Manage the contracts with school uniform suppliers
- Uphold the ethos and aims of the School
- Attend Inset days and other such meetings as may be necessary
- Develop and maintain excellent working relationships with children, colleagues and parents
- Undertake administrative duties as necessary
- Undertake any other duties, which the Head or Bursar may reasonably request

### **Person Specification:**

The ideal candidate will have some or all of the following:

- Appropriate qualifications (eg. Degree or Marketing qualification)
- A sound knowledge of marketing practices and principles
- An understanding of the aims and ethos of the independent school sector and King's House in particular
- An understanding of the motivations, attitudes and aspirations of parents, children and other stakeholders interested in independent education



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- Excellent communication and presentation skills, both verbal and written
- Strong project management skills
- Attention to detail, particularly copywriting and proofreading
- Excellent organisation skills
- The ability to work collaboratively and under pressure
- Willingness to contribute to the extra-curricular life of the school

## **Terms and Conditions**

- Salary (30-35k) based on experience
- Full-time post working all year round, 8.30am – 4.30pm.
- Six weeks' holiday per year (plus English bank holidays), generally not to be taken during term time
- Contribution to Stakeholder Pension Scheme
- Free school lunches during term time