

*Queen's
Gate*

INDEPENDENT DAY SCHOOL
FOR GIRLS AGED 4 TO 18 IN
SOUTH KENSINGTON · LONDON



OUR TRADITION

your future

MARKETING OFFICER

Application Pack

THE SCHOOL

Queen's Gate is a leading independent girls' school situated in South Kensington, ideally placed to take advantage of all the opportunities which the area offers. With just over 500 pupils from 4 to 18, the School is a vibrant and forward-looking community; our girls enjoy excellent academic education whilst getting involved in an extensive range of extra-curricular opportunities.

THE ROLE

We are looking for a hard-working and enthusiastic graduate with at least three years of marketing experience, ideally in an educational setting, to join our External Relations Department as Marketing Officer with effect from 1 September 2021 or sooner. The successful candidate will be an effective communicator, have passion for their work, an appreciation of the independent sector, experience of managing websites and social media channels and be able to craft engaging digital and print content, through the use of video, imagery and text. The ability to analyse activity is also essential.

RESPONSIBILITIES

The Marketing Officer will work alongside the Communications Officer in the External Relations Department with responsibility for the marketing of the School, both digitally and in print, providing the strategy and also implementing it. In addition, you will have responsibility for our various social media platforms and their effective use in marketing the School, supported by a good understanding of how best to use the analytics available to inform both our social media use and marketing. You will also organise our usual marketing events in both the Junior and Senior Schools, although these may remain virtual for the next term at least.

Any worries or uncertainties which affect your working life should be referred to the Principal

KEY RESPONSIBILITIES

Marketing

- To produce an annual marketing schedule (and associated budget) which incorporates both print and our digital presence, in consultation with the Principal and Registrar
- To deliver marketing campaigns which target the recruitment of pupils in specific age groups through advertising, events, personal contact, and other means as appropriate
- To keep abreast of initiatives which are being developed by competitor schools, proposing new initiatives in response to the changing marketing landscape
- To manage scheduling, booking and production of adverts, both digital and print, in conjunction with the Communications Officer, and monitor and update content with third parties (e.g. school directories, professional bodies, etc.) in conjunction with the Registrar and Principal
- To undertake market research and collate statistics to monitor the effectiveness of all marketing campaigns
- To ensure that all open events and other marketing activities, including digital content, play an effective and integrated role in achieving our strategic aims

Social media

- To work alongside the Communications Officer to devise and implement a dynamic strategy for social media including the use of the School's Twitter and Instagram and other social media sites, in keeping with the ethos and aims of the School
- To ensure that other stakeholders (i.e. teachers) contribute actively to this plan by providing material and ideas

Research

- To carry out research to ascertain changing populations, areas to target and additional feeder schools and to use the analysis to inform marketing and advertising plans
- To research building developments which may provide homes for potential parents and pupils
- To research companies and other organisations which may prove beneficial to the School's marketing

Marketing events

- To advise on suitable marketing events and to research/visit similar events organised by other schools
- To work closely with the Registrar and Senior Management Team to ensure that all such events are well-advertised, run smoothly and that suitable feedback is sought
- To attend exhibitions or similar to represent the School; some of these events may take place in the evening or at weekends

Publications

- To work with the Communications Officer in the development and production of all admissions, outreach and school publications from brief stage through to writing content, proofing and production, including prospectuses and newsletters.
- To assist in the development and production of all alumni publications including magazines, donor reports and fundraising collateral.
- To liaise with the Communications Officer to ensure all publications adhere to brand guidelines.

KEY RESPONSIBILITIES

Media

- To work with the Communications Officer to achieve effective media coverage, arranging photo opportunities and ensuring that the School website is updated with the same
- To use the Photo Library (maintained by the Communications Officer) to source suitable photos for use in marketing/advertising the School

Fundraising

- To organise the launch and implement both a Bursary and Legacy Campaign with parents, alumnae and friends of the School during our 130th Anniversary year

Other

- To contribute to the smooth running of the External Relations Department and to work closely with the rest of the team, supporting one another in each other's activities, for the benefit of the School
- To be fully conversant with Safeguarding responsibilities and GDPR requirements
- To carry out any duties as reasonably required by the Principal in connection with Marketing and as a member of the External Relations Team

Notes

1. This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out
2. This job description is not necessarily a comprehensive definition of the post. It will be reviewed annually and it may be subject to modification or amendment at any time after consultation with the post holder
3. You are responsible for exercising care in relation to yourself and those who may be affected by your actions with regard to Health and Safety. Please read the fire notices and if the fire alarm sounds, follow these instructions or any instructions which may be given at that time. Please also be aware of procedures in the case of lockdown. Smoking is prohibited when in School or within sight of pupils or when supervising pupils on or off site.

APPLICATION PROCESS

An application form and booklet containing the job description and person specification may be downloaded from our website:

www.queensgate.org.uk/about-us/employment-opportunities

When completed the application form should be sent by email together with a covering letter to the Principal at recruitment@queensgate.org.uk

Queen's Gate is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo enhanced DBS checks and have references taken up with previous employers.

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