



PRINCE'S MEAD

Head of Marketing & Communications

INFORMATION FOR CANDIDATES



Closing date for applications: Friday 7th October 2022

Interviews will take place from Monday 9th October 2022



The School

Prince's Mead is a thriving independent preparatory day school for 280 boys and girls set in a beautiful site in Winchester, Hampshire. The school is a forward-thinking yet traditional school with a strong family ethos and an excellent reputation. Housed in an impressive Grade II Georgian building, with spectacular panoramic views over the Itchen Valley, the School offers an imaginative, all-round education.

A Distinctive Approach

Amid these exceptional surroundings, the energy and vibrancy of the School radiates from the unusually large classrooms, immaculate outdoor facilities and sizeable playing fields beyond. The proximity to the City of Winchester and its cultural, historic and musical offerings, coupled with the freedom offered by the remarkable space of the School's enviable setting, give staff an

inspirational environment to deliver inspirational teaching. The school has an outstanding track record in preparing its pupils for the top senior schools in the country including, for example: Blundell's, Cheltenham Ladies' College, Downe House, Godolphin, King Edward VI, Millfield, St Mary's Calne, St Swithun's, and Wycombe Abbey. Last year, a record cohort of the Year 6 leavers were honoured with Academic, Art, Drama, Music, and Sports scholarships and exhibitions.

The Future

A new Headmaster was appointed by the Governing Board this academic year and the school has ambitious plans for the future with an exciting new Development Plan. A stunning new Dining Hall and classroom block further enhances the existing range of outstanding facilities and opportunities at Prince's Mead. The school is currently formulating the next phases of our development; one which will cement our reputation as one of the leading preps schools in Hampshire.

General Overview

In recent years, the school has grown dramatically into a 'powerhouse of a prep school' as described by Tatler Schools. Within a highly competitive market, Prince's Mead has become one of the top choices for the Hampshire and the London market providing first class education. The school was recognised by the Independent School Parent magazine and became one of the UK finalists in the ISOTY awards 2021 for 'Effective Brand

Communication'. The school is now embracing the next exciting phase of its development with a new Headmaster, new Bursar, rising roll and an impressive plan to further develop both the curriculum and the facilities. The relationship between the school and its wide range of communities has grown considerably via targeted campaigns and will be crucial to maintain in the new phase of leadership at the school.



Job Description

BRAND

- To remain the key brand ambassador for the school and provide communications guidance and support to all staff, Parents, SLT, Headmaster and Governors
- Continue to provide competitive and high end brand development across all marketing and communications tactics
- Ensure that the brand integrity and guidelines are applied consistently throughout all aspects of school communications
- Identify relevant local and national community initiatives in which the school can play an active part
- Amplify our USP and positioning statement through all communications
- Present brand, marketing and communications plans to staff regularly

DIGITAL MARKETING – WEBSITE, PARENT AND INTERNAL COMMS

- This role requires a full content development strategy for all digital marketing platforms
- The recently launched new website will require charismatic and informative news updates via professional imagery and creative content
- Provide art direction and management of all photography and film footage seasonally and adapt to market changes
- Ensure all information, such as school calendars, policies, staff lists and vacancies etc., are up to date
- Create, produce and manage all digital marketing and communication campaigns using data intelligence and tracking ROI where possible for campaign effectiveness
- Create film and photography opportunities around the school and coordinate larger filming or shoot projects

SOCIAL MEDIA MANAGEMENT

- Implement an individual platform social media strategy with appropriate brand image direction
- Provide year round key measurement and analytics on each platform campaign
- Run competitive and industry research continually
- Create and manage effective call to actions across all media
- Create an issues management strategy
- Identify social media trends and make informed suggestions to facilitate this into our planning

PARENT COMMUNICATIONS & NEWSLETTERS

- Create, plan and produce the weekly parent communications via MailChimp with appropriate art direction and content development
- Liaise with all stakeholders for informative and entertaining content
- Manage graphic design elements as required
- Provide photography assistance to staff to enhance content

EVENTS

- Plan, create and develop comprehensive programme of marketing/promotional events for all audiences
- Link up all parts of the school to implement events including catering, estates team, transport, teaching staff and SLT
- Identify and develop events with the Parents Association (PMA)
- Produce termly Open Day events with appropriate collateral and deliverables
- Attend and help to manage events on the day and evening



PRESS AND ADVERTISING

- Content generation production for press, website and social media outlets
- Identify key press contacts and establish good relationships with all publications, digital influencers and local Winchester, Hampshire and London stakeholders
- Develop an annual rolling advertising schedule for print and digital audiences
- Monitor new advertising opportunities for discussion across all media
- Identify all media opportunities in local media for media trained staff
- Work with the in-house creative designer on branding
- Network with local key contacts and attend industry events

ADDITIONAL ACTIVITIES

- Identify key industry awards and accreditation, and develop submission plans
- Learn and use all internal digital software platforms to support Admissions, Finance and calendars. e.g. Engage, SOCS
- Build strong relationships with all key stakeholders
- Research and monitor competitor marketplace
- Research and identify speaker and press opportunities for the SLT
- To manage and maintain the marketing budget and report to finance, Headmaster and Bursar regularly
- Organise and manage photography and film professionals as required
- Manage promotional items and stock control
- Attend appropriate industry conferences, workshops and any appropriate training
- Ensure all parents and guests receive a 5* customer experience on all visits
- Promote and embed an inclusive culture, with equal opportunities for all regardless of age, gender, race, disability, religion or beliefs, or sexual orientation

Person Specification

- Strong digital and traditional marketing and communications skills experience
- Excellent interpersonal skills
- Excellent proof reader with an eye for detail and design
- Art direction, photography and film management experience
- Event management skills
- Strong organisational skills with the ability to prioritise workloads and multi-task
- Have a considerable team player attitude and to lead by example
- A desire to network with local influencers, Winchester stakeholders and Hampshire key contacts

Working hours and remuneration

Head of Marketing and Communications is a part-time position during term time. Hours and days of work are flexible and will be discussed at interview. The current post holder works 4 days a week term time. Salary will be discussed at interview and will reflect the successful applicants experience and qualifications. In addition to this, there are various meetings to attend including several INSETS and Open Days. There are further benefits including pupil fee discount, free lunch, pension and parking onsite.

Application Process

The closing date for applications is 12 noon on Friday 7th October 2022.

Applicants are asked to complete the application form provided (it's important to include two named referees), as well as a covering letter (no more than one side of A4) and a photograph.

Prince's Mead is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. This post is subject to an enhanced disclosure from the DBS.

At the short list interview, the applicants will be interviewed by the Headmaster, as well as other members of the senior leadership team.





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