



Prince's Gardens  
PREPARATORY SCHOOL

Prepared. For  
everything.

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Candidate Brief **Marketing Communications Manager**

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**"We will encourage each child to be an enthusiastic learner, to develop their curiosity and to be ambitious."**

Mrs Alison Melrose, Headmistress



# School ethos and principles

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## Prepared. For everything.

A Prince's Gardens education is about much more than just academics. Equally important is equipping young people with the confidence and resourcefulness that prepares them to grow, thrive and succeed in a fast-changing world. We do not know what the future holds so we must prepare our children to be adaptable to change.

Our education extends far beyond the classroom, including residential trips, excursions and activities which broaden the educational experience for all children.

At Prince's Gardens the emphasis is on nurturing every child's natural love of learning and developing skills to reflect upon and deepen their own education, we firmly believe in building self-belief and empowering each child to succeed.

The rich and exciting curriculum instils high standards using the wealth of local resources to inspire a love for learning, including our two-acre garden, Hyde Park and the local museums, a short walk away. Excellent, motivating teaching is designed to encourage pupils to become reflective learners and skilful, confident communicators. A dynamic and varied programme of extra-curricular activities enables each child to develop the skills they need to step out confidently in every situation.

The Cognita education of excellent academics, character and nurturing a global perspective is key to Prince's Gardens.

Resilience is something that can be nurtured in all children to be braver, more curious and able to extend their own goals and reach into the world. Children learn how to use digital technology across the curriculum with 1:1 iPads integrated from Y3 upwards. Our connected classrooms build relationships with pupils in Cognita schools around the world.

Connecting and collaborating with peers across the Cognita family of schools enriches our children's learning and builds their global perspective to develop an appreciation of diversity and the need to work together to contribute to our local and global communities and a desire to really make a difference in the future.

We have a responsibility to empower our children to understand what wellbeing is and how to maintain it, including the importance of physical activity and exercise. Prince's Gardens is a school for families who have made London their home with a strong emphasis on building close partnerships with parents and the wider community.

### SAFEGUARDING OUR STUDENTS

Prince's Gardens is committed to safeguarding and promoting the welfare of children and young people. This means we will undertake pre-employment checks before any appointment is confirmed. These will include an enhanced Disclosure and Barring Service (DBS) check and overseas police checks in any countries that a candidate has lived in for longer than three months since the age of 16.

# Exceptional spaces

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The Nursery classrooms at Prince's Gardens Preparatory School are full of light and space to provide an environment which feels like a home from home. To support independent learning, the children have access to wide ranges of materials and activities designed to stimulate their imagination and foster independence and creativity.



The Maker Space is a learning environment that contains tools and components, allowing children to enter with an idea and leave with a complete project. The goal is to work together to learn, collaborate, and share. Most importantly, Maker Spaces allow us to explore, create new things, or improve things that already exist. There is an emphasis on hands-on discovery and collaboration in a world that has become increasingly automated.

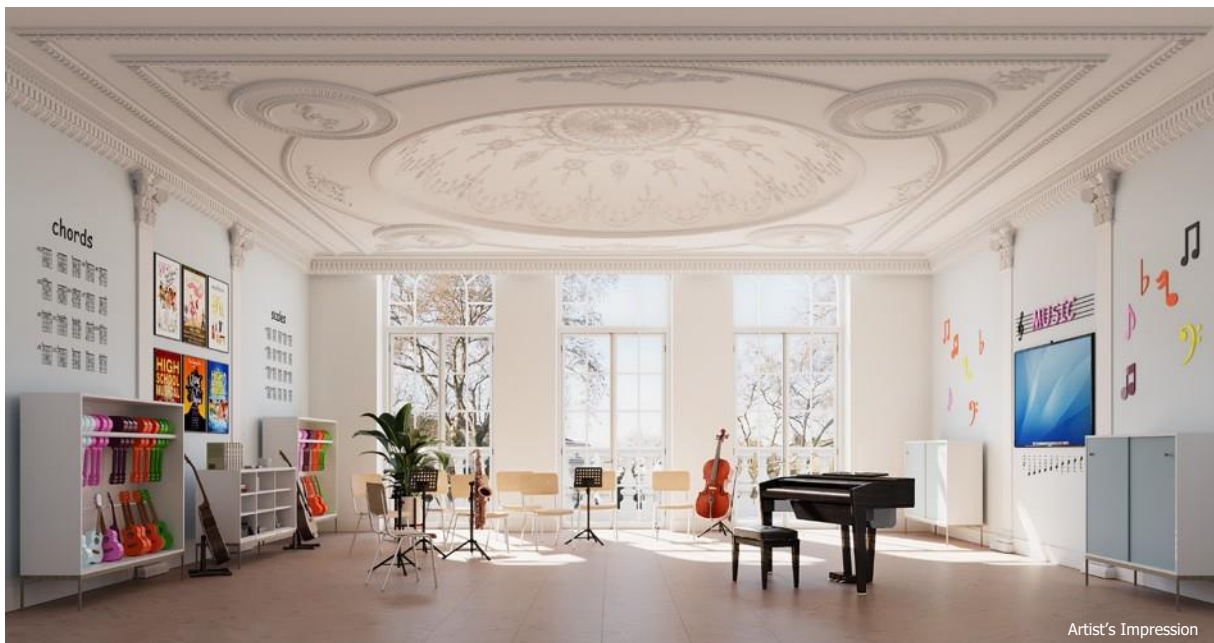
# Exceptional spaces

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Artist's Impression

Prince's Gardens Preparatory School has two multi-purpose science laboratories, which can accommodate a wide range of practical lessons across all science disciplines. Quick and easy access to science resources and equipment is central to improving and expanding children's understanding of scientific principles and nurturing a love of science.



Artist's Impression

Music lessons should be about making music! Prince's Gardens pupils will be introduced to a wide repertoire of vocal pieces and an exciting range of instruments in their class music lessons. From learning the violin in Years 1 and 2, children transition to the recorder in Years 3 and 4. In Years 5 and 6 boys and girls will try traditional wind and brass instruments, alongside learning about contemporary rock and pop music styles.

# Our global family

What kind of education genuinely prepares young people for the future? How can schools ensure their pupils are well-equipped to navigate the unknown paths ahead?

Prince's Gardens Preparatory School is part of Cognita, an extraordinary network of diverse yet connected schools, spanning eight different countries. We share one common purpose: to create an inspiring world of education that builds self-belief and empowers individuals to succeed.

Together, we provide a uniquely global education that goes beyond grades to develop the skills young people need in order to embrace the opportunities – and challenges – they will face beyond school. Qualities like resilience and a global mindset, cultural awareness and collaboration – these, alongside strong academics, are at the heart of a Cognita education.



As a global family, we connect with each other to share expertise, insights and best practice across the world to help us develop rich learning environments in every school.

**“A uniquely global education that goes beyond grades to develop all-round academic excellence”**

When your classroom is the world, thinking big comes naturally. Our 70+ schools in Europe, Latin America and Asia equip young people with the confidence and resourcefulness that prepares them to grow, thrive and find their success in a fast-changing world.



# Role profile: Marketing Communications Manager

## PURPOSE

To manage the planning and delivery of all school marketing communications to ensure that existing parents are well informed and engaged with the school community and to drive new interest/leads from prospective parents within the local catchment. The key success factor for the role will be the delivery of enquiry volumes to meet the enquiry target for the school.

The job holder will report directly into the Business Manager with an indirect line into the Head of Marketing (London).

## KEY ACCOUNTABILITIES

- Responsible for translating the strategic marketing plan into an annual communications plan which supports the strategic objectives and goals. The job holder will work closely with the Head of Marketing (London) to achieve this.
- This includes development of the best channel mix (inc digital) to deliver the communication objectives and monitoring performance over time to ensure the best return on investment.
- On a daily and weekly basis, the role will be delivering the communication plan which includes:
  - Development of marketing collateral e.g. School Prospectus
  - Briefing design agencies to create campaign materials.
  - Creating content from school activities to drive social media activity and newsletters.
  - Briefing media agencies to place advertising as and when necessary.
  - Developing press releases where appropriate and executing a PR/media relations plan through local contacts to promote the USPs of the school.
  - Management of school photography and videography, ensuring image resources are up to date and high quality.
- The job holder will also be responsible for organising and delivering the marketing events programme in school to optimise enquiries from new prospective parents.
- For existing parents, the job holder will need to work closely with key stakeholders in school to create relevant/engaging content for existing parent comms (e.g. social media, newsletters, flyers, and booklets).
- Monitor response via the Voice of Parent programme, ensuring any alerts receive action/response from the school and areas of weakness are escalated as product development issues
- Provide analysis to the Headmistress and Business Manager for decision-making on the detail of the communication to parents following VoP and future action/change.
- Conduct competitor research to benchmark the activities of the school against local competitors.

- Manage the school brand within the school community including brand guidelines, visual identity etc
- Maintain the availability of statutory information on the school website including school contacts, proprietary information, policies etc.
- Contribute to Cognita's planning of annual digital marketing activity and spend for the school, using PPC, SEO, brand awareness etc.
- Own the digital experience including management of the school website and related social media to promote latest events and news, working closely with the central digital team.
- Working closely with the Admissions Manager to recognise and be proactive in filling any potential gaps in enrolment by flexing the comms plan to reach out to target groups.
- Management of the marketing spend to ensure all activities are planned within agreed budgets.
- Any other duties, as required regularly or occasionally, to ensure the smooth running of marketing communications and the school.
- The job holder is responsible for GDPR compliance of all marketing activity.

## **SAFEGUARDING RESPONSIBILITIES**

- To comply with safeguarding policies, procedures and code of conduct.
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing.
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy.
- To engage in safeguarding training when required.



## PERSON SPECIFICATION

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• BA Marketing degree or equivalent related work experience within a similar Marketing role.</li> </ul>	<ul style="list-style-type: none"> <li>• Sales experience.</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Commercial awareness.</li> <li>• Good analytical and numerical skills.</li> <li>• Excellent social and presentation skills.</li> <li>• Excellent level of written and spoken English.</li> <li>• Excellent IT and database skills (e.g. Word, Excel, PowerPoint), experience of using a CMS and of Social Media.</li> <li>• Good command of digital marketing.</li> <li>• Ability to establish and maintain good professional relationships with all stakeholders - pupils, parents and colleagues.</li> <li>• The ability to take both a strategic overview and hands-on approach.</li> <li>• Ability to think creatively and positively in order to generate practical ideas.</li> <li>• Excellent attention to detail with the ability to effectively quality control one's own work output.</li> <li>• Ability to prioritise and use own initiative.</li> <li>• A willingness to work flexibly as the needs of the role dictate (including weekends and evenings on occasion).</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the statutory requirements of legislation concerning Safeguarding, including Child Protection, Equal Opportunities, Health &amp; Safety and inclusion.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Strategic and tactical marketing experience.</li> <li>• Experience of briefing and managing agencies.</li> <li>• Experience of translating marketing strategy into strong communication plans.</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience of working within the education sector.</li> <li>• Experience within a customer service industry where delivery of the experience is paramount to success.</li> <li>• Experience of a sales led environment.</li> </ul>

### Key Stakeholders:

Internal – Business Manager,

Headmistress, all Teaching Staff, Admissions Manager, Head of Marketing (London)

External - Creative and Marketing agencies, Media companies

**Signed:** ..... **Name (print):** .....

**Date:** .....

# Overview of employee benefits

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Prince's Gardens aims to offer every member of our team a competitive salary, a range of great benefits and excellent opportunities for career progression.

**Our benefits include:**

- Competitive salary
- Cycle-to-work scheme
- Eye tests
- Aviva Pension
- School fees discount (conditions apply)
- My Staff Shop
- Cognita Care and Wellbeing
- Staff tea/coffee
- Secure cycle storage
- Weekly staff breakfast
- Lunch provided daily (term time only)

## How to apply

**We are delighted that you are interested in joining Prince's Gardens. We welcome applications from qualified, experienced professionals looking for a vibrant, challenging and rewarding teaching experience.**

To apply, please do the following:

- Visit [www.princesgardensprep.co.uk](http://www.princesgardensprep.co.uk)
- Download and complete the application form
- Email the application form plus a covering letter to [careers@princesgardensprep.co.uk](mailto:careers@princesgardensprep.co.uk)
- Please note: CVs are not acceptable for this role

# Careers at Prince's Gardens

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For all our latest vacancies, please  
visit [www.princesgardensprep.co.uk](http://www.princesgardensprep.co.uk)

If you have any queries about a  
position, please contact us at  
[careers@princesgardensprep.co.uk](mailto:careers@princesgardensprep.co.uk)

**COGNITA**

An inspiring world of education