



MARKETING OFFICER

Wandsworth, London, UK

COMPANY DESCRIPTION

Wandsworth Preparatory School provides an exciting and stimulating educational environment for boys and girls aged 4-11. At Wandsworth Preparatory School, we seek to sketch a roadmap to future success, instilling a growth mindset from the minute children walk in the door.

Our pupils benefit from a first-class holistic education built on strong pastoral care rooted in academic excellence. Our creative curriculum brings learning to life through our engaging, thematic approach. Lessons are interactive and full of memorable experiences that inspire a love of learning, encourage curiosity, and promote independence and collaborative learning skills.

Our high-calibre specialist teachers enable pupils to achieve the highest outcomes in all curriculum areas. Every child in our school is known and seen for who they are, and we draw alongside every child to nurture their talents, ambitions and interests.

Wandsworth Preparatory School is part of the Bellevue Education group of schools with headquarters in central London, UK.

BELLEVUE EDUCATION

Founded over eighteen years ago, Bellevue Education is a world-class group of schools dedicated to providing the best possible education to children and students aged from 1 to 19 years. Each Bellevue school is run independently, but are united by the same values and commitments to innovation in teaching; investments in teachers, buildings and technology; and exceptional academic results as a natural outcome of a focus on instilling a lifelong love of learning. Bellevue schools are warm, happy and dynamic environments where students are encouraged to aim high, and where they will find everything they need to succeed. The group consists of 20 schools across the UK, in Switzerland and France, with headquarters in London, UK.

JOB DESCRIPTION

As Marketing Officer of Wandsworth Preparatory School, you are responsible for the marketing and communication plans for the school. Working in close partnership with the Admissions Registrar and with support from the Bellevue marketing team, you will lead on the implementation of initiatives and activities that drive recruitment and promote word of mouth and parent satisfaction.

The position requires a flexible and goal driven "all-rounder" with an entrepreneurial spirit, a strong work ethic and a drive to build a strong brand presence for Wandsworth Prep. We are looking for a person who is self-motivated, creative and has a sincere interest in other people. With a strong focus on goals and detail-orientation, this role provides you with a great deal of responsibility and autonomy. If you enjoy working hard and are motivated by seeing the results of your efforts, this position will both challenge and inspire you.

In this role you will report directly to the Head of School, with close links to the Bellevue central marketing team as a member of its wider team.

This is a part-time position of approx 20 hours per week. Hours are flexible and may change during term-time and holiday periods. Hours will be discussed at the interview.

Start date: October/November 2023 or asap (negotiable).

Salary: FTE £25-30,000 (depending on experience and agreed hours)

THE MARKETING OFFICER IS EXPECTED TO:

- Implement and lead on the marketing plans to ensure effective channels to market and timely executed activities/campaigns
- Drive pupil recruitment and retention through marketing and communication initiatives to ensure targets are met
- Ensure a strong brand message and positioning through a clear communication mix and PR strategy
- Manage and maintain the school's website, social media, listings and online campaigns
- Work closely with staff on parent communication and regular newsletters
- Work in partnership with and support the admissions registrar for a strong admissions process
- Promote and build good relationships with outside institutions or groups such as nurseries, relocation agencies, and local businesses
- Plan, promote and execute school events such as open days, induction events, school tours and parent events
- Draft, collate and edit copy for marketing materials including newsletters, prospectus, parent handbooks, flyers and adverts
- Liaise with printers, designers and suppliers for marketing collateral and digital requirements

QUALIFICATIONS AND REQUIREMENTS:

- Minimum of 4 years' work experience in marketing, PR and communications. It is not essential to have a background in education, but it could be an advantage

- Proven track record of leading and executing successful campaigns and marketing initiatives
- Excellent communication skills with fluency in English
- A team player with strong interpersonal and communications skills
- Organised and able to keep on top of many details and prioritise effectively
- Creative with excellent writing, editing and proof-reading skills, with the ability to produce well formatted newsletters, programmes and presentations
- Working knowledge of using online content management programmes and social media channels
- You will also be extremely sales-minded, energetic and positive
- A bachelor degree or completed an education
- You are an all-rounder and you enjoy doing daily administrative routines as much as creating new marketing ideas or finding solutions to problems

How to apply

Please send your CV and a covering letter detailing your suitability for the post to Becky Wilkinson (bwilkinson@blvue.com. Closing date for applications is Monday 23rd October.

Successful candidates will be invited to attend an in-person interview. If you do not receive a response within a week of the closing date, your application has been unsuccessful.