



BRIGHTON COLLEGE PREP
KENSINGTON

Join our Team:

Marketing Manager - Maternity Cover



COGNITA



About our School

Welcome to Brighton College Prep Kensington, a happy and vibrant school for boys and girls aged 2 to 13.

As a part of the award-winning Brighton College family of schools, Brighton College Prep Kensington nurtures a culture of kindness, where the personal happiness of children is our priority.

Brighton College Prep Kensington is a member of the Brighton College family of schools. This means both our children and staff benefit from the world-renowned experience and resources of Brighton College, *The Sunday Times* award-winning 'School of the Decade'.

Founded in 1845, Brighton College is one of the country's leading schools, regularly achieving the top academic results of any co-educational school in the UK. Beyond outstanding academic success, the school is known for its focus on kindness and community

engagement. Brighton College has won numerous international awards, and the Brighton College family of schools includes four schools in the UK, three in the UAE, one in Singapore, one in Thailand, and soon to be seven in Vietnam.

Brighton College Prep Kensington is a beautiful and friendly environment with bright and spacious classrooms. Pupils enjoy access to play areas, a state-of-the-art science lab, two art studios, a beautiful music room and our multi-purpose and bold Makerspace. We also make use of our two-acre Secret Garden, set

directly behind school. This access to outdoor space means that we are able to run a Forest School programme, emphasising outdoor learning and the importance of environmental responsibility. Come rain or shine, the outdoors is an integral part of daily life at Brighton College Prep Kensington. Children enjoy fun, hands-on, practical experiences as a part of the curriculum throughout the year.

We are located in the heart of Kensington, across four spacious Grade-II listed Victorian townhouses, which have been

designed to a bespoke educational standard. Our proximity to museums and world-class sporting facilities, mean that trips to Hyde Park, the Natural History Museum and the V&A are part of daily life.

Brighton College Prep Kensington is a happy school where staff and pupils feel fulfilled, with a forward-thinking curriculum, an innovative approach to education, and an emphasis on kindness.

We hope that you will want to come and join the fantastic group of professionals who work here.



1

UNITED KINGDOM SCHOOL OF THE DECADE

We are delighted to be part of the award-winning Brighton College family of schools, and through the sharing of knowledge and resources, both our children and our staff benefit hugely from this partnership.



2

INNOVATION

In our state-of-the-art Makerspace, pupils use green-screen technology and 3D printing to craft and construct. It is a creative space where pupils bring their ideas to life and develop skills such as communication, collaboration and advanced problem solving.



3

LONDON IS OUR CLASSROOM

With the Natural History Museum, the V&A, the Science Museum and many more museums and galleries on our doorstep, we have access to the very best educational and cultural highlights as part of our daily school life.



4

OUR BESPOKE DOOR-TO-DOOR BUS SERVICE

In keeping with Brighton College's commitment to the environment, we encourage our families to walk, cycle or scoot to school and we run a bespoke door-to-door bus service available from Year 1, complete with chaperone, for drop-off and pick-up.



5

WORLD-CLASS SPORTS FACILITIES

Our Kensington location means that we can make the most of the amazing sporting facilities we have on our doorstep. Year 3 and above have weekly swimming lessons at Imperial College next door and we regularly visit Hyde Park for sport lessons.



10 reasons why our parents choose us

6

RANDOM ACTS OF KINDNESS

Kindness is the currency at Brighton College Prep Kensington. At the start of term, the Head hands out colourful wristbands which remind pupils to be helpful and generous-spirited each and every day.

7

STORY OF OUR LAND

As part of their curriculum, our pupils learn about Britain from the beginning of time, spanning history, geography, philosophy, politics and religion. This course allows pupils to develop a coherent narrative of how the past has shaped the country we live in today.

8

OUR SUPER CURRICULUM

The SUPER Curriculum is an academic enrichment programme for Years 7 and 8 and prepares our pupils for the next stage of their education. It incorporates practical, skills-based learning, including personal finances, online safety, study skills, public speaking and team building.

9

SOCIAL ENTREPRENEURSHIP

Pupils are encouraged to give back to the community they live in; from visiting local senior citizens, to running an eco-warriors project in our Forest School, we nurture outward-looking children. We also open eyes to the world beyond London, involving our children in global charities.

10

BEYOND BRIGHTON

With a huge range of activities from mindfulness, cookery, dance, debating, public speaking, the school magazine, disco yoga and presentation skills, our pupils are offered a wide and varied programme of opportunities to build a skill set they can use long after they leave Prep School.

MARKETING MANAGER - MATERNITY COVER

About the role

Brighton College Prep Kensington is seeking to appoint a Marketing Manager (Maternity Cover), to start June 2023.

Brighton College Prep Kensington is a brand-new independent preparatory school for children aged 2-13 years. As part of the Independent School of the Decade (*The Sunday Times*), the Independent School of the Year 2019 (*The Sunday Times*) and Britain's Most Forward-Thinking School (*The Week*), Brighton College is a leading school in England.

Located in Kensington, the school takes pride in employing talented individuals who wish to become part of our inclusive community. We are proud of our staff and the contribution they make to the life of the school, and we offer professional development in a stimulating environment.

The Marketing Manager (maternity cover) will manage the planning and delivery of all marketing activity, to drive new interest from prospective parents locally and internationally. Utilising an integrated on and offline operational plan, the post holder will deliver high-quality, innovative and engaging campaigns that will build the BCPK brand and increase enquiries to the school.

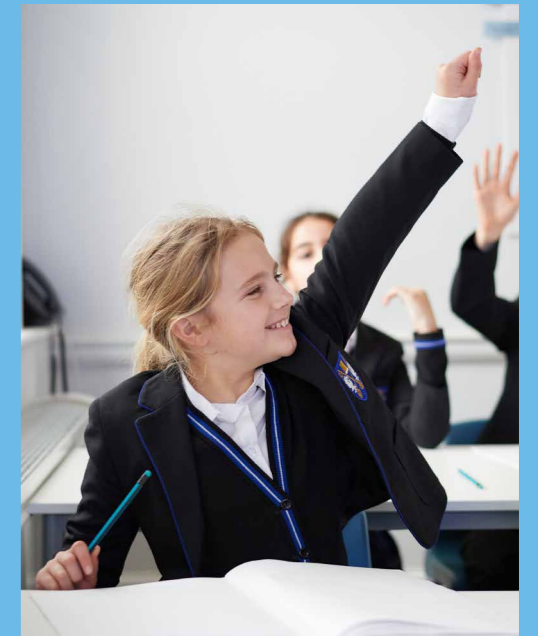
Key Responsibilities

- To understand and translate the Brighton College brand, representing it with clarity, consistency, and character across all media to develop and maintain a personality for BCPK within the family of schools whilst adhering to brand guidelines.
- To work with Cognita's Head of Marketing & Admissions to translate the strategic marketing plan into a detailed, comprehensive, and well-targeted annual operational plan.
- To test and develop the best channel mix (across on and offline) to deliver objectives, monitoring performance over time to ensure the best return on investment.
- To be hands-on, managing multiple channels on a daily basis to include:
 - Website content planning and management
 - Booking and planning on and offline advertising opportunities
 - Development of creative for on and offline activities
 - Proactive planning and management of content for all school social media channels
 - Management, design and copywriting for regular school newsletters
 - Development of press releases and nurturing press relationships
 - Development of school collateral including the prospectus
 - Management of photography and videography, ensuring images are high quality, up to date, filed appropriately and have the appropriate consents.
- To manage the logistics and communications of marketing events such as Open Mornings.
- To play an integral role in monitoring responses to annual parent surveys, using them as both marketing and learning opportunities.
- To conduct competitor research to benchmark the activities of the school against local competitors.
- To maintain the availability of statutory information on the school website including school contacts, proprietary information, policies etc.
- To work closely with the admissions team to proactively promote enrolment across all school years, tailoring campaigns and communications to support areas that need extra focus.
- To work alongside the Brighton College marketing department on brand strategy and communications.
- Any other duties, as required regularly or occasionally, to ensure the smooth running of marketing communications.
- To take responsibility for the GDPR compliance of all marketing activity.

PERSON SPECIFICATION

Essential skills and experience

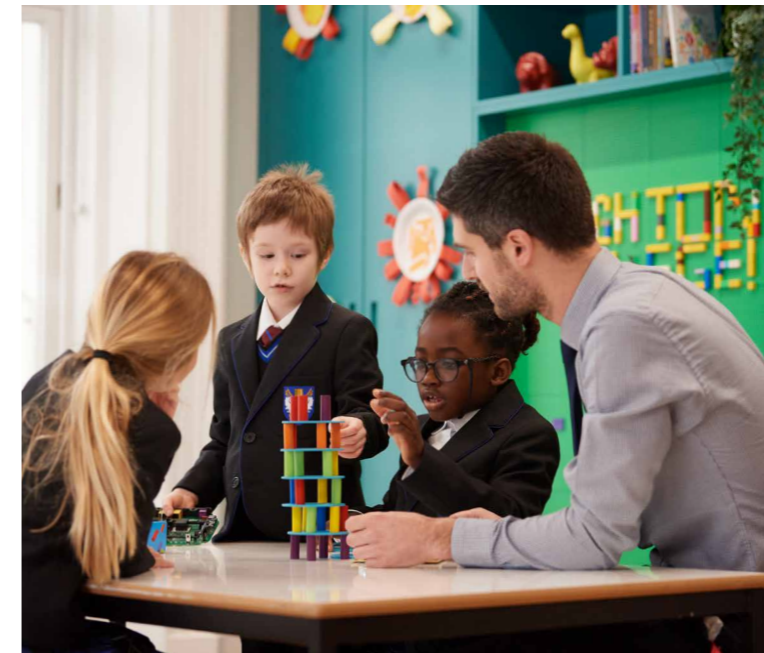
- Qualification in a marketing degree or equivalent related work experience within a similar marketing role.
- Commercial awareness and good analytical and numerical skills.
- The ability to be innovative and creative, thinking of ideas and ways to differentiate.
- Excellent level of written and spoken English.
- Excellent IT and database skills (e.g. Word, Excel, PowerPoint), experience of using a CMS.
- Good command of digital marketing.
- Ability to establish and maintain good professional relationships with all stakeholders - pupils, parents, and colleagues.
- The ability to take both a strategic overview and hands-on approach.
- Ability to think creatively and positively in order to generate practical ideas.
- Excellent attention to detail with the ability to effectively quality control one's own work.
- Ability to prioritise and use own initiative.
- A willingness to work flexibly as the needs of the role dictate (including weekends and evenings on occasion).
- Strategic and tactical marketing experience.
- Extensive experience across all social media channels in a business context.
- Experience of briefing and managing agencies, suppliers and freelance partners.
- Experience of translating marketing strategy into strong communication plans.
- Design experience including knowledge of and experience in InDesign and Photoshop.



Desirable skills and experience

- Understanding of the statutory requirements of legislation concerning Safeguarding, including Child Protection, Equal Opportunities, Health & Safety and Inclusion.
- Knowledge of the education sector.
- Experience within a customer service industry, where delivery of the experience is paramount to success.
- Experience of a sales-led environment.





The application process

The start date for this role would ideally be around the 14 June 2023 to allow for an effective handover with the current postholder, however a later start date would be considered for the right candidate.

Please submit your CV to: recruitment@cognita.com.

You will be asked to complete our full Application Form if you are shortlisted. Any enquiries about the application procedure or the remuneration package should be emailed to: recruitment@brightoncollegeprepkensington.co.uk.

Remuneration

Brighton College Prep Kensington has its own pay scale, above the maintained sector. There is also an excellent and flexible benefits package, the contents of which can be controlled by individuals themselves. Generous fee remission is also available for dependent children, subject to a place being available.

Safeguarding and equal opportunities

Brighton College Prep Kensington is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Any offer of employment will be subject to successfully completing pre-employment checks, including an enhanced DBS disclosure, the receipt of satisfactory references, the school's pre-employment

medical questionnaire, relevant original ID documentation and examination certificates.

The school is an equal opportunities employer and is committed to ensuring that the recruitment and selection of staff is conducted in a manner that is systematic, efficient and effective and promotes equality of opportunity.