



BRIGHTON COLLEGE PREP  
KENSINGTON

Join our Team:  
Head of Marketing



THE SUNDAY TIMES

# 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 and 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.



# 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 and teachers in global charities.

# 10

## BEYOND BRIGHTON

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

# 10 reasons why our parents choose us

## HEAD OF MARKETING

# About the role

Reporting directly to the Head, and a member of the Senior Leadership Team, the Head of Marketing will provide inspiring and strategic leadership of the school's marketing and communications activities across the whole school (Nursery to Year 8).

This role has a significant strategic element as Brighton College Prep Kensington seeks to differentiate itself within a competitive landscape that includes the foremost schools in London. The Head of Marketing is a key public face and will have primary responsibility, alongside the Head of Admissions, for marketing the Brighton College brand to a wide range of audiences, to build its profile and to drive pupils' recruitment by ensuring that the School is well known within its local, regional and international marketplace.

Brighton College Prep Kensington has a unique story to tell as a new school in Central London and the post-holder will be at the forefront of explaining this to prospective parents and applicants. It is of most importance to us that we recruit families who will thrive at Brighton College Prep Kensington with a view to possibly entering The College at 13+, but also who give something of themselves back to enrich the community here.

The postholder will maintain and develop our relationship with the other Brighton College Schools, and the Cognita family, collaborating with their marketing, alumni and development teams. In addition, binding together a growing Brighton College Prep Kensington alumni and former parents is an important task.

This is an outstanding opportunity for an experienced marketing professional to join a committed and vibrant senior team and to play their part in continuously delivering best in class marketing practice and procedures within the school.



## The Team

There are three teams integral to this post.

The Head of Marketing will lead the Communications and Events Coordinator. In addition, all staff within the school have a role in marketing events and activities. The Head's PA plays a significant role in event planning and front of house activity.

The Head of Marketing will liaise closely on all matters with the Head of Admissions who in turn leads the Admissions Manager.

The Brighton College Prep Kensington Senior Leadership Team, which the postholder will join, consists of six senior colleagues in addition to the Head of Marketing. These include the Head, the Deputy Head, The Head of Pre-Prep & Nursery, the Head of Curriculum Innovation, the Designated Safeguarding Lead, and the Head of Admissions.

As a member of the Senior Leadership Team, the postholder will be fully integrated, both professionally and personally, into the life of the School. Effective, easy, and constant communication and collaboration between members of SLT and our wider colleagues has been fundamental to the success of the school over the last year.

The Head of Marketing will also have regular contact with the Head of Marketing and Admissions for Cognita Pod 2, in which Brighton College Kensington sits. They will also have a close relationship with colleagues at Brighton College.

# Primary Purpose of the Role

- As a member of SLT, to contribute to whole-School strategic leadership and promote the 2 – 13 nature of Brighton College Prep Kensington and the reputation of The College as a senior destination
- To develop and implement a comprehensive marketing strategy, aligned with the school's key aims, vision and values and position as a leading London Prep School
- To lead and drive all pupil recruitment, marketing and external relations activities, both strategic and tactical and act as a key public face of the School, promoting its brand and ethos
- To develop and implement both local and international pupil recruitment strategies, differentiating the school and attracting pupils who will thrive at Brighton College Prep Kensington and contribute to its community



- To identify, build and sustain effective relationships with key stake holders including current parents and, in time, alumni
- To identify, commission, analyse and use data to build and share a strategic picture of marketing opportunities and risks
- To provide timely advice and appropriate information to the Head and the Senior Leadership team and also to the Governing Body & Advisory Board to enable all to fulfil their duties and responsibilities to the School.

# Key Responsibilities

- In collaboration with the Head of Admissions to promote, protect and develop the identity and brand of the School and its position locally, regionally and internationally
- In collaboration with the Head of Admissions, to recruit pupils nationally and internationally and to meet agreed pupil recruitment targets.

# Leadership and Management Responsibilities

- Lead, inspire and develop the school team with a view to marketing the School
- Set and deliver marketing departmental objectives and targets
- Work in mutually beneficial collaboration with The College, the Family of Schools and Cognita. Where appropriate share resources and best practice
- To have a thorough understanding of the local and national independent school market place
- Monitor, report on and assess the effectiveness of the school's marketing and communication strategies, developing interventions as appropriate to meet agreed targets
- Overall responsibility for the marketing budget
- Keep abreast of educational developments and to have a thorough understanding of next destinations and the school's route to achieve this
- Report regularly to Governance and the Advisory Board (via the Head or directly)
- Be well informed about Brighton College Prep Kensington's academic and extra-curricular offer and the workings of the School.



# Marketing and Communications

- To create a comprehensive, multi-channel, marketing operational plan aligned with school objectives and budget that creates significant return on investment
- Lead and guide the Communications and Events Coordinator and the wider school team in marketing matters
- To use earned and owned media opportunities to enhance the reputation of both Brighton College Prep Kensington and The College as a senior destination
- Work with the Head of Schools and the academic staff to raise the profile of the school's academic and co-curricular activities
- Provide overall brand leadership and maintain its consistency and quality including providing overall editorial and design control across all communication and advertising media
- Have overall responsibility for developing the profile of the school through effective public relations
- Attend and host admissions events both locally and further afield to attract families
- Regularly analyse data and market trends to ensure the school builds a strong market share
- Further develop and implement an effective, high quality content driven digital and social media strategy
- Oversee the Brighton College Prep Kensington website so that it truly reflects the essence and excellence of the School
- Direct and advise on the organisation and promotion of marketing, admissions and development events to ensure they are delivered to the high standards of the School and enhance its reputation
- Write and lead an awards strategy for the school, ensuring the school takes advantage of all opportunities to highlight its successes and unique strengths
- To, alongside the Admissions Department, plan and lead all aspects of prospective parents events, including Open Days, Taster Days and School Events
- As required by the Head, attend evening and weekend events and activity
- Oversee the development and production of high-quality marketing materials that reflect the brand, this includes the production of materials for current parents, including newsletters etc
- Advise and support the Head and SLT with external communications
- With SLT, ensure that relations with current parents and other stakeholders are of the highest standard
- Over time, develop the school's alumni and current and formal parents activities
- Engage growing numbers of alumni and former parents with the academic and co-curricular life of the school through events, communications and ambassadorial roles
- Monitor the results of alumni and former parent engagement
- Nurture and develop relationships with publications such as Tatler, The Good Schools Guide and others that can enhance and share the reputation of the School





## The Candidate

The Head of Marketing will be a key public face of Brighton College Prep Kensington, he or she will have a high profile within the School and will carry significant responsibility. The post will likely attract an experienced professional from the education sector with a track record of success in strategic marketing and communications.

Alternatively, the role might suit an exceptional individual with commercial experience gained outside of the sector but who can demonstrate and understanding of, and empathy with, London education and the School's ethos and values, and the right transferable skills to undertake and make a success of this crucial role.

The successful candidate will be an articulate, persuasive, and credible ambassador for Brighton College Prep Kensington, able to work effectively with a wide range of people and cultures, to lead and manage change and to work collaboratively with other departments

The ability to apply sound marketing and communications principles to drive the School's pupil recruitment strategy, by thoroughly understanding both target audiences and the dynamics of the highly competitive London Prep School marketplace will be essential.

## Essential Skills and Abilities

To meet the high standards expected of a leading professional in our School, the successful candidate will understand and believe in the aims and ethos of a Prep School education and a Brighton College education, in particular.

He or she should also have an instinctive feel for the prep school market, understand the driving motivations of parents and have a demonstrable understanding of the principles of marketing and pupil recruitment within prep school education.

In addition, we are seeking to employ a person with the following qualities, experience, skills, and abilities:

- Visionary with a strategic outlook without sacrificing an eye for detail
- Articulate, fluent and capable of inspiring in writing and verbally
- Several years hands on experience delivering multichannel operational marketing campaigns across the full marketing mix
- The ability to work with a variety of multi-media, including video and social media formats
- Excellent organisational skills
- Warmth, charisma, empathy, and an ability to connect with people

- Ability to work with complete confidentiality, discretion, and sensitivity, given the post's access to personal and strategic information.
- Ability to work on one's own initiative to prioritise and meet deadlines
- A creative problem solver with the ability to think ahead, adapt to new situations and address problems from new perspectives
- Ability to be flexible, responsive, and adaptive to change
- Demonstrate leadership skills and the ability to work collaboratively as part of a team
- Proficient in IT, digitally literate and willing to develop
- Resilient and positive under pressure with the ability to thrive in a high- workload environment
- Confident communicator and networker
- Proven track record in managing budgets with a meticulous eye for prioritising the appropriate activities that drive pupil growth
- A clear commitment to delivering best practice in safeguarding





## The Application Process

Candidates should submit an online application. Applications will be considered on a rolling basis therefore early application is encouraged. Applications can be sent to [recruitment@brightoncollegeprepkensington.co.uk](mailto:recruitment@brightoncollegeprepkensington.co.uk) and application forms can be downloaded at [brightoncollegeprepkensington.co.uk/careers](http://brightoncollegeprepkensington.co.uk/careers)

Any enquiries about the application procedure should be emailed to [recruitment@brightoncollegeprepkensington.co.uk](mailto: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 the individual 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.





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**A COGNITA SCHOOL**