

JOB DESCRIPTION

University College School (UCS) is one of the top independent schools in the UK. Operating as three schools at separate sites in Hampstead, it educates 1200 pupils from age 4 to 18. The main aims of the school are the pursuit of academic excellence with an emphasis on intellectual curiosity, independence of mind and breadth of study. For further information about UCS, refer to our website www.ucs.org.uk

JOB DETAILS

Job Title:	Communications Manager
Hours:	21 hours per week ideally worked over 5 days (Mon – Fri)
Contract:	Permanent, year-round
Location:	Senior School (Frognaal, Hampstead)
Reports to:	Chief Operating Officer (COO)

A willingness to work flexibly and sometimes out-of- hours, depending on reasonable changes to workload, will be preferred.

JOB PURPOSE

Responsible for strategic management of the school's brand.

Responsible for external communications such as press relations, marketing, advertising and publicity

Managing the school's website and social media

Advising senior management on strategies for both external and internal marketing

Conducting market research including parent surveys

Key contacts: Headmaster, Vice Master, Director of Development, Director of Admissions, Heads of Junior Branch and of Pre Prep, Head of HR

Direct Reports: Communications Coordinator; Digital Media Creator

CORE RESPONSIBILITIES

To communicate an understanding and appreciation of the ethos, vision and strategy of UCS, along with its position in the market for London day schools

To be responsible for and to manage the external profile of UCS such as the use of the website, advertising, social media, the press, and consistency of branding

To coordinate key staff such as the Development and Alumni Department and the Admissions Department to help ensure consistency of external communications in terms of brand and message

To work directly with the Headmaster (and the Heads of the Pre-Prep and Junior Branch when appropriate) to build strong relationships with local and national press, and ensure regular news items in local press and periodic items in national press

To act as the initial point of contact for all press and media enquiries and, when required, to write press releases

To be responsible for the promotion of key events on social media, in publications and the school website

To line manage the Digital Media Creator and the Communications Coordinator

To direct the Communications Coordinator on the content and appearance of My School Portal

To take responsibility for the administration of Marketing and Public Relations advertising

To carry out competitor analysis

To be responsible for the posting of job vacancies on the school website and social media accounts

To be responsible for regulatory compliance, including confirming parental consent, relating to the collection and publication of imagery involving pupils

To advise the SLT on the professional appearance of public spaces within the Foundation

To organise termly parental seminar events

To carry out, and feed back on, market research conducted with stakeholders at regular intervals

To manage the Public Relations budgets

Other

Actively follow all relevant UCS policies including Safeguarding, 'Equal Opportunities,' Fire and Health & Safety

Attend support staff and academic staff meetings as and when required

Undergo training as required and in-line with departmental objectives

Carry out any other duties within the scope, spirit and purpose of the job, the title of the post and its grading as requested by the COO or Headmaster.

REQUIREMENTS FOR THE POSITION

Essential:

- Experience of managing external communications
- Experience of developing and implementing successful marketing strategies for high end service providers
- Ability to effectively manage budgets
- Ability to analyse data and identify trends
- Excellent written and verbal communication skills
- Self-motivated, highly organised and able to work under time pressure
- Ability to adapt readily to new technologies

Desirable:

- Experience working in an independent school setting
- Experience supervising/managing a small team

TERMS

The salary for the post will be £50,000 pro rata per annum (£30,000 actual salary). Benefits include a contributory staff pension scheme, interest free housing and season ticket loans, discounted use of the on-site gym facilities (UCS Active) and free lunches.

UCS is fully committed to the welfare and safeguarding of children. All applications for this post must be prepared to undergo child protection screening and a full Disclosure and Barring check.