



King's College

TAUNTON

Marketing & Social Media Manager

Closing Date: Monday 4 November 2024





Welcome

Thank you for your interest in the role of Marketing and Social Media Manager at King's College.

King's College and King's Prep School are thriving, co-educational, independent boarding and day schools for children from two to 18 years. Located on two sites, both schools provide inspired teaching, superb facilities, and our nurturing of individual potential combine to create an environment in which young people achieve great things.

We have an exciting opportunity for an adaptable and proactive Marketing and Social Media Manager to work with our Director of Marketing on the delivery and implementation of a new brand and an exciting marketing strategy.

As a pivotal member of our Marketing team, you will handle the day to day marketing activities across both schools, and will play a major role in developing key platforms to help tell our stories more widely and establish King's as a thought leader within the independent education sector.

We look forward to hearing from you and considering your application.

MICHAEL SLOAN
Headmaster



“ In their everyday lives around the school, our pupils show the confidence to succeed, and the determination to give their very best. ”

About the Schools

King's provides continuous day and boarding education for girls and boys aged 2 to 18 years. It comprises King's Prep School which has approximately 300 children from ages 2 to 13 and a senior school with approximately 400 pupils from ages 13 to 18.

The schools are situated on separate sites in the South West of England and combine traditional values with state-of-the-art facilities. Both schools are run by one governing body, with many functions (marketing, strategy and finance for example) undertaken jointly.

King's College has a rich and welcoming family and community ethos. Just over 60% of the pupils board. For a relatively small school, it has an enviable record of success in all areas.

The school has regularly topped GCSE and A-level league tables for Somerset. A broad range of co-curricular activities is offered, and the school is renowned for its success in sport, music, performing arts, fine art, design technology and outdoor pursuits. In many of these activities our pupils have achieved success at national and even international levels.

Good discipline is encouraged in a firm and positive way within a supportive pastoral framework. King's College is strong on manners and social skills. Pupils go on to thrive at good universities and in their professional careers.

In short, King's is a purposeful, outward-looking, down-to-earth, highly successful school.



King's College

South Road, Taunton TA1 3LA

<p>Main School Building</p> <p>1 The Chapel</p> <p>2 The Quad</p> <p>3 Dining Hall</p> <p>4 Woodard Room</p> <p>5 Latin</p> <p>English</p> <p>Philosophy of Religious & Ethics</p> <p>Modern Foreign Languages - <i>upstairs</i></p> <p>6 Main School Corridor</p> <p>Headmaster's Office</p> <p>PA to the Headmaster's Office</p> <p>Examination Office</p> <p>Admissions Office</p> <p>Careers Office</p> <p>Maths</p> <p>7 Philip Richards Building</p> <p>Library - <i>upstairs</i></p> <p>IT Helpdesk</p> <p>Visitor toilets</p> <p>8 Headmaster's House</p> <p>9 Silvermead Studio and Arts House</p> <p>10 Briar Lee Tennis Courts</p> <p>11 Sixth Form Centre</p> <p>Head of Sixth Form Office</p> <p>Development Office</p> <p>12 School Uniform Shop</p> <p>13 Cookery School</p>	<p>14 Laundry</p> <p>15 Shooting Range</p> <p>16 CCF and Outdoor Pursuits</p> <p>Stores</p> <p>Chindits</p> <p>Army/Navy/Marines</p> <p>17 Finance Office</p> <p>18 Design Technology Centre</p> <p>19 Squash Courts</p> <p>20 First Team Cricket Pavillion</p> <p>21 First Team Cricket Pitch</p> <p>22 Buttler's Ramp</p> <p>23 Tennis and Netball Dome</p> <p>24 Tennis and Netball Courts</p> <p>25 Sports pitches (rugby/cricket/athletics/football)</p> <p>26 All-weather Hockey Pitch</p> <p>27 Cricket Pavilion</p> <p>28 Athletics Cabin</p> <p>29 Sports Performance & Cricket Centre</p> <p>30 Swimming Pool</p> <p>31 Changing Cabins</p> <p>32 Sports Hall</p> <p>Climbing Wall</p> <p>Gym</p> <p>PE Classrooms</p>	<p>33 Science Centre</p> <p>Biology</p> <p>Chemistry</p> <p>Physics</p> <p>History</p> <p>34 Geography Centre</p> <p>35 The Amphitheatre</p> <p>36 The Theatre</p> <p>Black Box</p> <p>Auditorium</p> <p>37 Music School</p> <p>The Octagon</p> <p>Music Technology</p> <p>Practice Rooms</p> <p>38 Medical Centre</p> <hr/> <p>A Bishop Fox House</p> <p>Boys</p> <p>B Carpenter House</p> <p>Girls</p> <p>C Meynell House</p> <p>Girls</p> <p>D Taylor House</p> <p>Girls</p> <p>E Woodard House</p> <p>Boys</p> <p>F Tuckwell House</p> <p>Boys</p>
---	--	--



A Rural County of Rolling Hills

Taunton is surrounded by natural beauty, with the Blackdown, Mendip and Quantock Hills on the doorstep, plus Exmoor National Park and the Somerset Levels and Dartmoor a short drive away.

Somerset is renowned for its cheddar cheese and cider. A wealth of apple orchards once made Somerset the cider capital of the UK, whilst the Cheddar Gorge caves are still used to mature cheese today.

Taunton is the county town of Somerset, in the South West of England. It is a busy market town located between junction 25 and 26 on the M5.

A growing commercial and residential centre, Taunton has a splendid small theatre, the County Cricket Ground, a successful rugby club, a delightful museum, the usual shopping outlets and restaurants, and a regular farmers' market.

If you love the great outdoors, you can be on the beach in 40 minutes and the Quantocks are just 15 minutes away. For those who prefer city lights, the fast West Country train service reaches Paddington in under two hours. By car, Exeter is 25 minutes south, Bristol 35 minutes north and you can reach Bath in about an hour.



The Role

Post	Marketing and Social Media Manager
Salary	Up to £45,000 (dependent on experience)
Responsible To	Director of Marketing
Hours of Work	37.5 hours per week, Monday to Friday, 8.30am - 5.00pm (1 hour for lunch) <i>Other occasional weekend and evening attendance may be required</i>
Job Function	To support the Director of Marketing in delivering an impactful audience-focused digital comms strategy through the design and creation of engaging content and assets for the King's Schools (College, Prep, Pre-Prep and Nursery).

Role Purpose

The Marketing and Social Media Manager is responsible for playing a pivotal role in assisting with the roll out and implementation of a new brand and an exciting marketing strategy. You will be instrumental in ensuring marketing campaigns and events are a success as well as handling day to day marketing activities. You will play a major role in developing key platforms to help tell our stories more widely and establish King's as a thought leader within the independent education sector.

Key Responsibilities

Marketing Strategy and Planning: Contribute to and manage the yearly marketing plan, taking responsibility for ensuring this is kept up to date and record and report on relevant KPIs.

Market Insight and Analysis: With the Marketing Director, identify and target new market segments and assist in the development of campaigns to reach out to these audiences. Ensure that regular reporting mechanisms are in place to understand insight and feedback from existing parents and stakeholders.

Digital: Play a key role in leading the development of King's web, social and email platforms and strategy. Assist in the continued development of an effective website strategy to ensure a seamless, engaging and enjoyable user experience. Deliver effective and stand-out content and assets to tell the King's stories to the right audiences at the right time, to support the wider marketing strategy and promote the key pillars of the brand: including ensuring copy is on brand and reflects agreed tone of voice and messaging.

Website: Manage and update the school website via the CMS, ensure policies, photographs, videos, and blogs are kept up to date. Create weekly news stories for the website and newsletter, including managing the upload of appropriate and eye-catching imagery and writing compelling copy.

Social Media Management: Manage the school's social media accounts and ensure content is planned, scheduled, and published in a timely manner. Ensure captions and posts are appropriate and stand out in a busy digital environment. Follow brand guidelines and utilise all functions of social channels, including but not limited to reels, stories etc. Identify and keep abreast of marketing and social media trends. Track social media and advertising analytics, creating a monthly report, and highlighting any trends and campaign success.

Brand: With the Marketing Director continue to develop and embed King's brand positioning to ensure that it communicates a clear value proposition, stands out within the local, national and international marketplace, and resonates with existing and new audiences. Act as the brand champion and 'voice' of the school to ensure that all communications place the brand proposition front and centre and align to the school brand guidelines and positioning. Act as first point of contact to ensure that branding is consistent and in line with agreed brand framework for internal and external contacts.

Events: Alongside the Marketing Director and Admissions team assist in the planning, coordination, and delivery of school events such as, open days, enrichment events, scholarship days and external events.

Content Creation: Manage and generate written copy to an excellent standard for the website, monthly newsletter, online news stories, PR and internal parent guides. Record, edit and upload videos to social channels and video platforms.

Budget: Alongside the Marketing Director ensure the budget and processes are in place to track and monitor spend, and report on ROI against appropriate areas.

General: Act as a point of contact for the marketing department across the Nursery, Prep and Senior School, fielding emails, responding to marketing requests, and managing the day-to-day marketing activities. Develop and report on key factors from your competitor analysis report compiled at the end of each term. Organise and manage the school's photograph and video library hosted online. Support the Marketing Director and deputise where needed. Ensure all communications are produced with sensitivity to safeguarding and data protection principles.

Person Specification

	Essential Criteria	Desirable Criteria
Qualifications	Degree or equivalent experience within marketing, digital and communications, with a minimum of 5 years' experience working at a senior marketing level.	
Skills, Knowledge & Experience	<ul style="list-style-type: none"> • Excellent photography and video editing skills. • Social media implementation and management skills and experience. • InDesign experience. • Outstanding command of the English language, excellent and engaging copywriting (including digital copywriting best practice) and editing skills, and meticulous proof reading/attention to detail. • Effective communication and ability to collaborate. • Ability and experience in prioritising and managing multiple projects simultaneously with the ability to work independently or as part of a team. • Experience of using website Content Management Systems and knowledge of SEO. • Solid knowledge of data protection principles and GDPR. • Excellent attention to detail. • Excellent copywriting for an array of platforms, from social media to PR, website, blog and news articles. • Experience of budget management. 	<ul style="list-style-type: none"> • Knowledge of the Independent school sector • Awareness of data protection principles and GDPR. • Events management experience
Personal Qualities & Abilities	<ul style="list-style-type: none"> • Excited by the prospect of promoting King's across the Prep and Senior School throughout a period of exciting change and development. • Highly professional with a positive outlook. • Self-motivated and task orientated. • A team player. • Ability to be pro-active with a busy and varied workload. • Kind, confident and looking to make a positive impact in a dynamic team. • Proactive and flexible and willing to work evenings and weekends as required. • Excellent role model, in all areas of school life staff are expected to lead by example. 	

The qualities and experience outlined in the person specification will be assessed by the following methods:

- Sight of original qualifications
- King's College application form
- Interview
- References from current employer and other chosen professionals

Appointment Process



Candidates are expected to have read the enclosed appointment policy and agreed to the terms within.

King's College has its own pay scale and there are discounts at both King's Prep and King's College for staff children.

Please apply by completing the appropriate King's College application form (we are unable to accept CVs without our application form).

Please write a brief letter of application, addressed to the Director of Marketing, including a breakdown of your current remuneration package and send by email or post to:

Mr Craig Sweet/Mrs Sarah Matthews
c/o HR Department
King's College, Taunton, Somerset TA1 3LA

CSweet@kings-taunton.co.uk / SLMatthews@kings-taunton.co.uk
01823 328105/328231

For applicants that meet the person and skill qualification requirements for the role, the interview process will consist of an informal online discussion in the first instance, candidates will then be shortlisted and those selected for a face to face interview should allow half a day for the formal interview process.

The formal interview will include some essential marketing competency tests with reference to the essential criteria as listed on the job description.

The closing date for applications is midday on Monday 4 November.

Interviews will take place on Wednesday 13 November.
Successful applicants should allow half a day for interview process.





King's College

TAUNTON

South Road, Taunton, Somerset TA1 3LA
01823 328200 | reception@kings-taunton.co.uk

www.kings-taunton.co.uk