



# Marketing and Events Manager

NEEDED FOR SEPTEMBER 2024

**INFORMATION FOR CANDIDATES**

**CLOSING DATE: Open**

**INTERVIEWS: TBC**





## About Glendower

Glendower Preparatory School, is an all-girls school, situated in superb surroundings in the heart of South Kensington, close to neighbouring Museums and historic landmarks.

As a charitable trust, Glendower is run independently and all profits are directed back into the school, making it a richly resourced educational environment and highly rewarding school to work in.

The school educates over 280 girls from Nursery to Year 6, with each year group running a two form entry.

## Record of Success

Academic results are excellent, due to the focus on highly specialist and individualised teaching and our girls go on to obtain places in the top academic day and boarding schools.

Places at Glendower Prep are gained following an entry assessment held each January; there are waiting lists operating in all age groups across the school as places are oversubscribed.

## The Glendower Approach

Founded in 1895, Glendower is a traditional, yet forward-thinking school with a strong community ethos. Glendower has a rich history of success and is very

proud of its reputation as one of the leading Prep schools in the country. Due to its incomparable location in the heart of South Kensington, Glendower has access to some of the best facilities in the UK, where Drama, PE and Extra-curricular clubs take place. These facilities enable every girl to flourish and unleash their talents in all aspects of school life

## Equal Opportunities

We are committed to treating all employees with dignity and respect regardless of race, ethnic background, nationality, colour, gender, transgender status, pregnancy, age, sexual orientation, religion or belief. We therefore welcome applications from all segments of the community.

Glendower seeks to appoint a visionary individual who will bring a creative element to the role and will embrace the forward thinking and innovative environment that we are creating.

If you believe you have what it takes to further develop your career in a leading Prep School in the heart of West London, we would be excited to hear from you





## What we offer

- Competitive salary
- Generous Pension Scheme
- CPD and career progression opportunities
- Healthy school lunch provided
- Supportive Glendower Community, including colleagues, SLT, governors and parents
- An appointed Staff Liaison
- Golden Ticket Day – an additional day off during term time
- Lively school socials
- Provision of a 1:1 Mindset Coach available to all staff
- Small class sizes

## The Vacancy

Glendower Preparatory School is seeking a forward thinking, creative, and experienced Marketing and Events Manager to lead our marketing initiatives and manage the planning and execution of school events. The successful candidate will be responsible for enhancing the school's presence both online and in the

community, engaging with stakeholders, and promoting a positive image that aligns with our values and educational philosophy. This role requires a strategic thinker with a knack for storytelling, a keen eye for detail, and the ability to manage multiple projects simultaneously. The school will consider some remote working, but the post holder will work predominantly from the school site.

## Key Responsibilities

- **Website Management:** Oversee the content, design, and functionality of the school website to ensure it is up-to-date, user-friendly, and accurately reflects the school's ethos.
- **External Communication:** Manage all forms of external communication, including proofreading and sending daily emails, producing the weekly newsletter (The Whitehouse) to keep parents informed and engaged, and working with the Director of Partnerships and Development in keeping alumnae, and the wider community engaged.
- **Social Media:** Further develop and implement a social media strategy

that increases engagement and showcases the school's achievements, events, and daily life.

- **Publications:** Coordinate the production and distribution of school publications, ensuring they are of high quality and align with the school's brand. This includes producing the annual school magazine.
- **Awards:** Proactively seek out and apply for relevant educational awards, gathering necessary information and submitting applications to raise the school's profile.
- **Marketing Strategy:** Implement and

add to the strategic marketing plan to promote the school effectively, targeting key audiences and leveraging various media platforms.

- **Event Organisation:** Lead the operational and logistical planning of all school events, including Prize Day, Harvest Festival, Sports Day, alumnae events, etc, ensuring they are executed smoothly and reflect the school's standards of excellence and ethos.
- **Liaison:** Work closely with the kitchen staff to coordinate food requirements for events and with the Director of Development and Partnerships for alumnae events.



- Media Coordination: Organise professional filming for significant school events such as the Christmas Play/Nativity and manage the school's honours boards in collaboration with the Deputy Head Academic.
- Assembly Coverage: Capture photos and write-ups for significant school assemblies for publication in the weekly Whitehouse newsletter.
- PA System and Filming: Arrange for a PA system for key events, such as Sports Day, and professional filming services for school plays, ensuring high-quality documentation of these occasions.
- High level of creativity and innovation in developing marketing strategies and event concepts.
- Ability to work under pressure, manage multiple projects simultaneously, and meet deadlines.
- Strong organisational skills and attention to detail.
- A team player with the ability to liaise effectively with various internal and external stakeholders.

## Skills and Personal Attributes

- Excellent written and verbal communication skills with a good grasp of the English language, punctuation and grammar.
- Proven experience in marketing and event management, preferably within an educational or similar setting.
- Strong understanding of digital marketing strategies, including social media and email marketing.
- Excellent written and verbal communication skills.



## Equal Opportunities and Commitment

Commitment to equality of opportunities for all, regardless of gender, disability, religion, and ethnic origin. Candidates should demonstrate a commitment to, and awareness of, issues relating to:

- safeguarding and child protection
- promoting the school's vision, values and ethos
- high quality, stimulating learning environment
- relating positively to, and showing respect for, all members of

the school and wider community

- ongoing relevant professional self-development

## Our Ethos

Since 1895, Glendower has been laying the foundations for its pupils' futures. Children have one opportunity for an education which will form the basis of their lives and, at the same time, one childhood; Glendower aims to keep a happy balance between the two.





During their time with us, we instil the 'Six R's' in every student, resulting in confident, happy, engaging, mature, considerate and thoughtful young adults who are outward looking global citizens.

### **Responsibility**

Students are responsible for their words and actions, and any consequences these may have.

### **Resilience**

Students learn from their mistakes and persevere when they find tasks difficult

### **Relationships**

Students are flexible and prepared to work and play with others. They can recognise when others are upset and make them feel better.

### **Readiness**

Students take ownership of their learning, from belongings and homework, to listening and responding to instructions.

### **Reflection**

Students respond to teacher's comments to help learn and improve, whilst providing thoughtful feedback to others.

### **Resourcefulness**

Students can use their imagination and think creatively.

## **Our Aims**

To encourage socially-aware, inclusive and responsible citizens.

To inspire our girls to be autonomous and resourceful learners

To promote reflective learning and intellectual curiosity

To develop courage, perseverance, and resilience.

To foster positive and kind relationships

To prioritise an ethos of responsibility for learning and actions.

To offer a broad and intellectually stimulating curriculum including sport, art, music, drama, and STEM

To spark freedom of choice and thought so that our girls go on to become gamechangers





## The Application Process

Please complete a Glendower Application Form and return it alongside a covering letter addressed to the Headmistress.

Applications should be emailed to [pennickl@glendowerprep.org](mailto:pennickl@glendowerprep.org) and will be considered immediately upon arrival.

Successful candidates will be contacted and interview dates will be shared in due course with those invited to attend, but will take place on a rolling basis.

If you would like to discuss the role in more detail, or have any specific questions, please email the above email address.

Glendower Preparatory School is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post including checks with past employers and DBS vetting. Glendower is an equal opportunities employer.



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