KEREM SCHOOL

(Incorporating Kerem Early Years Unit and Little Grapes)

FULL-TIME MARKETING AND COMMUNICATIONS MANAGER (PART-TIME MAY BE CONSIDERED)

Recruitment Application Pack

Required as soon as possible



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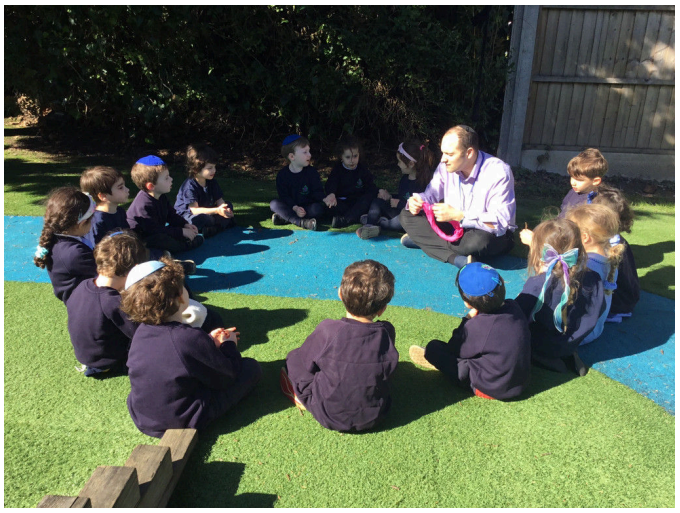



Welcome Letter from the Interim Headteachers

Thank you for your interest in the position of Marketing and Communications Manager at Kerem School.

We feel privileged to lead this wonderful school, which sits at the heart of the Hampstead Garden Suburb community. We are looking for an outstanding individual to help us strengthen Kerem's profile, communicate our distinctive story and share all that makes our school such a special place to learn and grow. This is an exciting opportunity for someone with creativity, initiative and ambition to make a real impact.

Kerem is a school where children thrive. Through creative, passionate teaching and a rich breadth of opportunities, we nurture curious, confident and happy learners. Alongside academic achievement and personal development, we place great importance on developing a deep love of Judaism, which lies at the heart of everything we do.

Established in 1948, Kerem School educates children from the age of nine months to eleven, incorporating our Early Years Unit and our new nine-month-plus nursery, Little Grapes. We are a close-knit community school of approximately 120 pupils, where relationships matter and every child is known and valued. We firmly believe that by building strong partnerships with parents and families, we can truly *work together and achieve together*.

Our aim is to provide every child with a challenging and stimulating secular and Jewish education within a warm, nurturing environment. We promote excellence, celebrate achievement and encourage children to take an active role in their learning. Strong partnerships with parents, governors and the wider community are central to our approach.

We are now looking for someone who can help us build on these foundations and take our marketing and communications to the next level. This is an opportunity to bring fresh ideas, embrace innovation and explore new ways of engaging with families and the wider community. We are particularly keen to appoint a self-motivated individual who is confident working independently, takes initiative and enjoys turning ideas into action. There will be considerable scope for the successful candidate to shape the role, develop its direction and make it their own.

In return, we can offer you a dedicated and passionate team of colleagues, a warm and welcoming community, supportive governors and the opportunity to play an important part in the continued development of a very special school.

If you are creative, resourceful and enthusiastic, with a strong work ethic and a genuine passion for making a difference, we would love to hear from you.

We very much look forward to receiving your application.

Kind regards

Ms Rose and Mrs Sharman

Interim Head Teachers

The Application Process

If you wish to apply, please respond by submitting the Kerem School application form and attaching copies of your qualification certificates. Please also submit a supporting statement addressing the job description and person specification. This should be no longer than 2 A4 pages.

Applications should be emailed to the Head Teacher on vacancies@keremschool.co.uk. Please add the header *"(Your Name) – Application for Marketing and Communications Manager".*

Your References

You should give the names, positions, organisations, telephone contact numbers and email addresses of at least two referees, one of whom must be your current/most recent employer. If you specifically do not wish referees to be approached without your prior permission, then you should indicate the fact. Finally, please ensure that you have included daytime, evening and mobile contact numbers.

Recruitment Timetable

Please note that applications will be reviewed as received, and will close as soon as a suitable candidate is identified. Therefore, early application is encouraged.



KEREM SCHOOL

(Including EYU and Little Grapes)

Job description:

Job title: Marketing and Communications Manager
Hours: 37.5 hours per week
Salary: £35,000 - £40,000 (subject to experience)

The role

Kerem is looking for a creative and organised Marketing and Communications Manager to help more families discover the school and take the next step towards visiting and applying. The postholder will plan and deliver focused admissions campaigns, create engaging content about school life, and strengthen Kerem's profile in the local community.

This is a hands-on marketing role. The postholder will lead the marketing plan and create everyday campaign content, working with the Admissions Team on recruitment priorities and with colleagues across the school to gather stories, dates and approved images.

Main responsibilities

Admissions campaigns

- Work with the Headteacher and Admissions Team to agree marketing priorities and a practical termly campaign plan.
- Develop and deliver campaigns that raise awareness, generate prospective-family enquiries and encourage families to attend open mornings, tours and other admissions events.
- Create clear, compelling information that explains Kerem's ethos, educational offer and distinctive strengths to prospective families, including prospectuses and digital resources.
- Identify and reach new audiences, including families who have not previously considered a Jewish prep school.
- Coordinate campaign materials and event promotion with the Admissions Team. Admissions colleagues remain responsible for responding to enquiries and managing family follow-up.

Content and digital channels

- Plan, write, create and publish regular content for the school's social media channels and website, using an agreed content calendar and consistent tone of voice.
- Turn information and approved photographs into stories, posts, short videos and other digital content that show school life.
- Create routine marketing materials such as digital invitations, flyers and simple campaign assets. Brief external designers, photographers or other suppliers for specialist work within an agreed budget.

- Keep marketing pages on the website accurate and engaging, and recommend improvements to content, accessibility and prospective-family journeys.
- Attend admissions events and a small number of agreed flagship school or community events to gather content and promote Kerem. Agree any event hours outside the normal working pattern in advance.
- Ensure all content complies with safeguarding and data protection requirements, including robust photo and video permission processes.

Local profile, community and parent ambassadors

- Identify opportunities to raise Kerem's profile with local families, organisations, and community groups, including synagogues, nurseries, community organisations, and local businesses that connect Kerem to prospective families.
- Coordinate promotional activity with relevant partners and community channels, following school guidance on appropriate groups and platforms.
- Build and coordinate a parent ambassador programme, including testimonials, parent ambassadors for prospective families, referral activity and parent participation in open events and digital content.
- Support the promotion of selected school celebrations, fundraising activities and community initiatives where these contribute to Kerem's profile and agreed marketing priorities.

Measurement and delivery

- Track campaign performance and report regularly on relevant measures: enquiries by source, tours, conversion rates, open-event registrations and attendance, campaign website activity, social reach and engagement, and cost per enquiry.
- Use results and feedback to recommend practical improvements to future campaigns and content, and bring an evidence-based approach to marketing decisions: test, measure and say plainly what worked.
- Manage agreed marketing expenditure and supplier relationships, keeping the Headteacher informed of commitments and results.

How the role works with others

- The Admissions Team sets out recruitment priorities and manages enquiry responses and prospective-family follow-up.
- Teachers and other staff share story ideas, dates and photographs that are approved for use under the school's safeguarding and consent procedures. The postholder shapes these into marketing content.
- The Headteacher and Senior Leadership Team provide direction and approve sensitive or significant public communications.
- Routine operational communications to current parents, such as day-to-day notices and school-wide announcements, remain with the relevant school staff. The postholder may advise on presentation or help promote selected messages through marketing channels.
- Specialist design, photography or web work may be commissioned where needed and within the agreed budget.

NB This job description is not exhaustive and the postholder may be required to undertake other duties as required by the Head. This job description may be amended to meet the demands of the School.

Person Specification: **Marketing and Communications Manager**

Factor	**Specification**	**Desirable**	**Ascertained by**
Qualifications	• First degree or equivalent • Marketing / communications qualification	Desirable Desirable	Application form
Experience	• Strong track record developing and delivering marketing campaigns • Strong knowledge of the independent schools' landscape • Experience of digital marketing, planning and creating content for Social Media channels	Essential Desirable Essential	Application form Interview
Skills, knowledge and abilities	• Excellent understanding of information and communication technology, marketing tools and social media • Ablity to manage several projects and deadlines • Able to take ownership from day one • Excellent spoken and written English and a strong eye for detail • Confident in meeting and communicating effectively with a range of people • Able to form and maintain appropriate professional relationships and boundaries with children and young people • Knowledge of best practice in marketing • Excellent attention to detail in terms of work and personal presentation • Understanding of safeguarding, consent, confidentiality and	Essential Essential Essential Essential Essential Essential Essential	Application form Interview

	responsible use of children's images and sound judgement when working in a school environment	Essential Essential	
Personal qualities and competencies	• High levels of motivation and delivery, energy drive and follow through • Creative, can generate fresh ideas and turn them into campaigns and content • Emotionally intelligent, able to read people and situations well, build trust quickly and show tact and discretion when handling sensitive or confidential matters • Interest in personal professional development	Essential Essential Essential Essential	Interview