About Southbank

Southbank International School is a high achieving independent school based in central London. We aim to attract the best teaching and administrative staff, to maintain and build upon our successful reputation as a centre for excellent teaching and learning.

Southbank is a truly international school with a diverse student population of more than 70 nationalities. The school is based over three campuses in the centre of London and we teach almost 20 languages at the Westminster campus. We seek to appoint staff who have the willingness to recognise the diversity that exists in the student body, to teach from a multi-cultural perspective and to practise the highest standards of professionalism.

We follow the International Baccalaureate curriculum and whilst previous experience with one or more of the programmes is an advantage it is not essential:

- Primary Years Programme – Hampstead and Kensington (ages 3-11)
- Middle Years Programme – Westminster (ages 11-16)
- Diploma Programme – Westminster (ages 16-18/19)

Our aim is to put teaching and learning at the forefront of our mission to provide excellent services to the international community of students and teachers. The school has an exceptional teaching salary scale, and we endeavour to recruit teachers from across the world. Administrative and support staff are also offered competitive salaries and opportunities for career progression.

Southbank International School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Safer recruitment practice and pre-employment checks will be undertaken before any appointment is confirmed. Appointment is subject to an enhanced Disclosure and Barring Service (DBS) check for regulated activity and overseas police checks from any countries a candidate has lived for longer than three months since the age of 16.
Our Campuses

**Hampstead**
The Hampstead campus offers the PYP for students ranging in age from 3 to 11 and has children from almost 40 different nationalities. It is noted for its friendly, welcoming atmosphere located within a gorgeous “Edwardian style” purpose-built building. Facilities at Hampstead include an impressive art room equipped with a design suite of Mac computers and supplies; a bright and airy music room with computers for recording student compositions; a multi-purpose hall which provides space for lunches, sport and concerts; and outdoor play spaces including a dedicated early years playground with sandpit and climbing frame, and an edible garden.

**Kensington**
The Kensington campus offers the PYP for students ranging in age from 3 to 11 and also has children from a multitude of backgrounds. Kensington is relatively small with a close-knit community and is housed in two converted mansion blocks in Notting Hill. Facilities at Kensington include a Mac-based IT Lab; a music room with a range of percussion instruments; a library/media room to support the PYP programme; a multi-purpose hall used for lunches, sport and concerts; a large garden with a climbing frame, sandpit and an array of equipment for children to use.
Westminster - Portland Place
The Westminster campus on Portland Place offers the MYP for students ranging in age from 11 to 16. Located in two large mansion blocks, Portland Place is conveniently located near Regent’s Park with good transportation links nearby. Both Oxford Circus tube station and our Conway Street building are located within a 10 minute walk. Facilities at Portland Place include four science labs, a computer lab, a hall/theatre, art and music rooms, and one library served by networked computers.

Westminster - Conway Street
The Westminster campus on Conway Street offers the DP for students ranging in age from 16 to 19. Located in a modernised building near Warren Street tube station, facilities at Conway Street include a science lab, library resource centre, art studio, social space/hall and language suite across four stories. Southbank also have two dedicated university counsellors (one specialising in North American universities and one specialising in the UK). Both counsellors are available for individual appointments and events are organised to inform parents about university planning.
The International Baccalaureate® (IB) is a non-profit educational foundation, motivated by its mission, and focused on the student.

Founded in 1968, the IB currently works with 3,845 schools in 148 countries to develop and offer four challenging programmes to over 1,206,000 students aged 3 to 19 years.

The International Baccalaureate® (IB) aims to develop inquiring, knowledgeable and caring young people who help to create a better and more peaceful world through intercultural understanding and respect.

To this end the IB works with schools, governments and international organisations to develop challenging programmes of international education and rigorous assessment.

These programmes encourage students across the world to become active, compassionate and lifelong learners who understand that other people, with their differences, can also be right.

What makes the IB unique:

• The IB offers a continuum of education, consisting of four programmes for students aged 3 to 19.
• The IB enjoys a reputation for high quality education sustained for over 35 years.
• The IB encourages international-mindedness in IB students. To do this, students must first develop an understanding of their own cultural and national identity.
• The IB encourages a positive attitude to learning by inspiring students to ask challenging questions, to critically reflect, to develop research skills, to learn how to learn and to participate in community service.
• The IB ensures that its programmes are accessible to students in a wide variety of schools – national, international, public and private – through its unique relationship with IB World Schools worldwide.
Cognita Schools was successfully launched in 2004. Since then, we have worked to build a great family of schools. Cognita is a worldwide group of 68 schools in Europe, Latin America and South-East Asia. We employ over 5,000 teaching and support staff in the care and education of more than 30,000 pupils.

We value and respect the individuality of our schools, each one retaining its own unique ethos, with curricula and programmes tailored to the needs of the parents and children it serves. Wherever you visit a Cognita school, be that in Brazil, Chile, Singapore, Spain, Thailand, Vietnam or the United Kingdom, you will find empowered school leaders, committed teachers and students who are enthusiastic learners.

Everyone in Cognita is connected.

Our Purpose

Inspiring and empowering children within a caring environment to achieve more than they believe possible.

Cognita Education has 3 key ingredients:

• Academic → Pursuing academic excellence for every child
• Character → Developing character
• Global → Connecting with a global community
Job Description: Marketing and Communications Manager

Reporting to: Head of Admissions and Marketing

Working Hours: Full Time - 8:30am - 5:00pm

Fixed Term: Maternity cover up to 12 months (potentially shorter)

Checks: DBS, Overseas checks and employer references

Summary

The Marketing & Communications Manager is responsible for leading the development of the marketing strategy to support the growth aims of the school. The postholder will develop and implement timely, tactical marketing campaigns designed to maximize lead generation and achieve the school’s enrolment targets. Sound internal and external communication and engagement is also a key aspect of this role, promoting the school’s longstanding reputation for strong academic outcomes, diversity and well-being.

Key Responsibilities

• Develop an annual marketing strategy to support recruitment to the school’s Primary Years, Middle Years and Diploma Programmes, identifying new marketing channels and markets from which to recruit local and international students

• In support of the annual strategy, execute a termly marketing action plan and budget, responsive to school recruitment patterns and emerging priorities

• Day-to-day management of the website, ensuring it meets user needs, presents relevant content, and is regularly updated. Additionally, reviewing and updating all printed marketing material, ensuring it is eye-catching, clearly branded, and up-to-date

• Working with stakeholders internally and externally to ensure relevant, up to date, inspiring content is available and distributed effectively

• Working with Cognita to develop a digital marketing strategy and action plan and monitoring the school’s online performance via metrics (such as Google Analytics), reviewing and redirecting spend accordingly.

• Following research conducted by the Voice of the Parent programme, monitor responses from parent and student research, ensuring any actions/responses by the school are implemented and followed up on.
Job Description: Marketing and Communications Manager

- Drafting and posting promotional content via social media platforms (including Facebook, Twitter, Google+, Youtube, Instagram), checking they comply with the school’s ethos and brand.

- Monitoring the web for customer and other stakeholder feedback and working with the Senior Leadership Team to ensure these are appropriately addressed.

- Researching, and maintaining a contact database which includes media contact, suppliers, relocation agents, educational consultants, feeder schools and other stakeholders, ensuring all records are accurate, complete and meet the school’s business needs.

- Implementing PR plans and media engagement plans, and contributing to their development.

- Developing content for a range of marketing and events activities, writing and proofreading all promotional and web-based content.

- Monitoring all online and offline content to check it aligns to brand identity, is optimised for SEO and is in line with industry best practice.

- Establishing and maintaining a testimonial, case study, student profiles and success stories database, ensuring it is up-to-date, accessible and well utilised.

- Working alongside the Admissions team to deliver innovative student recruitment events, as well as engaging student and staff internal communications campaigns.

- Work collaboratively with the career counsellors and campus staff to establish and maintain an alumni network.

- Reviewing the school’s signage, banners, notice boards and promotional items and ensure they are in line with the school’s Brand Guidelines, up-to-date, their performance is measured and monitored, and they are produced as cost-effectively as possible.

This job description is liable to variation to reflect changes in the requirements of the post.

The job holder’s responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with the School’s Safeguarding Policy at all times. If in the course of carrying out the duties of the role, the job holder identifies that a child is suffering, or likely to suffer, significant harm either at school or at home, s/he must report any concerns to the school’s Safeguarding Lead or the Executive Principal so that a referral can be made accordingly to the local authority social services.
Person Specification: Marketing and Communications Manager

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<tr>
<th>Criteria</th>
<th>Essential/Desirable</th>
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<tr>
<td>Bachelor degree or equivalent in a relevant subject</td>
<td>Essential</td>
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<td>Professional marketing qualification</td>
<td>Desirable</td>
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<td>Confident user of the Microsoft Office &amp; Adobe Suite packages</td>
<td>Essential</td>
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<td>Experience of working in a marketing environment</td>
<td>Essential</td>
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<td>Experience developing targeted, relevant marketing campaigns for a range of customer segments</td>
<td>Essential</td>
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<td>Experience managing budgets and commissioning promotional items, banners and signage</td>
<td>Desirable</td>
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<td>Experience developing media plans, key messages and optimising content in regards to SEO</td>
<td>Desirable</td>
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<td>Excellent communication skills and ability to communicate effectively with stakeholders across all levels</td>
<td>Essential</td>
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<td>A high level of awareness of equality and diversity issues, and ability to effectively deal with people from a variety of cultural backgrounds</td>
<td>Essential</td>
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<td>Proactive approach to work with ability to identify areas for improvement and propose solutions</td>
<td>Essential</td>
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<td>The ability to exercise discretion to maintain confidentiality in the handling of sensitive/confidential information</td>
<td>Essential</td>
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<td>Ability to multi-task and to meet set deadlines, with outstanding organizational and project management skills</td>
<td>Essential</td>
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<td>Experience copywriting and proof-reading a diverse range of material, developing content to meet the preferences of its target audience</td>
<td>Essential</td>
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<td>A co-operative, personable team player, able to work independently and take ownership of own workload</td>
<td>Essential</td>
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Overview of Benefits

Southbank aims to offer every member of the team a competitive salary, a range of benefits and a great future.

Benefits include:

- Competitive salary
- Childcare Vouchers
- Cycle to Work Scheme
- Eye Tests
- Pension
- Savings Scheme
- School Fees Discount (conditions apply)
- Annual Salary Increment
- Travel Loans
- Computer Loans
- Own iPad during employment

Staff recruited to work at Southbank may also be entitled to a relocation package, dependent on the location of the individual at the point of hire.

How to Apply

We are delighted that you are interested in joining Southbank International School.

We welcome applications from qualified, experienced teachers looking for a vibrant, challenging and rewarding teaching experience.

Teaching candidates are evaluated on four key areas: high quality teaching practice, contribution to learning area and curriculum development, relationships with students, staff and parents and contribution to the whole school.

To apply, please do the following:

- Visit www.southbank.org
- Download the application form
- Complete the form and email it to jobs@southbank.org
- Please note: CVs are not acceptable for this role.