

A close-up portrait of a young girl with light brown hair and green eyes, wearing black-rimmed glasses. The background is a soft, out-of-focus grey.

IBELONG

Candidate brief

Westminster Communications
Manager



Southbank
International School

LONDON'S LEADING IB WORLD SCHOOL

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ABOUT OUR SCHOOL AND STAFF

For more than 30 years, Southbank has stood at the forefront of providing a world-class education to children and young people from London's international community and the UK.

Visit any of our five campuses in the heart of London and we're sure you'll be impressed by the diversity of our students and their academic excellence and social skills. Currently, they come from over 60 countries and speak around 20 languages.

At Southbank, over 800 children and young people study one of three inspiring but challenging International Baccalaureate (IB) programmes:

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

Absolutely key to the delivery of our IB Programmes, and our continuing success, are our teachers and administrative staff. Our aim is to attract employees from around the world who can help maintain and grow our reputation as a centre for outstanding teaching and learning. In particular, we seek to appoint people who encourage a global perspective and educational adventure, while practising the highest standards of professionalism.

In return, we offer all members of our team a competitive salary, an excellent range of benefits and many opportunities for career progression. In addition, some new employees may be entitled to a relocation package, depending on their location when they are offered a position at Southbank.

SAFEGUARDING OUR STUDENTS

Southbank is committed to safeguarding and promoting the welfare of children and young people. This means we will undertake pre-employment checks before any appointment is confirmed. These will include an enhanced Disclosure and Barring Service (DBS) check and overseas police checks in any countries that a candidate has lived in for longer than three months since the age of 16.

OUR CAMPUSES



KENSINGTON

Primary Years Programme

Our Kensington campus consists of two adjoining Victorian villas located in the stunning Notting Hill area of London. Facilities include an IT lab, a music room and two sound-proofed practice rooms, a library / media centre, and a hall which is used for many purposes, including lunches, sport, school 'town meetings' and concerts. There is also a large garden with a climbing frame, sandpit and a wide range of toys and equipment for children to enjoy.



HAMPSTEAD

Primary Years Programme

Our Hampstead campus is a purpose-built building located in one of London's leafiest suburbs. It features excellent learning facilities including a vibrant library, a bespoke art room and a Music room with performance and teaching space. Our Edible Courtyard offers a quiet space for vegetable and flower growing, as well as birdhouses and bug hotels.



PORTLAND PLACE (WESTMINSTER)

Middle Years Programme

Our Portland Place campus is spread across two large Grade II listed mansion blocks. It features a wealth of excellent facilities, including five science labs, a computer lab, art and music rooms, a small hall / theatre, and two libraries featuring networked computers. Because of Portland Place's close proximity to Regent's Park, we host a wide range of sports and outdoor activities in the royal park. Nearby, students also have the opportunity to visit many famous London locations.



CONWAY STREET (WESTMINSTER)

Middle Years Programme and Diploma Programme

Our Conway Street campus is a striking, modernised building located a few minutes' walk from Warren Street and Great Portland Street underground stations. It features a wide range of high-quality facilities, including a science lab, art studio, social space / hall and language suite, which is set across four storeys. We're also particularly proud of our Library Resource Centre (LRC) at Conway Street. It offers access to over 3,800 books, DVDs, audiotapes, magazines, local and national newspapers and university prospectuses.



CLEVELAND STREET (WESTMINSTER)

Middle Years Programme and Diploma Programme

Our Cleveland Street campus opened in September 2018 and allows an additional 219 students to benefit from the Southbank experience. Spread over five floors, it features a wide range of different environments, including specialised classrooms, a large common space on the top floor, study and learning pods, and a design technology lab in the basement. As requested by students, the new campus also features calming colour schemes and living moss walls which bring nature indoors.

THE INTERNATIONAL BACCALAUREATE

The International Baccalaureate (IB) was founded as a progressive non-profit educational foundation in 1968. Initially, it developed a Diploma Programme to help children acquire the necessary skills and knowledge to live, learn and work in a rapidly globalising world.

By 1994, the IB had introduced its Middle Years Programme for students aged between 11 and 16. It then added the Primary Years Programme for children aged 3 to 11 in 1997; and in 2012, it launched its Career-related Programme for students between the ages of 16 to 19.

Today, the IB works with over 4,000 schools in 148 countries and offers its four programmes to over one million students. At Southbank, we're delighted to be one of these schools. Every year, we see how the IB programmes help to develop inquiring, knowledgeable and caring young people.

We also share the International Baccalaureate's overall aim to create a better and more peaceful world through the understanding and respect of different nationalities and cultures.

For further information about the International Baccalaureate, please visit southbank.org or ibo.org, the official website of the International Baccalaureate.

HOW IB PROGRAMMES DIFFER FROM OTHER CURRICULA

- They encourage students of all ages to think critically and challenge assumptions.
- They are developed independently of government and national systems, and incorporate quality practice from research and IB's global community of schools.
- They encourage students of all ages to consider both local and global contexts.
- They develop multilingual students.

WELCOME TO COGNITA SCHOOLS

Cognita Schools was successfully launched in 2004. Since then, we have worked hard to build a great family of schools around the world. Currently, we have 67 schools in Europe, Latin America and South-East Asia.

We employ over 5,000 teaching and support staff who are responsible for the education and care of more than 30,000 students.

We value and respect the individuality of all our schools, with each one retaining its own unique ethos, as well as curricula and programmes that are tailored to the needs of its students and parents. Wherever in the world you visit a Cognita school, 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 three key ingredients:



Academic

—
Pursuing academic excellence for every child



Character

—
Developing character



Global

—
Connecting with a global community

COGNITA

An inspiring world of education

JOB DESCRIPTION:

WESTMINSTER COMMUNICATIONS MANAGER

REPORTING TO

Deputy Principal, Professional Development and Administration

HOURS

8.30am - 5pm

RESPONSIBLE FOR

The school's relationship with its parents is central to our educational endeavours. For this reason, a professional, engaging and user-friendly approach to communications is crucial, to ensure parents are informed and knowledgeable about school life from the time of joining the school until their departure. Further, ensuring that staff and students have access to relevant information in a timely manner promotes the efficient operation of the campus. There is considerable scope in this role to implement new approaches using existing technologies as well as to research and recommend additional ones.

The post requires to manage and maintain a range of communication channels including, but not limited to:

- Email
- Telephone
- Digital forms
- Portals for parents, staff and students (currently Firefly)
- Weekly mailings (newsletter)
- Daily bulletins
- Blogs
- Digital signage
-

The role-holder will need to be able to manage a varied workload including projects which may be either reactive or proactive in nature. Effective day-to-day collaboration with other members of the School Administration Team will be key to success in this role.

In addition to writing, editing, and proofreading content, the role requires to work closely with various teams and individuals to gather, organise and disseminate content. These teams include Admissions and Marketing, Senior Leadership, and the Educational Visits Administrator and Trip Leaders. The role also requires working with the coordinators of individual activities and clubs. Cross-campus liaison with the primary schools (Kensington and Hampstead) will occasionally be necessary – for example, when collating calendar dates.

KEY TASKS AND RESPONSIBILITIES:

Managing processes of families' joining and leaving Westminster campus:

- Liaising with the Admissions Team following confirmation of enrolment to ensure families joining Westminster feel welcome, informed and prepared.
- Overseeing the campus-based procedures when students leave the school following notice given via the Admissions Team.
- Informing other members of the School Administration Team of enrolments/ withdrawals in a timely manner so they may prepare timetables, lockers, ID cards, etc.
- Maintaining links with the Westminster PTA Committee and Grade Representatives, who provide additional services to families, particularly at enrolment.

Parent communications:

- Maintaining and developing the Parent Portal as a repository of files, forms and other information (such as calendars) in such a way that it is user-friendly, comprehensive and current
- Collating and disseminating the Weekly Mailing to parents
- Overseeing the distribution and return of occasional surveys (when these are not centrally managed by Cognita Ltd)
- Configuring the appointment software for Parent Teacher Student Conferences – currently biannual
- Overseeing the annual collection of data ('SIF') and liaising with other members of the team to delegate entry into the database (iSAMS)
- Assisting with parent evenings, in particular configuring RSVP requests to share with organisers

Campus internal communications:

- Updating the Staff Portal to ensure currency of information and forms, calendars, etc.
- Overseeing the Daily Bulletin publication on digital signage and Firefly
- Creating and scheduling information for display on Digital Signage
- Overseeing Calendar procedures including liaising with cross-campus teams and updating throughout the year as required
- Configuring Educational Trip Blogs and training trip leaders as required

General:

- As part of School Administration Team, provide assistance including lunch cover where necessary

PROFESSIONAL DEVELOPMENT AND TRAINING

- Attend training courses and undergo training as necessary to maintain compliance and in line with responsibilities and to train any relevant personnel as required

COMMUNICATION

- Ensure clear and professional communication with all external agencies when representing the school
- Respond to emails and use the schools ticketing system in a timely manner
- Be proactive in communicating and enacting the role of the site manger to support school events (eg health and safety aspects, compliance etc)

SAFEGUARDING RESPONSIBILITIES

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

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 they are responsible, or with whom they come into contact, will be to adhere to and ensure compliance with the relevant Cognita Safeguarding: Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, they must report any concerns to the School's Child Protection Officer/ Designated Safeguarding Lead or to the Principal, or make a referral directly to the local child protection authorities.

PERSON SPECIFICATION

WESTMINSTER COMMUNICATIONS MANAGER

Essential	Desirable
Educated to at least degree level or with equivalent relevant experience	Familiarity with the major social media channels and how best to engage with and build an audience.
Qualification or demonstrable experience of working in a communications role using digital tools.	Experience of using Google Suite applications
Highly literate with experience of writing and proofreading	Experience using iSAMS or a similar information management database
Ability to communicate effectively with parents in particular, and to establish professional, collaborative relationships with staff	Experience creating and administering surveys through SurveyMonkey (or equivalent)
Ability to juggle multiple tasks and prioritise workload	Familiar with using Photoshop
Proven ability to handle tasks creatively and systematically	
Good administrative and IT skills	
An excellent understanding of online communications and the ability to write concise, engaging and accurate information texts	
Excellent interpersonal skills, including tact and diplomacy	
Enthusiastic, flexible and positive approach to work	
Excellent attention to detail	
Ability to remain calm under pressure	
Ability to solve problems and propose practical ways ahead when faced with difficulties.	
Understanding of current Data Protection regulations and their application.	

OVERVIEW OF EMPLOYEE BENEFITS

Southbank aims to offer every member of our team a competitive salary, a range of great benefits and excellent opportunities for career progression.

Our benefits include:

- Competitive salary
- Childcare vouchers
- Cycle to Work Scheme
- Eye tests
- Pension
- School Fees Discount (conditions apply)
- Interest free season ticket loan
- Computer Loans
- Savings scheme
- Contractual 25 days annual leave
- Additional 15 school closure days (non-contractual)
- Administrative staff are also able to work an hour less every day during school holidays in agreement with line managers.

Further information about benefits will be provided upon appointment.

HOW TO APPLY

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

To apply, please do the following:

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

JOBS AT SOUTHBANK

For all our latest vacancies,
please visit www.southbank.org

If you have any queries about a
position, please contact us on
jobs@southbank.org

Southbank Kensington (3–11 years)
36–38 Kensington Park Road, London W11 3BU

Southbank Hampstead (3–11 years)
16 Netherhall Gardens, London NW3 5TH

Southbank Westminster (11–19 years)
63–65 Portland Place, London W1B 1QR
17 Conway Street, London W1T 6BN
379 Euston Road, London NW1 3AU

COGNITA

An inspiring world of education