



# KINGS'

SCHOOL · WINCHESTER

## Communication Lead

Grade E £32,149- £35,241 FTE or 40 week £28,204 - £30,917

Full-time or Part-time

*Applications closing date: Midday January 7<sup>th</sup> 2025*

Kings' School is seeking an experienced and motivated person to lead the strategic development of our external communications and public relations (PR). This exciting role is vital in enhancing our school's reputation and ensuring that all messaging aligns with our mission, vision, and values.

### Why Kings'?

Kings' is an exciting and rewarding place to be, our pupils are keen to learn and succeed, and consistently show appreciation for their teachers' support and dedication. Our teaching and support staff are committed and hardworking, all believing firmly that we should help pupils be their best. Whether colleague or pupil, all members of the Kings' community live our values and collective morale is high.

Working at Kings' in Winchester, you will:

- Benefit from a supportive, encouraging culture of professional growth and autonomy.
- Be part of our friendly welcoming team – you join our Kings' family who live by our motto, Una Laborantes (Working together).
- A chance to make a significant impact on our school community and that of our future pupils
- Feel valued and recognised for your contributions, whilst being actively encouraged and supported in maintaining a healthy work-life balance.
- Park onsite, at the front of school in a secure accessible car park, equipped with EV charging spaces.
- Work in well-resourced departments, with access to a high-quality library for professional development.
- Feel the benefits of working in the beautiful Hampshire countryside, on a large campus surrounded by greenery and open spaces.
- Staff swimming – free staff swim slots at our indoor heated pool.
- Hampshire County Council benefits also include:
  - Local Government Pension Scheme – with guaranteed benefits
  - Employee Assistance Program – 24/7/365 phone advice, and up to 6 free counselling sessions per year

To see what current staff say about working at Kings' and learn more about our dedication to wellbeing and staff voice, visit our [website](#).

For further information and to apply for this position, please visit our [website](#).

If you have any questions about the role, application process or life at Kings', please do get in touch to 01962 861 161 or [recruit@kings-winchester.hants.sch.uk](mailto:recruit@kings-winchester.hants.sch.uk)

Kings' School is committed to promoting diversity and inclusion within our school community. We welcome applications from all individuals, regardless of background.





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*We review applications as they are submitted and reserve the right to close this advert and/or interview at any time, therefore, we would encourage you to apply as soon as possible if you are interested in this role.*

### **Job purpose, including main duties and responsibilities:**

#### **1. Strategic Development:**

- Lead the development and implementation of a comprehensive external communications and PR strategy.
- Strategically plan the communication themes (and messaging to fulfil these) through regularly communication with all Senior and Middle Leaders
- Evaluate the effectiveness of communication initiatives and proactively respond to feedback to improve outreach.

#### **2. Quality Control and Messaging:**

- Ensure all external communications maintain the highest quality and are consistent with the school's branding and standards.
- Craft messaging that actively promotes the school's mission, vision, and values.

#### **3. Timeliness and Internal Communication:**

- Ensure that all external communications are timely and relevant for all stakeholders, including pupils, staff, and parents.
- Provide regular summaries of external communications to stakeholders, including relevant staff and governors.

#### **4. Event Management:**

- Lead and coordinate external events, such as Open Events and parent information forums, ensuring they are well promoted, well executed, and fully evaluated.

#### **5. Content Creation:**

- Collaborate with staff to generate engaging content for various external communication channels, including text, video, and press releases.
- Work closely with the Digital Media Lead to design promotional materials that are visually appealing and effective.

#### **6. Communication Channels:**

- Manage the school's social media presence (currently Instagram) to enhance community engagement and promote school achievements.
- Work closely with the Digital Media Lead and senior staff to identify any extension to the social media profile and use of additional platforms.
- Oversee the creation and distribution of the school's half-termly newsletter.
- Ensure the school website is updated in a timely fashion, with relevant information.
- Contribute to the development and design of the school prospectus, along with an annual review.
- Further develop relationships with the local press to support the promotion and publication of communications from Kings' School





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## Person Specification

<b>A Qualifications</b>	
Bachelor's degree in communications, Public Relations, Marketing, or a related field	A/I
<b>B Knowledge and Experience</b>	
Clear understanding of the high expectation of working in an outstanding school	A/I
Proven experience in communications, PR, or marketing, preferably within an educational setting	A/I
Strong writing, editing, and verbal communication skills	A/I/R
Proficiency in social media management and digital communication tools	A/I
An understanding of the importance of good practice and reinforcement of good behaviours	A/I/R
An understanding of the importance of offering excellent support to enhance the educational experience of pupils.	A/I/R
Commitment to safeguarding and promoting physical and emotional health and well-being of young people.	A/I
Evidence of an understanding of safeguarding within schools	A/I/R
<b>C Personal Qualities</b>	
Demonstrate personal and professional integrity, including modelling the school's mission and values	A/I/R
Excellent organisational skills and attention to detail	A/I
Able to build and maintain quality relationships through interpersonal and communication skills	A/I
Efficient and effective organisational skills	A/I
Ability to work collaboratively with diverse stakeholders, including students, staff, parents, press, and the local community	A/I
Be a consistent and positive role model and be a highly effective and respected ambassador for the school	A/I
Creative thinking and a proactive approach to problem-solving	A/I
<b>D Confidential Reference</b>	
Positive recommendation from all referees, including current employer	R

A = application

I = interview

R = reference

