



Job Description Head of Marketing & Communications

Required: As soon as possible

Reporting to: Director of Development & External Relations

Salary: Up to £50,000 per annum

Hours: Full Time

Closing date: Thursday 25th June, 12:00 noon

The Role

The Head of Marketing and Communications will lead the strategic and operational delivery of all marketing, communications and brand activity at The King's School, Gloucester, developing and executing strategies that align with the School's overall strategic direction. The role is central to enhancing the School's reputation, driving pupil recruitment and strengthening engagement with prospective families, current parents, alumni and the wider community.

Combining strategic leadership with hands-on delivery, the postholder will oversee brand positioning, digital and print communications, content strategy and stakeholder messaging. Working closely with Admissions, Development and senior leaders, they will ensure a consistent, compelling and authentic voice across all internal and external communications.

The School

The King's School is one of the dozen oldest schools in the country and has a proud heritage dating back to at least 1087, with a re-foundation in 1541. King's is the Cathedral School in the city of Gloucester, whilst the surrounding county is home to many excellent grammar and state schools, as well as other independent schools. King's is held in high regard amidst this competitive area; our academic, co-curricular and pastoral attainment is second to none. Local media brand SoGlos has awarded King's the title of 'Independent School of the Year' or 'Highly Commended' in every one of the last six years – a feat unmatched by any other local independent school – most recently winning the title in May 2025. Despite the multiple national-scale challenges of recent years, King's has seen its pupil roll growing steadily and parental satisfaction scoring very highly indeed. With careful investment in the campus and facilities, as well as a continuous focus on improving teaching and learning and developing our outstanding pastoral care, King's is now seen as a dynamic, forward-thinking and impressive place to study and to work.

Main Duties

Strategic Marketing, Communications & Brand:

- Develop and deliver an integrated marketing and communications strategy aligned to the School's vision and growth ambitions;
- Shape and safeguard the School's brand identity, tone of voice and reputation;
- Ensure all communications reflect the School's values, heritage and distinctiveness;
- Provide strategic communications advice to senior leaders, including reputational and crisis communications where required.



Communications & Content Leadership:

- Lead all internal and external communications, ensuring clarity, consistency and impact across all audiences;
- Oversee the creation and delivery of high-quality content (digital and print), including publications, newsletters, campaigns and speeches;
- Act as the School's lead storyteller, showcasing academic, co-curricular and pastoral excellence;
- Ensure effective communication flows with current parents, supporting clarity, transparency and engagement.

Digital Marketing & Channels:

- Lead the School's digital strategy across website, social media, email and online advertising;
- Oversee website performance, development and user experience;
- Drive content planning across digital channels to maximise reach and engagement;
- Use analytics and insights to measure impact, inform strategy and optimise performance.

Admissions Marketing & Recruitment:

- Work with the Head of Admissions to design and deliver campaigns that support pupil recruitment and retention;
- Develop targeted campaigns for key audiences;
- Lead open events and key recruitment activities with compelling communications and materials.

Stakeholder Engagement & Community Relations:

- Strengthen relationships with parents, alumni and the wider community through effective communication strategies;
- Support Development and Alumni Relations through integrated storytelling and campaigns;
- Enhance parent experience through clear, timely and engaging communication at every stage of the School journey;
- Monitor sentiment and feedback to inform communications and engagement strategies.

Leadership & Management:

- Lead and develop the marketing and communications function, including line management of the Marketing Executive;
- Manage relationships with external agencies (PR, digital, design, media) to ensure high-quality delivery;
- Oversee the marketing and communications budget, ensuring effective use of resources and measurable ROI;
- Stay abreast of sector trends and innovations in communications and independent school marketing.

Personal Profile

Essential:

- Significant experience in a senior marketing and/or communications role, ideally within education or a values-led organisation;
- Proven success in delivering integrated marketing and communications strategies that support recruitment, engagement and reputation;
- Strong digital expertise, including website management, social media, content strategy and analytics;
- Excellent writing and editing skills, with the ability to adapt tone for different audiences;



- Strong stakeholder management and interpersonal skills;
- Ability to manage multiple priorities in a dynamic environment.

Desirable:

- Experience in an independent school or similar environment;
- Understanding of admissions processes, CRM systems and audience segmentation;
- Professional marketing or communications qualification (e.g. CIM, AMCIS).

Personal Qualities:

- Strategic and solutions-focused with demonstrable creativity and design flair;
- Highly organised with strong attention to detail;
- Warm, approachable and collaborative;
- Resilient and adaptable, with the ability to work under pressure and to deadlines;
- Enthusiastic about school life and community engagement.

Hours of Work

The Head of Marketing & Communications will work from 08:30 to 17:00, Monday to Friday, with a one-hour lunch break. There may be other occasions when you are required to work, including occasional evenings and weekends to allow support for key events (e.g. Open Days). Remuneration or TOIL will be given for any additional hours worked.

Salary

Up to £50,000 per annum according to skills and experience.

Holidays

Holiday entitlement will be five weeks per annum plus Bank Holidays, rising to six weeks after 5 years of service.

Benefits

- A contributory pension through Aviva APTIS;
- Generous fee remission for children being educated at King's;
- Wraparound care for Junior School children being educated at King's;
- Access to a Doctor for advice and short consultations;
- Staff Wellbeing Programme and Wellbeing Day (additional leave);
- Cycle to Work scheme;
- Various discounts for local services including gym memberships and garages;
- Free access to our Employee Assistance Programme;
- Free lunches;
- Free on-site parking.



KING'S
GLOUCESTER

Recruitment

recruitment@thekingschool.co.uk

Applications

Candidates should apply through TES or by submitting a completed School Application Form and Covering Letter via email to recruitment@thekingschool.co.uk. A CV is not required.

Closing date for applications is **Thursday 25th June at 12:00 noon**. However, early applications are encouraged, and we reserve the right to make an appointment prior to the published closing date, if appropriate.

For further information, please contact Mr Harry Fuller on 01452 337337 or via email to recruitment@thekingschool.co.uk.

The King's School, Gloucester is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All offers of employment are subject to an Enhanced DBS check (including Children's Barred List), satisfactory references from previous employers and eligibility to work in the UK. Applicants must be willing to undergo child protection screening appropriate to the post including a prohibition from teaching check where appropriate (which may include for some non-teaching positions) and, in line with KCSIE, an online search for shortlisted candidates only – this will consist of a Google and social media search. The search is looking for anything that calls into question the candidate's suitability to work with children, or could cause harm to the reputation of The King's School, Gloucester. Any information discovered will be shared with members of the interviewing panel prior to interview. Interviews will be conducted in person, and they will explore candidates' suitability to work with children. This post is exempt from the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013, 2020 and 2023), which would otherwise mean that certain convictions and cautions are considered 'protected' and would not need to be disclosed to employers, and if they were disclosed, employers could not take them into account. Guidance about whether a conviction or caution should be disclosed can be found on the Ministry of Justice website: <https://www.gov.uk/government/publications/new-guidance-on-the-rehabilitation-of-offenders-act-1974>.

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