



DULWICH PREP LONDON

Values & Academic Excellence since 1885



MARKETING & COMMUNICATIONS ASSISTANT

CANDIDATE INFORMATION



HEAD MASTER'S WELCOME

Dear Candidate

I am honoured to be Head Master of Dulwich Prep London and introduce you to this incredible school. For more than 130 years, the school has inspired generations of boys aged 3 to 13 (and Nursery aged girls) to fulfil their dreams and aspirations.



We are privileged to have developed a specific pedagogy that enables critical thinking, encourages exploration, and facilitates engaging communication skills while recognising that each child is on their journey of discovery.

We passionately believe in the whole child. Therefore, the broad and enriched education that we provide will enable our pupils to go beyond the expected and toward the exceptional.

We seek to work in partnership with parents and carers to embed the Dulwich Prep London Values, first and foremost, as this underpins the character skills required in our fast-paced modern world.

This expectation enables each child to put empathy and compassion at the forefront of their decision making. It is the catalyst for each child to be successful and resilient in whatever they turn their hand to while on their educational journey and beyond.

We look forward to receiving your application.

A handwritten signature in black ink that reads 'Louise Davidson'.

Louise Davidson
Head Master



OUR ETHOS AND AIMS

Our school's priority is the wellbeing and happiness of our pupils. Each child's sense of belonging is paramount to their success and the school's continuing success.

Our pupils are challenged in their pursuit of excellence, and we support each child to find what they are good at. Each child's sense of belonging is integral to their continued success in our school and future success in life.

We want our pupils to leave us having experienced the very best in pastoral care, teaching and learning, having enjoyed the most dynamic and demanding academic and co-curricular programmes, and having made friends for life.

In preparing our pupils for today and the future, we want to instil a sense of environmental awareness and empower each child to become a responsible world citizen.

These are the key building blocks for the school, but our Values act as the cement that bonds everyone and everything together.

Our Values create Dulwich Prep London's special atmosphere.



LOVE



COURAGE



GRATITUDE



HUMILITY

OUR VALUES

Dulwich Prep London inspires excellence, and our pupils' character measures our greatest success.

Our Values sow the seeds of possibility in each child's mind, heart, and spirit and create the right culture and conditions to allow these possibilities to flourish and become real.

Everything we do sits upon our Values system. The eight recognised and explicitly taught Values weave across every year and deliver a deepened sense of empathy and the drive to be change-makers.

These values teach our pupils how to be kind and offer help where it is needed; to play fair and tell the truth no matter who is listening; to join in and play their part whilst letting others be heard; to appreciate the world around them and how valuable their contribution is and to always have a go.

Our expectations are high: those attending Dulwich Prep London go on to be citizens of the world, have a strong moral compass, and adapt to the rapidly changing environment of modern society.

Our children thrive, and we ensure that every opportunity is created for them to do so. Yet, no day is taken for granted.



JUSTICE



SERVICE



SELF-DISCIPLINE



HONESTY

ABOUT US

Since 1885 Dulwich Prep London has been at the forefront of preparatory schooling in England. Generations of boys and Nursery-aged girls have benefited from a school with a rich history, is forward-thinking, has embraced change, kept pace with pedagogy and technology, and is, above all, passionate about the individual learning journey of every one of our pupils and staff members.

We are the largest boys' independent preparatory school in the UK with an enrolment of 840 pupils between the ages of 3 and 13. We are a selective school in two important ways. Firstly, our pupils generally sit in the top 10% nationally based on their scores on standardised tests. Secondly, and arguably, more importantly, we look for children who will thrive at the Prep and make the best of everything we offer.



50+
Senior School
Destinations



200+
Scholarships
Awarded
2020-2022

150+
Co-curricular
Clubs, Activities
and Trips



20+
Musical Ensembles

15+
Stage Productions



25+
Acres of Open
Space and a
Swimming Pool



10+
Sports
Played at Every
Level

7.00am-7.30pm
Wrap Around
Care



12+
School
Community
Events





We are situated in Dulwich, a leafy village and area known for its exceptional schools, a plethora of open spaces and thriving, diverse local culture. It is within easy striking distance of the bright lights of one of the most cosmopolitan cities in the world. Everyone at Dulwich Prep London takes pride in inspiring excellence. Our school Values underpin the rich diversity of curricular and co-curricular opportunities available to our pupils.

Our Governors strive to maintain Dulwich Prep London's position in a competitive market by sharing their broad range of expertise to provide the highest quality education for our pupils. Through this investment, we can attract excellent staff, provide up-to-date technology, and continue to create modern facilities within our stunning South London home.

At Dulwich Prep London, we aim to cultivate a sense of social and moral responsibility within each child. We want each child to leave our school with maturity, the strength of character and empathy fostered within them throughout their Dulwich Prep Journey. We have strong links to our community, alumni and local schools, modelling our values in everything we do. We nurture independent thinkers with a sense of justice who go on to be thoughtful citizens of the world, equipped with a strong moral compass and the ability to adapt to our rapidly changing environment.

JOB DESCRIPTION

The Marketing and Communications Assistant will assist the Head of Communications & Marketing with the planning, implementation, and execution of a range of marketing, communications, and alumni activities and events.

The role will take responsibility for the day-to-day running of the school's website, digital signage, intranet, and social media platforms, enhancing our online presence and creating current, visual, and engaging content for a range of channels. This role reports to the Head of Communications & Marketing.

Duties and Responsibilities

Marketing

- Effectively promote and tell the school's story by preparing and creating multi-channel content, including articles, blogs, features, imagery, graphics, podcasts, and videos.
- Explore and utilise AI appropriately to support content creation and department activities to promote and communicate the school's story and pupil achievements.
- Keep abreast of the school calendar, working closely with academic staff to identify a range of content opportunities creating a termly 'content calendar'.
- Initiate conversations with school leaders on content opportunities and attend activities/events as agreed with the Head of Communications & Marketing to photograph and film taking on the role of 'investigative journalist'.
- Assist with the delivery of the school's digital marketing activities, including paid media, and use web analytics and advertising tools such as Google AdWords, Google Analytics and Social Media advertising.
- Support Admissions activities as required and agreed with the Head of Communications & Marketing.
- Assist Human Resources with producing staff recruitment brochures and advertising vacancies across our social media and other channels.
- Maintain and update all educational directories and listings.
- Assist with the design and procurement process for all branded clothing (not including school uniform), such as Leavers' Hoodies and School Trips.
- Assist in the production of all publications, such as the school prospectus, annual magazine, leavers' yearbooks, and film publicity.

- Create engaging content for the website, social media, digital signage, and alumni portal utilising the school's historical records, artefacts, and images.

Communications

- Manage the School's Alumni and DPLink mailboxes, ensuring all correspondence is logged in the DPLink activity tracker.
- Ensure that the relevant school leaders and staff are briefed ahead of receiving external visitors, refreshments are organised, visitors receive a planned activity schedule and the relevant risk assessments are completed in advance.
- Support the development of the Dulwich Prep London Alumni Portal 'DPLink', the Parent Portal and Classlist to ensure we maximise all available features.
- Ensure the Weekly Mailings are formatted, proofread, and correctly reflect the school's tone and style guide, ready for the Head of Communications & Marketing's review.
- Support the management of our parent communication and engagement platform, 'My School Portal'.
- Send copies of the prospectus and annual magazine to key external stakeholders, including feeder schools, press contacts and senior schools.

- Support with the creation of event communications as required.

Alumni Engagement

- Manage the school's Development Database DPLink (Toucan Tech), including but not limited to adding data, updating records, logging donations and communications and creating content to improve development and alumni engagement.
- Actively promote membership of the Dulwich Prep Alumni Association, growing membership through networking with past pupils, parents, and staff.
- Reconnect with 'lost' alumni via LinkedIn and other means and identify new ways to increase alumni engagement.
- Support with development activities as required and agreed with the Head of Communications & Marketing.

Research and Data

- Undertake customer research, competitor data and market conditions research and identify trends to inform marketing plans.
- Own and manage the school's 'No Photo List'.
- Manage and update the school's digital asset and image bank.

- Collect and analyse data on stakeholder engagement with our communication platforms.
- Monitor analytics, search rankings and other data to inform strategic and tactical activities.

People

- Building good relationships with SLT and key members of school departments.
- Manage external service providers as required.
- Work in partnership with the Events and Development Assistant to ensure a unified approach to all communications.
- Provide support at school events as agreed with the Head of Communications & Marketing.
- Work closely and collaboratively with the Admissions Department.
- Work collaboratively with the broader school community to create and identify content opportunities.

General Requirements

- Promoting and safeguarding the welfare of pupils for whom you are responsible and with whom you come into contact.

- Maintain high professional standards of attendance, punctuality, appearance, and conduct.
- Maintain positive, courteous relations with pupils, parents, and colleagues.
- Promote the good name and reputation of the school.
- Adhere to all school policies and procedures.

Training and Development

- Regularly review your practice and, in collaboration with your Line Manager, set personal targets and take responsibility for your continuous professional development, fully participating in the annual performance review process.

PERSON SPECIFICATION

Education & Qualifications

- Educated to A Level or equivalent with a minimum of Level 4 or above in English and Maths at GCSE.
- Degree or relevant marketing, communications, or creative design qualification would be advantageous.

Keys Skills & Knowledge

Essential

- Excellent computer literacy, with a good familiarity with Microsoft Office, Google Docs, and creative design platforms such as Adobe Creative Cloud, Canva and Microsoft Publisher.
- Experience using social media channels and a management suite coupled with understanding new social media trends and emerging channels.
- Digital marketing experience including paid media, web analytics, and advertising tools such as Google AdWords, Google Analytics and Social Media advertising.
- Ability to prioritise workload and work flexibly and collaboratively, and at times under pressure, meeting deadlines.
- Ability to work with accuracy and excellent attention to detail.
- Ability to communicate succinctly, effectively, and attractively verbally and in writing.
- Capable photographer and videographer.

Desirable

- Commercially aware with experience in delivering results in marketing and communications.

- Experience working in a marketing / communications role.
- Experience working with CRM platforms and database management.
- Knowledge appreciation of the motivations and aspirations of different stakeholders interested in independent education.

Personal Competencies & Qualities

- Passion for social media and digital communications.
- Creative flair and willingness to contribute ideas.
- Friendly and approachable with a can-do mindset.
- Comfortable working autonomously.
- Tact, sensitivity, and the ability to handle confidential material with discretion.
- High degree of personal motivation and ability to use initiative.
- Strong interpersonal skills.
- Ability to build effective working relationships with parents, pupils, staff, and donors.
- Able to take ownership of a task and see it through to completion.
- Resilience, optimism, and a sense of humour.

WORKING WITH US

Dulwich Prep London is an inspiring and vibrant place to work. We have a large yet incredibly warm community of passionate teachers, inquisitive pupils, a hard-working and friendly support team and ambitious parents. Together we create a supportive environment that is committed to achieving excellence.

Working at Dulwich Prep means being part of a team that cares about your continued professional development and journey as a teacher. Whether you join us at the beginning, middle or end of your career, you will be guided, supported and encouraged every step of the way to achieving your goals. For example, our CPD might involve training for whole school initiatives, going on 'Learning Walks' around the school, taking part in a Lesson Study, or seeking further formal academic qualifications.

We are proud to be members of the Teacher Development Trust, which supports schools focused on innovation and evidence-based learning. In addition, we work with initial Teacher Training institutions such as St Mary's University, Twickenham and The Cambridge Partnership to develop new teachers and keep up to date with the latest research and pedagogy.

Staff are encouraged to participate in as many of the vast array of sporting and drama activities as possible at the Prep. From all-nighter charity swims to Saturday park runs to our fabulous drama productions, there's always something going on at the Prep where hidden talents are celebrated.

REMUNERATION

- Competitive salary £26,230 to £29,740
- Generous defined contribution pension scheme.
- Life assurance.
- Free school lunches.
- Enhanced sickness, maternity, paternity, and adoption pay entitlements.
- Free access to our School Counsellor.
- Cycle to work scheme.
- Wide range of professional development opportunities.
- School fee remission.
- Easter and Summer holiday camp discounts.
- Healthcare Cash Plan scheme.
- Employee assistance programme.

Hours of Work

- 8.30am to 5.00pm (Monday to Friday) with a one-hour unpaid lunch break all year round.
- Attendance at all INSET days, Open Days, and any other relevant events in the school calendar as agreed upon with your line manager.
- 25 days annual leave allowance, in addition to public holidays, to be taken during school holidays.

- Due to the nature of the role, flexibility is required; there will be a requirement for some evening and weekend work for which time off 'in lieu' will be agreed upon with your line manager.
- Depending on the school's requirements at any time, these hours are subject to the terms and conditions of a Contract of Employment and to amendment by the Head Master from time to time.
- Staff may be called to perform other duties that the Head Master considers reasonable and commensurate with the post's grading and designation.

Application and Interview Process

A completed Application Form and a cover letter explaining your suitability for this role should be emailed to [Tamsin Hutson, HR Manager](#). Please also read the accompanying Application & Recruitment Process Explanatory Note. We reserve the right to appoint at any time during the recruitment process.

- Closing Date: Wednesday 7 February 2024, 5.00pm
- Interviews Date: Week Commencing Monday 12 February 2024
- Start Date: ASAP

Appointment

Any offer to a successful candidate will be conditional upon the following:

- Receipt of at least two references that are satisfactory to the school.
- Verification of identity and qualifications, including evidence of the right to work in the UK.
- A satisfactory enhanced criminal records check through the Disclosure and Barring Service (DBS), clearance of the Children's Barred List, and confirmation that you are not disqualified from providing childcare.
- A check which confirms that you are not the subject of a sanction, restriction or prohibition issued by the Teaching Regulation Agency which renders you unable or unsuitable to work at the school.
- Verification of your medical fitness for the role and satisfactory completion of the probationary period.
- Any further checks that the school deems necessary if you have lived or worked outside of the UK, which will include an overseas criminal records check or certificate of good conduct and may include professional references.

EQUAL OPPORTUNITIES

Dulwich Prep London is committed to the equal treatment of all current and prospective employees and does not condone discrimination based on age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership.

We are an equal opportunity employer and welcome applications from individuals of all backgrounds. We believe in fostering a diverse and inclusive work environment where all employees are valued and respected for their unique perspectives and contributions.

Candidates will only be assessed against relevant criteria (i.e., skills, qualifications, abilities, experience) in selection and recruitment. In accordance with the Disability Discrimination Act, Dulwich Prep London seeks to treat those with disabilities as favourably as those without disabilities. Accordingly, we will make reasonable arrangements, wherever practicable, to avoid putting those with disabilities at a disadvantage.

SAFEGUARDING

Dulwich Prep London is committed to safeguarding and promoting children's and young people's welfare and expects all staff and volunteers to share this commitment. Applicants must be willing to undergo child protection screening and training appropriate to the post, including checks with past employers, online checks, and an enhanced criminal records check with the Disclosure and Barring Service.



**Schools'
Inclusion
Alliance**



We aspire to have a diverse and inclusive workplace.

We strongly encourage all suitably qualified applicants regardless of background to apply and join us at Dulwich Prep London.

We are proud members of the Schools Inclusion Alliance and the Government's Disability Confident Scheme.