



KPS – Kendrick Parents' Society

Sponsorship and Marketing Officer

Job Description & Person Specification

KPS Sponsorship and Marketing Officer

This is a great all-round role and the post holder will be able to use and develop their existing communication, media, advertising, publication and public relations skills.

Key Responsibilities:

1. Involved in creating compelling and dynamic traditional & digital marketing content and campaigns to raise the KPS and its event profile and achieve maximum participation through social media and other digital platforms.
2. Being innovative and creative to maximise generation of new enquiries.
3. Ability to develop and implement both the traditional and Digital Marketing Strategy.
4. Develop and manage the Social Media strategy
5. Continuous monitoring of marketing trends and contribute ideas for new approaches to optimise the use of the Facebook/School website (if permitted).
6. Work with KPS Committee to develop and deliver engaging content to showcase the KPS initiatives.
7. Contribute to the design of the School's website – improving the usability, design, and content
8. Monitor trends in design and produce eye-catching, engaging content such as infographics, videos, blogs and more
9. Write content for both print and web including KPS website, weekly newsletter to parents, programmes, booklets, posters and flyers
10. Profiling and communicating achievements of KPS via online channels
11. Find and develop a range of marketing materials
12. Attend KPS events and take photography and video for marketing purpose
13. Research corporates who are willing to match fund charity initiatives taken by their employees
14. Engage with KPS Treasurer to identify parents who work with those corporate
15. Identify ways of promoting corporate match-funding to all KPS members and all parents
16. Create a step by step process of corporate match-funding activity.
17. Prepare any necessary forms and letters that is required for this purpose.
18. Create a database of all companies that help with corporate match-funding.
19. Help in meeting annual KPS income targets and expectations

Person Specification:

- Understanding and supportive of the ethos of The Kendrick School.
- Good communication skills - written, in person and on the phone.
- Understanding and sympathy with the importance of good relations within the wider Community.
- Networking & building good relationships
- Using social media
- An enthusiastic team player with good interpersonal skills
- A friendly, professional and 'can do' approach.
- Confident public speaker
- Proactive approach
- Flexibility
- Willing to work autonomously, organising one's own time and resources efficiently



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The post holder must read the **Health & Safety** Policy and **Safeguarding Policy of the school** before coming into contact with students and or organising events. These can be found on the school website. If anyone has a safeguarding concern about a student, they must report it to the **Designated Safeguarding Officers, Ms Kattirtzi or Mr Simmonds**. Post-holders must also be aware of the use of personal information according to the **GDPR regulations**.

The list of responsibilities outlined above is not intended to be exhaustive and the post-holder may be required to undertake other, reasonable tasks when necessary.

I confirm that I have read and understood the responsibilities of the Sponsorship and Marketing role and would like to apply for this position.

Signed

Dated

Please return your signed application (or send an email confirming your interest and agreement) to:
kpschair@kendrick.reading.sch.uk

