



MARKETING AND COMMUNICATIONS INTERN

About Pembroke House

Pembroke House is a traditional, full-boarding, coeducational IAPS school of roughly 200 pupils aged 5-13 set in the Rift Valley, Kenya. The school has a reputation for providing an outstanding all-round education with a quality of pastoral care that is second to none. Whilst known traditionally for its sporting achievements, academic standards at Pembroke House are high and all pupils are prepared for 13+ Common Entrance or scholarship examinations. The majority of children move on to schools in the UK and in recent years an impressive number of awards have been won – including academic, sport, art, drama and all-round scholarships.

We are seeking applicants with a passion for marketing, mixed with drive and energy. Potential applicants should request a job description, application form and supporting documentation by email from recruitment@pembrokehouse.sc.ke, whence any further information regarding the post may also be obtained.

The application form is also available on the Pembroke House website.

The Role

As a Marketing and Communications Intern you will be tasked with the creation of written, video, and image content for the Pembroke House School website & social media pages, as well as on traditional marketing campaigns. Your role will also involve researching and

developing new ideas for web/social media content as well as handling internal & external communication. As part of your duties, you will provide support to the team when required to.

Database management skills would be an advantage.

Responsibilities & Duties

Your role would include but not be limited to:

- Community management: Help design a social media campaign for PHS
- Creating content for social media campaigns
- Prepare posts on all social media platforms (Instagram, Facebook and LinkedIn) for PHS
- You would help with composing adverts and printed material
- Relay questions online from potential parents promptly to the registrar
- Help prepare some blogposts for the School
- Increase followers on all accounts and develop strategies to improve social media traffic & client engagement.
- Monitor and prepare all required analytics report for social media traffic.
- Research keywords for the School
- Develop creative & innovative graphic design, artwork, layout, and templates.
- Managing website and updates where necessary.
- Help build a marketing database for PHS
- Help build and improve the digital marketing strategy for PHS
- Data processing into database, managing data, pulling reports off the database.
- General Administration

Requirements for applicant

- Bachelor's degree in Communication/Marketing related field
- Impeccable oral & written communication skills. Applicant will need to correspond in English with all potential parents
- Organized, with an ability to prioritize time-sensitive assignments.
- Creative and passionate about social media.
- Familiarity with social networking sites, in particular Facebook, Instagram and LinkedIn
- Strong analytical, and interpersonal skills.
- Excellent presentation skills.
- Some knowledge of Wordpress would be an advantage for managing the websites
- Applicant must be keen to learn, able to be on site out of hours if necessary to collect media content for all platforms

Safeguarding

Pembroke House is totally committed to safeguarding the welfare of children and young people and expects the same from its employees. Every member of staff has a responsibility to promote and safeguard the welfare of the children and young people for whom they are responsible and to ensure compliance with the school's Safeguarding Policy at all times. If in the course of carrying out their duties a member of staff becomes aware of any actual or potential risks to the safety or welfare of a child at school they must report any concerns straight away to the school's Designated Safeguarding Lead. All new staff will be subject to enhanced DBS clearance, identity checks, qualification checks and employment checks to include an exploration of any gaps within employment, two satisfactory references (to include current employer) and police clearance checks from all countries in which previously employed.

Footnotes

All members of staff at Pembroke House are expected to 'lead by example' as well as by their skills of organisation, planning and motivation. The 'Pembroke House Expectations' document describes the manner in which the school hopes all staff will conduct themselves during their time at Pembroke House. The Staff handbook describes in more detail the organisation of the school from the teacher's point of view. In all cases ignorance of protocol is not an excuse and all staff are expected to make themselves familiar with the way in which the school operates and the manner in which it likes to handle issues with children, parents, staff and the wider community as a whole.

Accommodation & 'Keep'

- Staff at Pembroke House are provided with an allowance for accommodation.
- During term time all meals are supplied – this is a taxable benefit.

The School Ethos

Throughout the course of each day all members of staff should make it their business actively to encourage good manners, respect and tolerance, at all times and they should endeavour to teach children how to be humble when they excel and gracious when receiving constructive criticism and advice.

DBM

29th JULY 2021