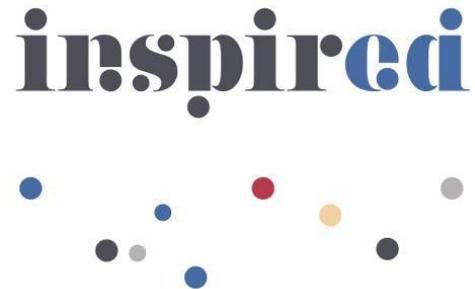


## GLOBAL PR MANAGED

<b>Line Manager/Reporting into:</b>	CEO (dotted line into Marketing Director)
<b>Full Time/Part Time:</b>	Full Time
<b>Fixed Term Contract Length:</b>	Permanent
<b>Closing Date for Applications:</b>	September
<b>Languages Required</b>	English
<b>Location</b>	London



**Inspired** is seeking to appoint a Global PR Manager on a permanent basis.

### “Inspiring Academic Excellence Across 5 Continents”

A definitive statement of excellence in private education, Inspired is a co-educational, non-denominational, independent school group designed to inspire students to achieve their maximum potential in a nurturing, progressive academic environment from ages 3 months to 18 yrs.

Inspired offers a fresh and contemporary approach to education by re-evaluating traditional teaching methods and curriculums, and creating a more dynamic, relevant and powerful model reflecting current attitudes. We nurture the unique individuality, talent and self-assurance of each student, equipping them to take on the world with the skills and confidence to ensure success.

Our current portfolio of 80+ schools currently operates across Europe, Asia-Pacific, Africa, the Middle East and Latin America, with quick ongoing expansion foreseen. The group has grown exponentially since its founding 9 years ago and offers a unique opportunity to join a connected global community obsessed with a dedication to excellence.

We take great care when selecting new colleagues to join Inspired Education and hand pick every single role. We believe true excellence in education is only achieved through an inspiring and passionate team with whom are dedicated to supporting our schools to recruit and retain students by sustaining engaging and inspiring learning environments through our 3 pillars of: Performing and Creative Arts; Academics and Sport.

Professionalism, responsive teaching, specialist knowledge, strong planning, excellent qualifications and an outstanding personal reputation, are just few of the core requirements we look for when recruiting Inspired teaching staff.

For more information about us, please visit [Inspired Schools - Premium Private Education \(inspirededu.com\)](https://www.inspirededu.com)

## WHY APPLY

### “Be at the forefront of International Education”

When you join Inspired, you don't just join a business. You become part of a unique global community of passionate professionals, with unrivalled access to extensive guidance, support and advice all focused on creating a culture of excellence in education.

## WHAT WE OFFER

- The opportunity to add real value and have a huge impact from day one
- Strong growth opportunities
- Being part of a global professional community
- A collaborative team and environment
- A culture of excellence
- A rapidly growing business
- The opportunity to be at leading edge of educational development practice

## KEY ACCOUNTABILITIES

This role will be responsible for:

1. Under the direction of the Founder, Chairman and CEO, take control of and deliver highly impactful PR communications through agency and in house channels, building on Inspired's reputation for academic excellence
2. Own the PR response to high priority and reactive regional/global issues to ensure that all communication is handled professionally, quickly and aligns to the vision and direction of the Company Founder.
3. Drive the execution of effective global PR communications and PR planning to enhance global brand awareness and deliver great coverage of Inspired schools throughout the year

## KEY ROLE RESPONSIBILITIES

This position will be required to deliver the following:

- Design, write, co-ordinate and issue press/media releases, statements, briefing materials and Q&As, in addition to selling in new stories to global local and national media desks / journalists. This covers all Inspired global activity from academic achievements through to new school acquisitions plus others;
- Own the Group's crisis response, working for the Group CEO and with the Regional Marketing Heads and Marketing Director to manage crisis response initiatives, develop response strategy and execute accordingly, also responsible for maintaining all PR crisis communications plans and protocols.
- Manage external global 3<sup>rd</sup> party PR relationships and PR agencies – ensure they are delivering the appropriate PR and media relations support aligned to the vision and direction of the Group CEO
- Seek out and develop case stories and press pitches in conjunction with regional marketing team to build awareness for Inspired and Inspired's schools
- Create and execute compelling PR campaigns collaborating with local marketing teams to secure robust media coverage in top-tier outlets from different regions in a cost-effective way
- Lead external communications strategy and execution for client facing product announcements and campaigns

- Track media coverage to review the impact of PR campaigns and market sentiment and report frequently on the impact of coverage and further opportunities
- Directly manage special events such as the opening of new schools, new product launches or other high priority activities in order to gain public attention through the media limiting the necessity to rely on advertising agencies
- Build and execute a clear global PR & communications calendar ensuring robust external PR activity aligned to the important education milestones (e.g. exam results; new acquisitions) in conjunction with the global marketing calendar.

## **EXPERIENCE AND QUALIFICATIONS WE'RE LOOKING FOR**

- A strong educational background including a good degree from a top university
- Proven prior experience in leading successful PR programmes and responses
- First class written communication skills
- Handles pressure and deadline-oriented demands as well as manages multiple initiatives.
- Solid digital communications experience, including metrics analysis.
- Experience with working in a very fast-paced global market, understanding and adapting to different cultures and multiple time zones
- Experience with communication and PR agencies in an international environment
- Excellent knowledge of and strong media relations in the education industry is highly preferable
- Content management experience including photography / film shoots is desirable
- Working as part of an inhouse marketing, PR or communications team
- Environments that require a high degree of matrix working and influencing ability

If the role sounds of interest and you want to learn more, please apply.

## **SAFEGUARDING STATEMENT**

Inspired are committed to safeguarding and promoting the welfare of children and young people and if successful you are expected to share this commitment. The protection of our students' welfare is the responsibility of all staff and individuals are expected to conduct themselves in a way that reflects the principles and values of our organization.

Any successful applications will also be required to undergo rigorous child protection screening including checks with past employers and an enhanced DBS check as well as completing any relevant safeguarding assessments

## **EQUAL OPPORTUNITIES STATEMENT**

Inspired Education is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, colour, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by law.



This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Inspired makes hiring decisions based solely the skills, experiences and attributes needed to continue to deliver excellence.