

CASE HISTORY – EDUCATION



On the appointment of a new head at Pipers Corner School the then headmistress employed RP Communications to provide an overview of the marketing and public relations – both current and historical – as well as a strategic and tactical marketing and communications plan for the future

We were also asked us to develop specific marketing initiatives to address a perceived gap in the West London market in order to offer an additional source of pupils

Towards the end of the project we were commissioned to assist with the recruitment of a full time Marketing and PR Manager – from preparing advertisement to final interviews / selection

- SWOT: internal and external research to establish the then current position; mapping of current and past pupils, examining changes / trends etc
- Prepared a researched and an in-depth report on the school's recent and current communications activity (marketing & PR)
- Researched local and national trends affecting the school and the independent schools' market; analysis of research
- Developed a strategic and tactical plan in line with the Business Plan and the school's pupil requirements, for future marketing and public relations
- Following research, developed marketing initiatives to address the 'West London market' brief, culminating in a full report and step by step plan
- Once the new headmistress was in post, assisted in recruiting a Marketing Manager