

Role: Marketing Manager

Line Manager: Bursar (dotted line to Head)

Type: Full time (8.30-4.30 Monday to Friday with attendance required at some weekend or evening events), Full year.

Job Description

Job Purpose

Working closely with the Admissions Registrar and Careers and Alumni Manager to lead and develop an integrated marketing and communications strategy targeted at:

1. Ensuring the School's visibility is prominent across multi-channels/media
2. Maximising pupil retention and recruitment
3. Building the School's reputation and position in the local and neighbouring communities.

Duties

Marketing and Communications

- Alongside the Senior Leadership Team, development and implementation of an integrated marketing and communications strategy.
- Developing a strategic marketing plan for the next three years (and beyond) aligned with the Schools long term strategy.
- Responsible for the design and production of the School's internal and external marketing materials and publications and all branding design and co-ordination.
- Management of communications with national and local press.
- Management of internal marketing and communications with key stakeholders.
- Management of the School's advertising campaigns across a range of media.
- Ensuring relationships with feeder schools and nurseries are strong and well managed.
- Conducting market research to ensure that the School continues to develop in line with the expectations of the Governing Body.
- Recommending and implementing tactical promotions and direct mail campaigns where appropriate.
- Event management: organising internal events and representing the school at external events.
- Managing the school's relationship with its external marketing agencies and all consultants, ensuring value for money and good working relationships.

Digital Marketing

- Management of online and digital communications
- Management and development of the School's website
- Management of Social Media platforms and content
- Monitor and evaluate marketing campaign performance using data and analytics, making recommendations to improve effectiveness and return on investment.
- Develop engaging content across digital and traditional channels to communicate the School's distinctive strengths and values. (I think it's important that they can create content; "story-telling")
- Use digital marketing tools, analytics and search optimisation techniques to improve the effectiveness of the School's online presence and admissions pipeline



Admissions

- Oversight and development of marketing strategy to boost admissions and retention including analysis of demographics, key data and catchment areas.
- Supporting the organisation and management of admissions events, including open days and taster days.
- With the Careers Advisor, build the schools reach across its own and the extended community to develop:
 - Career opportunities for current pupils through a sector-leading careers offering
 - Support the development of partnerships with other academic institutions in the region.

Alumni

- Supporting the development of a vibrant alumni community, strengthening engagement with former pupils and promoting lifelong connections with the School.
- Working with the Careers Advisor to develop and deliver alumni engagement campaigns, events and communications that strengthen alumni relationships and encourage advocacy, networking and support for the School.
- Build links with alumni, parents, local businesses and the wider community to develop advocacy, support, sponsorship and partnership opportunities

Budgeting

- Preparation and management of the Marketing Budgets.

Information Sharing

- Monthly update to the Senior Leadership Team.
- Annual and termly presentation of relevant data to the Governing Body
- Regular reporting as agreed to Head and Bursar.

Person Specification

Skills and Qualifications

- University Graduate or equivalent marketing background
- Strong ICT skills
- Digitally competent - comfortable with, and having a good understanding of, digital communications and social media
- Working knowledge of photography, videography and editing which can be utilised on Social Media and evidenced at interview
- Working knowledge of databases and CRM systems
- Excellent knowledge of the local area
- Understanding of independent education (Desirable: experience within the sector).

Knowledge and Experience

- Strong experience and appreciation of the principles and practices of marketing, preferably within an educational setting, although this is not essential.



- Strong organisational and planning skills, with experience in event-planning and management
- Strategic planning and analytical skills
- Experience of creating and commissioning high-quality digital and print marketing materials using appropriate design and content creation tools.
- Strong understanding of CRM systems, data analysis and marketing performance metrics.
- Experience of managing websites and social media platforms
- A positive attitude and ability to manage own workload, work under pressure and work autonomously.
- Innovative, creative with a willingness to try new and different approaches
- Strong interpersonal skills and proven ability to build relationships and manage key stakeholders.
- Articulate, highly literate and able to demonstrate the ability to construct messages which are clear, convincing and appropriate to the relevant medium/audience.
- Customer care experience in a high value product or service environment
- Experience of successful networking practices with positive outcomes.

Personal qualities

- Talented professional who will develop and lead the school's marketing strategy
- Articulate, solutions-oriented with an independent work ethic
- Able to inspire confidence and respect and to work across related business areas as well as the School
- The successful candidate will be able to articulate the benefits of independent education and be willing to play an active and hands-on role
- Excellent attention to detail and an ability to see multiple projects through to completion

