

Appointment Of
Marketing Manager
Term Time + 4 weeks
(Total 38 weeks per annum)

Start date: September 2021



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Background Information

Latymer Upper School was created by a generous act of charity. Writing his will in 1624, a wealthy lawyer named Edward Latymer left part of his wealth for the clothing and education of “eight poore boyes” from Hammersmith. In keeping with the inclusive vision of its founder, Latymer Upper continues to offer such opportunities to London children by giving a number of means-tested bursaries to bright pupils every year based on the twin criteria of academic merit and family financial circumstances.

Since its inception, the School has changed markedly although its founding aims and values have remained the same. Established on its current site in Hammersmith in 1895, the Latymer Upper School of today consists of a vibrant, fully co-educational pupil body of approximately 1,220 girls and boys from all over West London and beyond, and a further 169 pupils at Latymer Prep. The School admits an equal spread of entrants from the state and independent sector and has one of the most ambitious bursary programmes in the country, delivered through the Latymer Foundation, which underpins the whole ethos of the School. The School is proud of its unpretentious, cosmopolitan and caring community and visitors regularly comment on the Latymer ‘buzz’ and energy that permeates the whole School; it’s innovative and forward-thinking and pupils are academically questioning and curious.

Latymer Upper is unashamedly one of the most academically successful schools in the country and pupils excel across a wide range of subjects. Latymer Upper takes great pride in preparing its pupils to go on to study at a broad range of universities. Generally, between 15 and 20% of pupils win places at Oxbridge; increasing numbers win places at prestigious North American and European universities and the vast majority of UK university entrants went to Russell Group universities and several to leading specialist Drama, Music and Art Foundation Colleges.

You cannot pigeonhole a Latymerian: they are individual, highly academic but also rounded and grounded.

The Latymer Foundation

The Latymer Foundation exists to provide an academic education of the highest quality to pupils of ability, regardless of background. The Foundation is a separate charitable trust and, through the work of the Foundation, the School has had considerable success in recent years in raising funds for additional means tested bursaries.

In September 2017, The Latymer Foundation publicly launched an ambitious new fundraising campaign – *Inspiring Minds* – ahead of the 400th anniversary of the School in 2024. The target is to raise £40m to build the School’s endowment and enable Latymer Upper to offer 1 in 4 pupils a fee-assisted place. This would be a lasting and significant step towards the School’s ultimate ambition to ensure that any child is able to access a Latymer education regardless of their financial circumstances. It is an ambition that is supported by the talents, enthusiasm and generosity of all of the stakeholders in the School: pupils, parents, staff, alumni and former parents.

Currently, just over 230 Latymer students are in receipt of means-tested bursaries funded by the Foundation and the *Inspiring Minds* campaign has raised a total of £32m so far.

School Aims and Ethos

Edward Latymer's vision was to offer his wards a life-changing education that would equip them to flourish in the wider world. This vision remains firmly at the heart of the School today.

Latymer Upper is first and foremost a 'learning School', vibrant, global in perspective, innovative in its teaching and learning and combining the best of the traditional and the modern. A high value is placed on scholarship in both pupils and staff and the School prides itself on the excellence of its teaching and pastoral care, its academic achievements and its exciting and innovative curriculum.

Latymer Upper School aims:

- To provide an opportunity for academically able pupils from all walks of life to develop their talents to the full.
- To select pupils as far as possible on the basis of ability without regard to financial means.
- To provide a choice of academic courses taught to the highest level in a broad, imaginative and developing curriculum supported by an equally wide range of extra-curricular activities.
- To encourage independence of approach in the pursuit of excellence in all activities.
- To be a constructive and active participant in the local community, particularly through educational activities including community links and Partnership Schools, within the scope of The Foundation's charitable objects.
- To consider the needs of the individual in the School community, providing care within a structured pastoral system.
- To maintain an ordered and disciplined environment, enabling the individuality of each pupil to be developed and respected.
- To value diversity, and develop awareness and tolerance of the aesthetic, cultural and religious values in today's increasingly pluralist society.
- To ensure that all Latymerians leave the School proud of their achievements, confident in their abilities and concerned for the needs of others

Facilities

Newcomers are often surprised by the size of the site on which Latymer Upper resides, little realising on first glimpse that the School stretches from the gothic gates on King Street in Hammersmith, to Latymer's Boat House on the banks of the River Thames.

A wonderfully eclectic collection of buildings and facilities sit side-by-side on the campus. Traditional heritage buildings are as much a part of the School as the stunning later additions - the red brick of the imposing 19th century Main Hall sitting comfortably alongside the striking contemporary glass and steel of the Performing Arts Centre.

Exciting buildings help create a dynamic and creative environment in which to learn and the School takes great pride in its facilities. The on-site Sports Centre (which includes a 25m swimming pool) opened its doors in March 2016, and is the latest of the School's construction projects. Games take place at Latymer's recently renovated Sports Complex on Wood Lane, which offers four rugby/football pitches, three cricket squares, a floodlit AstroTurf for hockey, netball, football and tennis and a modern pavilion and changing rooms.

The impressively equipped Science Block was completed in 2010 and includes a well-stocked library and resource centre. Art, Music and Drama flourish at the School and are housed in inspiring buildings. The Latymer Arts Centre, with its fabulous 300-seat theatre, music school and art studios, rubs shoulders with the Performing Arts Centre, which overlooks the Piazza and features a 100-seat recital hall and dance/drama studios.

The Role

Job Title: Marketing Manager

Reporting to: Director of Admissions & Bursaries

Overall Purpose of the Job:

This is a role that has both strategic and 'hands-on' elements; it is a pivotal role within a busy and dynamic team. The postholder will effectively and efficiently manage all aspects of the School's day-to-day marketing and be responsible for the implementation of the School's strategic marketing plan.

The successful applicant will have excellent communication skills, be able to maintain a high level of efficiency and be calm, confident and professional. A sound understanding of Independent education would be a distinct advantage.

The postholder will oversee marketing across the whole School to strengthen the School's overall standing and reputation with all key stakeholders as well as working with the Foundation team to support the vital fundraising campaigns that underpin the bursary programme at Latymer.

The Marketing Manager will take the lead in developing and delivering outstanding marketing and pupil recruitment strategies and work closely with the Communications team, Admissions team and Web Development Manager.

The Role

Marketing & Brand:

To assist the Director of Admissions & Bursaries in the development and implementation of the marketing strategy for both offline and digital media. To articulate clearly the values, image and ethos of Latymer Upper and Prep and ensure this is adopted and maintained through all publicity across the School.

To set, monitor and track the short and long-term strategies for marketing, communications and pupil recruitment in line with the School's goals and ethos.

To develop and utilise the School's brand values to best effect in order to differentiate Latymer Upper and Prep ensuring these brand values are appropriately reflected in all School communications. To provide overall editorial and design control across all marketing and advertising media.

Website:

To manage the School's websites (Working in conjunction with the Web Development Manager and Communications team) and ensure they are kept up to date with relevant, interesting content.

Provide strategic oversight of the Schools' websites, with responsibility for their evolution, update and accuracy.

To undertake regular analysis of website use, using analytics to track areas of interaction and adapting content and structure accordingly.

Social Media & Storytelling:

To work with the Communications team on the development and delivery of a comprehensive social media strategy in conjunction with the Social Media Executive as well as School-wide stakeholders.

Manage the development, design and delivery of a portfolio of content in line with the overarching admissions strategy.

To manage the School's social media accounts in conjunction with the Social Media Assistant, including developing and managing the social media strategy, keeping the feeds regularly updated and closely monitoring the School's online presence.

School Publications:

To produce all School publications working with external suppliers as necessary to ensure that all publications are of a high standard, delivered on time and accurately reflect the School's brand and ethos.

Photography & Videography:

To work with the Communications team and external photographers and agencies to capture high quality photography and videography of all key School events. To be confident and willing to take photos/short videos of day to day School events when necessary.

Advertising:

Deliver and assess ROI from the School's advertising plan.

Maintain and administer the School's photo library, for both the Upper and Prep School, including booking and organising professional photography, working closely with the Film and Media Technician.

Devising and supporting research activity, including parent and student surveys and ad hoc focus groups, and providing analysis of results

Additional:

It is expected that the Marketing Manager will monitor, review and conduct regular marketplace analysis of competitor activity and industry best practice.

The Marketing Manager needs to be adept at managing budgets and obtaining 'best value' from suppliers.

The Person

The Marketing Manager needs to have an instinctive empathy for the education sector and independent schools. They must be able to network and build relationships with the School's key stakeholders; current and prospective parents, pupils, teachers and alumni.

It will be important for a candidate to demonstrate commitment to the School, reflecting the School's values and ethos, including its commitment to social mobility through the bursary and partnerships programmes.

In addition, the candidate should have:

Essential

- Marketing experience and/or qualification, and an appreciation and understanding of marketing principles
- Meticulous administration, planning and the ability to meet targets and deadlines
- The ability to network and build relationships with the School's key stakeholders; current and prospective parents, pupils, teachers and alumni.
- Excellent IT skills
- Excellent written and verbal communication skills
- Experience in or an understanding of the education sector.

Desirable

- Design skills- use of photoshop, indesign/publisher or similar
- Commissioning and management experience of specialist providers such as website agencies, designers
- Knowledge of website content management systems.
- Experience in social media marketing.



APPLICATION

To apply, please visit our dedicated [recruitment website](#)

Further information on Latymer Upper School is available via the [School website](#).

The **closing date** for applications: **9 am on Wednesday 7 July 2021.**

Interviews will be held at the School on Wednesday 14 July 2021.

Safeguarding - The School is committed to safeguarding and promoting the welfare of children and young people. The post is subject to an enhanced DBS check and receipt of two satisfactory references.

Equal Opportunities – The School is committed to the principles of equal opportunity, diversity and inclusion. We seek to attract and retain the very best staff, ensuring that our staff body truly reflects the diversity of our students and local community. We are seeking to increase applications from underrepresented groups and, in particular, those from BAME community. We welcome applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith or disability. All appointments will be made on merit, following a fair and transparent process and will be in line with the Equality Act 2010.

Additional information

Hours – This is a term time + 4 weeks role working 37.5 hours a week, with working pattern to be agreed with line manager.

Salary – £40k per annum full time equivalent. Actual pro-rata salary circa £33K.

Dress Code - The School regularly receives visits from parents, potential parents and others, and naturally wish to convey an impression of efficiency and professionalism. Therefore, whilst not wishing to impose unreasonable obligations on staff, you are required to look smart in appearance.

Location

237 King Street
Hammersmith
London
W6 9LR
England

w: www.latymer-upper.org

t: [0208 629 2024](tel:02086292024)



Nearest Underground Station

Hammersmith (District, Piccadilly and Hammersmith and City Lines)
Ravenscourt Park (District Line)

Driving

There is no parking on site and we therefore recommend using public transport when travelling to the School.