

<b>Job title</b>	<b>Head of External Relations &amp; Marketing Manager</b>
<b>Purpose</b>	<p>A strategic leader and part of the Senior Leadership Team, the Head of External Relations &amp; Marketing Manager will lead the admissions, marketing and communication strategy of Derby Grammar School, building its image and reputation across its key stakeholder groups to attract and retain pupils.</p> <p>As brand custodian they will ensure that the core identity of the School and its educational principles are protected and promoted at all times to ensure ongoing integrity.</p>
<b>Responsible to</b>	Head
<b>Line manages</b>	Registrar, Marketing Apprentice
<b>Safeguarding</b>	Every member of staff has a responsibility to be proactive in promoting and safeguarding the welfare of all pupils in line with School policies and procedures.
<b>Full time / part time</b>	Full time with occasional evenings and weekends as required
<b>Salary</b>	Competitive

## Key responsibilities

### Strategic Planning, Reporting and Management

- In consultation with the School Business Manager, Head and Governors, be responsible for the forward planning of a robust, long-term marketing, admissions and communication strategy that is designed to meet the overall objectives of the School
- Conduct regular analyses of sources of business, including a geographical analysis, to aid marketing and admissions planning
- Line-manage the Registrar including objective setting, performance management and undertaking appraisals
- Based on appropriate research set out the targets, priorities, timetable and resourcing of marketing and admissions activities, reporting regularly on progress to the Head and Governors
- Prepare informed and robust forward plans across marketing, admissions and school communications
- Be responsible for managing the marketing and admissions budget
- Ensure strategies and operational plans are delivered against a framework of KPIs and objectives
- Compile market intelligence and competitor reports
- Manage the School MIS system, ensuring accuracy of data and usability for staff and parents, driving forward development initiatives as required

- Chair appropriate marketing and admissions led initiatives
- Supporting school compliance for ISI inspection in relation to provision of information

## **Brand**

- Maintain and develop the Derby Grammar School brand in line with the School's values, ethos and proposition, acting as 'brand guardian' for the School's image and reputation
- Oversee all marketing collateral including website, parent portal, app, printed materials, digital and social media, delivering innovative and accurate output
- Ensure 'on brand' messaging across all inward and outward facing activity
- Research and develop appropriate partnerships, both inside and outside the education sector, to further raise awareness of the School

## **Communications**

- Create, maintain and deliver dynamic PR and communications campaigns across key channels including print, social media, OOH and digital
- Develop engaging initiatives and content to secure maximum coverage for the School
- Explore new opportunities and partnerships to extend the School's reach
- Ensure that the School communicates in a consistent, professional and prompt fashion with stakeholders, prospective parents and external partners
- Manage the School's press office function
- Create the weekly (term time) school newsletter for staff and parents
- Create the key marketing publications including prospectus, sixth form guide, annual review (DGS Life) and Primary School Chronicle
- Advise and guide on internal communications

## **Events**

- Manage all recruitment events including open days and experience days
- Manage the School's annual speech days, social events and special occasions
- Ensure excellent first impressions and customer service at all externally facing school events
- Continuously review and develop school events

## **Website**

- Manage the school website – photography, content, layout – working with different departments as required to ensure information is on brand and accurate

## **Admissions**

- Oversee all tracking, management, analysis and reporting on all elements of the admissions process including enquiries, visits, registrations, assessments, new joiners and premature leavers
- Work with the Registrar to provide a consistent, welcoming warm, professional and efficient point of contact between prospective families and the School
- Be accountable for the conversion strategy for prospective pupils to become offer holders
- Work closely with the Registrar to deliver co-ordinated and targeted CRM communications throughout the annual recruitment cycle

## **Development**

- In consultation with the Head, create and deliver the strategy for alumni development
- Represent the School and its alumni on the Old Derbeians Committee
- Maintain and develop relationships with feeder schools, playgroups and community groups

## General responsibilities

- Carry out any additional task reasonably requested by the Head

The post holder will be required to work occasional evenings and weekends as required, to support marketing and admissions activities and to be present on GCSE and A Level results days. Occasional travel is required, so a driving licence is essential.

## Person Specification

	Essential	Desirable
<b>Qualifications</b>		
Degree, ideally in relevant discipline, or recent, relevant work experience	X	
CIM qualification or equivalent experience		X
<b>Skills and Abilities</b>		
Excellent communication skills, including the ability to write copy for a range of audiences (internal and external)	X	
Excellent interpersonal skills, including listening, negotiation and persuasion	X	
Creative and innovative with a strong eye for detail	X	
Excellent organisational and time management skills	X	
Ability to manage multiple projects at once, and keep key stakeholders regularly updated on progress	X	
Proven ability to lead a team to success in a challenging and constantly changing environment	X	
IT literate with a proficient knowledge of Office products	X	
<b>Experience and Knowledge</b>		
Experience and demonstrable success in a similar level role	X	
Demonstrable success in planning and delivering effective outputs across the broad marketing mix (including digital, publications, campaigns)	X	
Strong understanding of the independent education sector and pupil recruitment		X
Experience of planning with defined resources and delivering to this plan successfully	X	
Understanding of the role market research plays in supporting marketing planning and delivery	X	
Experience of senior level engagement	X	
Experience of managing external suppliers	X	
<b>Personal Qualities, Values and Behaviours</b>		
Strong team player	X	
Inspirational leader	X	