



MALVERN ST JAMES

Girls' School

POST OF

Head of Marketing

Full-time

52 weeks per annum

39 hours per week

MALVERN ST JAMES LTD

Malvern St James (MSJ) is a leading boarding and day school which presents an imaginative vision of education for girls from the age of 4 through to 18, taught within a positive, purposeful atmosphere. MSJ fosters creativity and bold thinking, challenging, and encouraging every girl to extend her personal horizons and realise her full potential.

MSJ is in the heart of Malvern in Worcestershire, two hours from London and one hour from Birmingham, having excellent transport links. Great Malvern station is situated opposite the School. The MSJ bus service covers five counties to pick up and return pupils each day.

The School is home to a warm and welcoming community – girls, parents, staff, and governors alike, enjoying the friendly and buoyant atmosphere of shared celebration, extolling personal success in every field of endeavour. MSJ offers a range of boarding options (ages 7 – 19) to fit in with the demands of modern family life and girls can choose from full, weekly, or flexi-boarding. Ofsted recognised the exceptional standard of boarding with an ‘Outstanding’ inspection judgement, which extends to all areas of Malvern St James. Malvern St James also received the highest rating of ‘Excellent’ in the ISI’s Educational Quality Inspection in May 2017. In March 2021, the School was awarded the Carnegie Mental Health Gold Award for its outstanding pastoral care and support for pupil and staff mental wellbeing.

Intellectual and social confidence, personal development and achievement lie at the heart of the School and each pupil is treated as an individual. MSJ promotes academic excellence and innovation in teaching and learning throughout the school which provide each girl with the challenges and support to develop her talents, character, and abilities to the full. We prepare pupils for the most competitive UK and international universities and pathways. This individual emphasis is complemented with teamwork, community values and the importance of service to others.

The School has excellent facilities which include an award-winning Science and Mathematics Centre, a Drama Studio, Music Centre in Avenue, several IT suites, and a multi-media Language Laboratory. The School has a brand-new Astroturf, launched in October 2020. At MSJ we use Microsoft and there has been significant investment and development of E learning in recent years with WiFi upgrades across the site. The School is currently creating a state-of-the-art Learning Hub centred in the Library and radiating out to learning zones throughout the School to support its commitment to innovation and learning and initiatives in STEAM (Science, Technology, Engineering, Arts and Mathematics).

The Year 13 Sixth Form Boarding House has recently been transformed in 2018 with an extensive, highly contemporary, refurbishment programme to provide a transition house for university and the next phase of this programme of improvements within boarding is currently taking place in Benhams, the new Year 11 Boarding House.

Girls take full advantage of the enviable setting and superb facilities, which inspire a wonderfully rich and imaginative extra-curricular life. They leave Malvern St James as poised, self-assured young women who are able to meet and embrace, with integrity, the challenges and risks of our modern world. The Good Schools Guide observed on visiting the School that MSJ is ‘full of girls who are going to change the world’!

Whilst a multi-faith community and non-denominational, the School is founded on Christian principles and has a Christian ethos which underpins the School’s daily life. There are regular opportunities for Christian worship.

We offer staff who come to work at the School:

- the opportunity to work with highly motivated staff and talented pupils
- commitment to your professional development
- convenient location in Malvern with excellent transport links
- competitive salary scale

JOB DESCRIPTION

JOB TITLE: Head of Marketing

Responsible to: Headmistress

The Role

The Head of Marketing plays a pivotal role in the School's business aims. The post holder is responsible for devising and implementing the School's marketing strategy, and administration of the marketing function to support local, UK-wide and international recruitment and retention.

As well as growing traditional markets, they will work with the Admissions Manager and Headmistress to identify new markets, and achieve awareness for the School and drive a flow of prospects in targeted areas.

The Head of Marketing will ensure engagement of current parents and pupils to drive retention, via relevant channels (eg social media, print and digital media, appropriate events). They will oversee similar activity organised by other school departments to ensure brand consistency, that we are maximising reach to our target audiences and maximising our conversion opportunities.

The Head of Marketing will be the School's brand guardian, ensuring consistency, compliance and refreshes/adaptations as necessary across all of the School's marketing materials and platforms. The School's brand and activities should always reflect its ethos, aims and ambitions.

Key elements of the role will be (but not limited to) digital and traditional advertising, PR, communications, events, social media, website management, and the post holder should always be up to date with emerging technologies and tools which would be a valuable part of our marketing mix.

The Head of Marketing will work closely with the Admissions Manager to deliver pupil recruitment and retention. They will also work closely with the wider Communications team, including the External Relations Manager who drives community engagement and the Development Director who drives philanthropic giving. They will report into the Headmistress.

They will line manage a Marketing Assistant and a Designer and oversee external agents and suppliers.

The Head of Marketing will be expected to:

- promote the School's reputation as an outstanding School for girls, to local, UK and international markets, to existing and prospective families;
- create and implement a strategic marketing plan to reflect the above, identifying key audiences, channels, timings and resources;
- work closely with Admissions to understand and deliver the School's strategic targets;
- work closely with the Headmistress to assist in retention of current pupil roll;
- create and manage a programme of in-person and online events and communications to best meet the School's needs in the prevailing conditions (eg lockdowns/ travel restrictions);
- create and manage the annual marketing budget;
- drive prospect enquiries and conversions;
- promote the School's vision, aims and ambitions to internal and external audiences;
- produce engaging communications for internal and external audiences;
- appraise and analyse strategy and implementation methods regularly, and adapt as necessary, to ensure the marketing function is always working optimally;
- Seek opportunities to be creative and where appropriate to do things differently to create stand-out for the School;

- ensure interesting, varied, on-brand social media feeds across all relevant channels to increase followers and make this a valuable tool for reaching new and existing families and engaging pupils themselves;
- ensure all communications and presentation of the School reflect brand values;
- help represent the 'public face' of Malvern St James at functions including, but not limited to, Open Mornings and school fairs that market the School;
- deliver cross platform marketing campaigns;
- manage the production and reach of School marketing and communications materials and working with the Designer, ensure that it is creative, appealing, engaging, and communicates key messages succinctly to the target audience;
- manage the website so that it fulfils all of the School's business aims.
- for Admissions, maintain up-to-date content to attract prospects, promote enrolments and ensure best end-user experience;
- manage the production of effective advertising of the School to promote enrolments;
- oversee the PR function, including strategy, implementation and budget, to maximise editorial opportunities for the School. Be the liaison point and facilitator for our PR agent;
- manage the communications for major school announcements, for example public examination results, ISI inspections, award wins etc;
- manage visits which will further the school's aims – for example, Good Schools Guide and other independent school guides, media visits, VIP visits etc;
- research, select and manage third party suppliers effectively ;
- undertake regular research and analytics of all marketing strands to ensure effectiveness and value for money;
- present marketing strategy/ updates/ analysis to the School's SLT and Council as necessary;
- proactively advise the School's SLT on how to improve the efficacy of the marketing strategy, and implement as necessary;
- present and communicate with the staff group so that the whole School is aware of marketing aims and can be ambassadors for the brand;
- assist other departments/members of staff in School where Marketing support will be helpful to 1) ensure brand consistency and 'look and feel' of communications and events and 2) develop opportunities to promote the School and/or open up helpful partnerships;
- work with Heads of Subject to create/develop outreach opportunities which have a marketing cross-over (eg multi-school sports events/ Art Exhibition/ Language days etc);
- assist Heads of Department in formulating and realising opportunities to promote their area (eg Prep, Pre-Prep, Sixth Form etc);
- maintain best practice in the School's marketing and communications, mindful of legal requirements such as GDPR and best practice

MSJ Enterprises

- Be responsible for the marketing of MSJ Enterprises including the promotion of the School Sports and Fitness Centre, and managing the Centre's marketing budget. Assist with marketing materials for Lettings and other MSJE business areas to ensure consistency

Managing Staff

- Manage and oversee the marketing team's workflow and output
- Ensure quality control of the department's output
- Carry out formal processes as necessary such as new staff induction processes, appraisals, and informal reviews where necessary
- Create team cohesion, fostering a sense of ownership amongst staff
- Ensure an awareness of staff wellbeing

Other

- Co-ordinate activity of Sixth Form Marketing prefects and ambassadors
- Co-ordinate involvement of current pupils who will be ambassadors for MSJ in School communications and presentations

PERSON SPECIFICATION

Essential Criteria:

- Must be proficient in digital marketing with proven marketing skills and experience
- Have proven expertise in web management including analytics and be confident in launching a new website
- Have proven ability to analyse performance of campaigns and competition to inform future strategy
- Have enthusiasm for and experience or knowledge in event management, online and in-person
- Have experience of writing creative briefs and working with a designer on a project to completion
- Have experience in copywriting
- Demonstrate outstanding written and oral communication
- Demonstrate strong interpersonal skills and an ability to connect with members of the school community in order to sell the brand
- Be a self-starter and be able work well independently to deliver outcomes
- Be a team player and provide appropriate support to ensure the effective working of the team, including the ability to listen to the ideas of others and compromise to achieve strategic goals
- Possess high standards of honesty, integrity and reliability
- Possess excellent organisational and management skills
- Possess a 'can do' attitude and a willingness to go the extra mile on occasions when required
- A willingness to work occasionally on weekends and/or evenings, to cover events to promote the school
- Be willing to adapt to prevailing market conditions and to pivot quickly to maximise opportunities for the School

PERSON SPECIFICATION

All School staff are expected to:

- a. work towards and support the School vision and the current School objectives outlined in the School Development Plan;
- b. support and contribute to the School's responsibility for safeguarding students;
- c. regularly review own practice, set personal development targets and take responsibility for own continuous professional development;
- d. work within the School's Health and Safety Policy to ensure a safe working environment for staff, students and visitors;
- e. work within the Equal Opportunities Policy to promote equality of opportunity for all students and staff, both current and prospective;
- f. maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues;
- g. engage actively in the performance review process;
- h. adhere to policies as set out in the Staff Handbook/Teacher Standards and Regulations;
- i. undertake other reasonable duties related to the job purpose required from time to time;
- j. adhere to School Safeguarding and Child Protection Policies.

GENERAL REQUIREMENTS

Malvern St James is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

This job description is not necessarily a comprehensive definition of the post; it is to be enabling rather than restrictive. It will be reviewed at least once every two years and it may be subject to modification or amendment at any time after consultation with the post holder.

APPLICATIONS

The completed application form, which must include all dates of previous employment and give reasons for any gaps in employment, an accompanying CV, together with a covering letter addressed to the Headmistress, should be returned to HR Department, by post to Malvern St James, 15 Avenue Road, Great Malvern, Worcestershire, WR14 3BA, or by email to recruitment@malvernstjames.co.uk

A CV will not be accepted instead of a completed application form. The personal statement within the application form should set out why you consider yourself a suitable candidate for the post citing relevant experience, previous achievements, and your vision for this role. The statement should not repeat the contents of the covering letter.

References of shortlisted candidates will normally be taken up before interview one of which should be from your most recent employer. Two satisfactory references are required before the appointment is confirmed. The appointment of the successful candidate will also be subject to satisfactory DBS checking.

BENEFITS OF WORKING AT MALVERN ST JAMES GIRLS' SCHOOL

Malvern St James Girls' School prides itself on its warm, friendly and welcoming environment where all staff are encouraged to play a part in a successful and supportive community.

Pay

We offer a competitive salary, taking into account previous experience and relative skills and abilities.

Pension Scheme

After completing three months' employment with Malvern St James, Support Staff will automatically be enrolled into our Pension scheme, to which the School also contributes, this is subject to satisfying certain eligibility criteria and subject to the rules of such scheme as amended from time to time.

Death in Service Cover.

Sport

MSJ Sports & Fitness Centre promotes flexibility as a key attribute to create fitter, healthier employees. Discounted membership for staff includes gym and swim and a wide range of classes. Membership contributions are taken by direct debit. The Sports Club provides many activities for members. These include a wide range of sports and regular competitions.

Other benefits include:

Fee remission

Lunch provided