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Marketing Manager

EIFA is an independent school and expects all employees to understand and agree with its Mission and Philosophy. We are not a state school, and we receive no funding other than our fee income. As a result, we expect employees to be fully committed, to share ideas and initiatives, which will both promote learning and assist in the positive growth of EIFA.

Note:

Generic contractual terms and duties are laid out in the employment contract and the Employee Handbook, which includes reference to the UK Equality Act 2010 and “Protected Characteristics”.

Line Manager: Head of School

Overall Aim

The new post holder will work with the Senior Management team to strengthen the EIFA International School brand using a professional, proactive and measurable approach, to attract and retain pupils. To convey the School’s key messages, engage with new audiences and increase overall awareness through promotion of the School.

Duties and responsibilities

Strategy

- To devise a strategic marketing plan for Board approval and the implementation of the agreed plan;
- Assist with the development and definition of the School’s brand strategy, ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and the generation of leads;
- To enhance the profile of the School, regionally, nationally and internationally, ensuring School recruitment targets are met;
- Support the Senior Management Team in evaluating the School’s marketing plan and strategy, by assembling and analysing relevant data, setting objectives, planning and organising promotional presentations, and establishing a marketing calendar.

New Business Development

- Identifying and establishing rapport with new leads via phone, video, email and face to face meetings to initiate new enrolment consultations;
- Presenting, promoting and pitching EIFA International School to prospective companies and families;
- Establishing, developing and maintaining positive and professional interactions and relationships to drive referrals to the School;
- Consistent and timely introductions of new families to EIFA International School, resulting in confirmed registrations;
- Continuously improving sales techniques and enhancing industry knowledge;
- Consistently achieving agreed-upon pupil recruitment targets;
- Identifying opportunities for campaigns, services, and distribution channels that will lead to an increase in enquiries and registrations;
- Tracking pupil enquiries and registrations in an accurate and concise manner for senior management.

Digital content

- Publish content to social media channels on a regular basis with guidance from the Senior Management Team;
- Assist with the management of social media campaigns to enhance visibility and drive engagement which convert to registrations;
- Provide and promote content targeted for an international audience;
- Consolidate all social media and evaluate performance from the various digital platforms;
- Build relationships with external contractors in respect of design, printing and advertising, to ensure best price and continued high service levels;
- Stay up to date with the latest technology and best practises.

Publications

- Manage PR coverage across reputable publications, particularly local and educational press, in both French and English;
- Liaise with local and national newspapers, magazines and appropriate specialist publications for advertising and editorial opportunities;
- Identify other suitable advertising opportunities/collaborations and negotiate space accordingly.

Marketing and Brand

- Support with the design and production of promotional literature, brochure, slideshow presentations and other required internal and external communications;
- Research competition by identifying and evaluating their characteristics, market share, pricing, and advertising; maintaining research databases;
- Plan meetings and conferences by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists;
- Liaise, build and maintain relationships with local Embassies, relocation agencies etc;
- Identifying and establishing relationships with referring partners, such as international relocation agencies etc;
- Build and maintain partnerships with relevant 'Feeder Schools';
- Review demographic and educational trends, identifying challenges and new opportunities.

General

- Write reports and compile statistics on marketing activity, as required;
- Be prepared to work evenings and/or weekends as required to act as an ambassador for the School;
- Assist with the organisation of School Open days/evening events for pupil recruitment;
- Carry out any other duties as may be reasonably required.

This job description forms part of the Contract of Employment of the post holder. It is not intended to be a complete list of duties and responsibilities, but indicates the major requirements of the post.

The above principal accountabilities are not exhaustive and may vary without changing the character of the job or level of responsibility, to take account of the developing needs of the School. The post holder will undertake any other duties at the request of the Head of School, appropriate to the remit.

Applicants for this role must be eligible to work legally in the United Kingdom and the successful candidate will be asked to provide evidence of their right to work. All applicants offered employment will also be subject to a criminal record check from the Disclosure and Barring Service (DBS) before the appointment is confirmed.