



RGS
WORCESTER

Job Description and Specification

Deputy Marketing Manager – Internal Marketing & PR

Responsible to: Head of Marketing and Communications

Responsible for: staff covering internal marketing, press, content

Location: RGS Worcester/RGS Springfield/RGS The Grange/RGS Dodderhill as required.

Member of: Marketing and Communications Team, Support Staff

General Purpose

A Marketing Team working across all four of the RGSW Family of Schools: RGS Worcester, RGS Dodderhill, RGS Springfield and RGS The Grange. The main purpose of this role is to manage and improve internal marketing communications and then maximising the content from such comms to significantly increase press coverage locally, regionally and nationally. This role will showcase the value-added proposition we offer to families and the community, which will support external marketing, identified USPs and key messages. This is achieved through the execution of the Marketing and Communications strategies, working with all stakeholders to deliver key objectives.

Key Tasks and Responsibilities

- To deliver a portfolio of outstanding internal communications to alumni, current parents, pupils, staff and other internal stakeholders across all four of the RGSW Family of Schools
 - Raise the profile of internal services to key stakeholders and further strengthen the working relationship across all four of the RGSW Family of Schools
 - Proactively identify key stories, building strong internal relationships to support this work
 - Manage the process and delivery of high quality, impactful internal marketing materials such as, newsletters, emails, posters, bulletins, social media and established magazines (eg. Worcesterian and Excel)
 - Review the effectiveness of internal communications, looking to drive constant improvement
 - Establishing the points above, where the opportunity exists, utilise the best of these internal stories in local, regional and national press
 - To create and manage a successful Press Relations Strategy, supporting external marketing and raising the profile of the RGSW Family of Schools
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- To lead on internal marketing and press strategies, agreed with the Head of Marketing and Strategy Group, by devising and implementing innovative, effective campaigns to maximise communications internally, whilst supporting overall external marketing objectives:
 - Research, developing and implementing communication campaigns which include content marketing, PR campaigns, print, social media and general promotions,
 - With the Head of Marketing and Communications, line management of staff involved in such campaigns

- Manage all campaign spend through careful budget management
 - Manage internal stakeholder relationships
 - Working in partnership with Deputy Marketing Manager – External Marketing, to the benefit of overall Marketing and Communications objectives and the RGSW Family of Schools
 - Evaluate and report on campaign performance to relevant stakeholders across the organisation, including providing regular reporting to inform the organisation’s activity
 - Work with, and guide the other members of the marketing team to deliver the internal communications campaigns, including the graphic designer, PR Marketing Officer and Marketing Assistant, ensuring that they are well briefed, supported and work as effective members of the wider team, and deliver on their objectives.
 - Proactively work with local and regional press, external agencies in PR and print as appropriate to deliver campaigns
- High quality production of content, materials and communications that support both internal and external audiences:
 - Focusing on all offerings at the RGSW Family of schools: Parent/Toddler groups, nurseries, prep and senior school to promote positive interactions
 - Equip staff with marketing training, collateral and campaigns that boost awareness and engagement to internal audiences
 - Ensuring current pupils and parents are valued and kept well informed to remain long-term customers from nursery through to senior school and sixth form
 - Ensuring attention to detail throughout, able to write copy to high standards and proof-reading content provided by others
- Building and maintaining strong internal relationships with teaching and support staff to:
 - Support the drive of internal communications
 - Improve sign-up and involvement in distributed communications
 - Attract high quality stories that showcase the added value we offer to families and the community
 - To foster a proactive and timely managed strategy to support all
- Support the Head of Marketing and Communications on the formulation the Marketing Strategy for the RGSW Family of Schools
 - Support the generation of the Value Proposition, USPs and Key Messages for
 - RGSW Family of schools.
 - School specific branding.
 - Schools’ offerings.
 - Community and events.
- Support the Head of Marketing and Communications on agreeing strategic priorities and termly plans for the team, including budget allocation as appropriate
 - Including campaign and situational reports
 - Budget monitoring and flagging deviations from planned spend

Working Conditions

Full Time, 40 hours per week. Flexibility to work out of hours to attend School events and activities as required. Primarily based in the office either at RGSW or one of the Family of Schools with the possibility of flexible working.

Job Specification

Competencies Skills and abilities required to successfully perform the key tasks.	Essential (Yes/No)	Desirable (Yes/No)
Strong Communication; both written and verbal	Yes	
Strong Copywriting and Proof-reading Skills	Yes	
Strong Organisation Skills	Yes	
Influencer	Yes	
High Stress Tolerance	Yes	
Problem Solving	Yes	
Rapport Builder	Yes	
Creative	Yes	
Stakeholder Management	Yes	
Project Management	Yes	
Knowledge and Experience Necessary level of education and qualifications and training required to perform the job.	Essential (Yes/No)	Desirable (Yes/No)
Significant experience of marketing concepts and strategies within the Education Sector		Yes
Experience of line managing a team		Yes
Experience with local and regional press		Yes
Strong IT Skills (Excel, Word, Powerpoint plus social media and design software.)	Yes	
Education Necessary level of education and qualifications and training required to perform the job.	Essential (Yes/No)	Desirable (Yes/No)
CIM Level 7 Marketing Leadership Programme/Relevant Degree or Equivalent Qualified Experience		Yes
Member of the Chartered Institute for Marketing		Yes

The post holder should be aware that the above job description and specification is not exhaustive. The post holder should be willing to partake in all activities that positively contribute to the life of the school. Any changes to the above description will be done in a timely manner and in consultation with the post holder.