



**Marketing Manager
Job Description**

Marketing Manager Job Purpose:

Responsible for managing the school's marketing initiatives. Uses market research and analysis to direct marketing strategy and planning. Manage the production of all promotional materials and marketing campaigns. Reports marketing and admissions activity to the Headmaster and Governing Body.

Responsibilities include:

- Establishing marketing goals based on past performance and forecasts
- Oversee current offerings and develop new initiatives
- Research and analyse market trends, demographics, competitor performance, and other relevant information to form marketing strategies
- Develop detailed marketing plans for all media channels
- Create and control the development of promotional materials, website content, digital media, advertisements and other marketing-related projects
- Communicate with various external agencies: advertising, printing and other services to help marketing projects come to fruition.
- Design in house material as required
- Design and production of newsletters for parents, prospective parents and alumni, using Mailchimp or similar ESP
- Work within the department budget to develop cost-effective marketing plans
- Track all marketing and admissions data and create detailed written reports and verbal presentations to bring to the Headmaster and Governors
- Adjust marketing campaigns and strategies as needed in response to collected data and other feedback
- Ensure optimisation in all media and on digital platforms, providing timely newsworthy content to positively represent the school
- Management and creation of copy, for all internal and external communications, including newsletters, letters, press releases and blogs
- Develop mutually beneficial relationships with partners
- Manage the design and production of promotional materials, such as websites, flyers and brochures.
- Organise, promote and manage school events, such as open days, and other events to attract potential parents into the school
- Organise, promote and manage the schools attendance at external events, such as shows, conferences, and festivals.

This job description will be reviewed annually with the Headmaster and the successful candidate in light of experience and good practice.

Person Specification: Personal Qualities.

- Be an innovative, independent thinker with the capacity for strategic thinking
- Be creative and proactive in finding solutions
- Be flexible and adaptive to changing needs and priorities
- Be resilient, calm and tenacious under pressure
- Be insightful and analytical with good problem-solving skills
- Have excellent communication skills and evidence of being able to build and sustain effective working relationships with staff, students, parents and the wider community
- Be a self-reflective practitioner who always seeks to improve
- See the 'big picture' in relation to whole school priorities & improvement
- Possess a sense of humour
- Be highly self-motivated, able to energise and motivate others
- Be insightful and understanding of national, international and research developments relevant to the role

Professional Competence.

- Hold a Bachelor's Degree in Marketing, Business (or a related field) or CIM qualification
- Have experience of developing and delivering a marketing strategy
- Experience of media channels and their deployment to best effect
- Be able to create positive relationships with all stakeholders
- Have high levels of creativity and adaptability
- Demonstrate the ability to research, analyse and report on role specific data and communicate this with great effect either orally or in writing
- Demonstrate a detail-orientated approach to their work
- Able to manage the allocated budget and show a high degree of organisational skills
- Have experience of maintaining websites using CMS
- Experience of creating email campaigns via Mailchimp or other ESP
- Skilled in photography and video editing would be advantageous to the role.

Applicants should note that all of the above will be assessed as part of our robust selection process.

Employment Terms and Conditions

This role is full time, on a permanent contract with fantastic flexible and remote working options for the right candidate.

The package will include:

- A competitive salary commensurate with the position and the experience of the successful candidate, up to £40,000
- A discount on fees for the successful candidate's children starting after the appointment
- Six weeks holiday entitlement (including Bank Holidays)
- Employee and company pension contribution
- Access to staff wellbeing benefits
- A creative, supportive and helpful team of colleagues.
- A warm and friendly, family atmosphere to work in.
- CPD opportunities.

Application process:

Applicants are welcome to tour the school and speak to the Headmaster prior to submitting an application.

All applicants should submit a fully completed application form to enquiries@rhschool.org

Application deadline: February 21st 2022

Interviews: Week commencing February 28th 2022

Applicants will be invited to attend a virtual interview in the first instance. Successful candidates will then be invited to a two phase onsite interview week commencing 28th February, where the interview will consist of a series of in tray exercises, a presentation and a formal panel interview.