



CHELTHENHAM PREP SCHOOL

SENIOR MARKETING EXECUTIVE (Prep School)

Cheltenham College and Cheltenham Prep School

Cheltenham College is an independent boarding school located at the heart of the Cotswolds and consists of two inter-dependent fee-paying schools within a single executive structure. [College \(13-18\)](#), founded in 1841, is the oldest of the Victorian public schools and is predominantly a boarding school of some 730 pupils, including a Sixth Form of approximately 280 pupils. [The Prep School \(3-13\)](#) is largely a day school of some 420 pupils. Both schools are fully co-educational. The schools are situated in their own spacious grounds near the centre of Cheltenham, a flourishing Cotswold town. They have strong academic records and a considerable reputation for sport, drama and music. A strategic vision has been mapped out for both schools for the coming years and the Marketing Department is a key part of the future growth of College.

The Department

The Marketing Department is responsible for the creation and delivery of the marketing plan for all aspects of Cheltenham College and Cheltenham Prep and its related businesses. This post is specifically responsible for marketing Cheltenham Prep (3 to 13) but will also require a good working knowledge of College to ensure that all plans at both schools are joined-up and effective. There will also be occasions when the marketing effort will be focused on other areas including supporting the Development Office, The Lettings team, and our popular activity and sports camps.

The Senior Marketing Executive reports to the Head of Marketing and Communications and is based with Prep Admissions Department in Cheltenham Prep School, working closely with Prep Admissions to market the school and recruit children into the Cheltenham Prep.

The Post

This role supports the Head of Marketing and Communications in all marketing disciplines, from producing high spec printed collateral such as the Prospectus, to updating web content and daily social media entries, organising events and advertising, to PR and weekly parent news communications. The post-holder will own and implement the Prep's Marketing Plan and maintain the Prep's marketing budget. They will need to monitor digital marketing statistics through Google Analytics, report on the success of campaigns, and advise where new activity is required. Both the Prep Admissions office and the Marketing office are very busy environments so the postholder should be confident to work independently, build strong relationships with key staff, as well as be a flexible and committed team player.

Skills and Characteristics

- Strong digital marketing skills and the ability to understand and utilize social media tools daily to update parents and promote the Prep School's offering to prospective parents and increase enquiries.
- Excellent copywriter and proofreader, with an avid attention to detail.
- Creative flair with experience in creating high quality, relevant and well-timed communications to targeted audiences.
- Event management skills – ability to promote events effectively and help organise Prep Open Mornings as part of a team; and represent the Prep and College at internal and external events.

- Organisational skills and a methodical approach with the ability to multi-task and prioritise workload in order to meet strict deadlines.
- Confident, motivated self-starter, able to work with minimum supervision whilst also being an effective and flexible team player.
- Strong interpersonal skills with an ability to forge relationships with senior staff.
- Co-operative, reliable, supportive, with a “can do” attitude and a desire to learn and take on challenges.
- A sense of humour with the ability to remain calm and cope with the unexpected.
- Relevant marketing experience, or experience of education would be beneficial.

Job Description

The role reports to the Head of Marketing and Communications in all matters relating to Marketing across the Prep School and the whole school community and will have a strong relationship with the Assistant Head (Admissions). The job falls into five principle categories:

1. Marketing collateral

- Produce promotional material to promote the Prep School’s offering and events – including adverts, digital, flyers, banners and merchandise.
- Manage the process for high end printed collateral including the Prospectus and annual magazine. This requires excellent copywriting and proofing skills. A close attention to detail is a pre-requisite.
- Produce a weekly parents’ newsletter highlighting events of the past week and brief the Videographer on weekly film content to film and activities to photograph.
- Work with external designers, photographers and printers to produce high quality collateral.
- Where required, use in house design templates to produce parent communications – e.g. Weekly newsletter. Knowledge of Adobe In-Design is a bonus, but not essential as in house training can be given.
- Monitor competitor collateral and track the effectiveness of our own campaigns.
- Manage stock control of all marketing collateral and merchandise.
- Structure and organise all artwork and photographic files and graphic assets.
- Uphold the brand guidelines in all marketing activity.

2. Digital Marketing

- Maximise the Prep School’s online profile and ensure fresh relevant copy on our website.
- Manage the Prep School’s daily Twitter feed, Facebook and Instagram and any other social media tools that develop during the role.
- Implement digital marketing for individual campaigns as detailed from the Prep Marketing Strategy
- Assist in the development and navigation evolution of the school website.
- Report on all digital channel statistics.

3. Event Management

- Work with Prep Admissions and senior staff in the organisation of relevant internal events; and be responsible for the marketing of the Prep School’s Open Mornings
- Work with the Head of Marketing and Communications to organise external events such as the Independent Schools Show in London.
- Document events processes and track effectiveness of events.

4. Public Relations

- Help source and recommend source media coverage opportunities.
- Write press releases and news stories for the website and media distribution.
- Communicate PR coverage within the school community.
- Assist the Head of Marketing and Communications as required to deal with any media enquiries.
- Be a first point of contact within the Prep School for any press enquiries

5. Planning, Reporting and Budgets

- a. Work with the Head of Marketing and Communications to write the Annual Cheltenham Prep Marketing Plan
- b. Keep Prep's Marketing Plan updated through the year and undertake Termly reviews
- c. Track all invoices and manage Prep's marketing budget as assigned by the Head of Marketing and Communications
- d. Helping manage and maintain College's marketing database.
- e. Assist with competitor research.
- f. Support the department with any other duties that fall into the spirit of the job description.

Terms and Conditions

- 9.00 am to 5.30 pm, Mondays to Fridays, with occasional evenings and weekends.
- Salary £26,500-£28,500 (grade E), dependent on experience
- School lunch (during term time).
- Use of college sport facilities (at staff allocated times)
- Pension scheme (subject to satisfactory completion of probation).
- Subsidised health scheme membership (Benenden)

Oct 2022