



SHREWSBURY HOUSE SCHOOL TRUST

JOB DESCRIPTION

Head of Trust Marketing

Shrewsbury House School Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Primary Purpose

The Head of Trust Marketing is responsible for all aspects of the promotion and marketing of the Trust, which includes exploring new opportunities and markets to help achieve the educational experience set out in the Trust's vision and development strategy.

The objectives of the role are to nurture the reputation of all three schools within the Trust and enhance their relationships with current and prospective parents, feeder schools and nurseries plus opinion formers amongst the wider public.

Internal Relationships: All Teaching and Support Staff and, in particular, the Executive Head, Head(s), Director of Compliance and Communications, Director of Finance and Operations, Admissions teams, teachers who currently perform ad hoc marketing tasks and Head of IT Services.

External Relationships: Senior School Heads, prospective and existing parents, feeder schools, prospective pupils, creative and marketing supplier relationships, sector, local and national press representatives and editors, and freelancers. Key members of the local community such as the MP and close neighbours to the School sites.

Reporting to:

- Executive Head, Shrewsbury House School
- Director of Compliance and Communications.

With additional reporting lines to:

- Head of Shrewsbury House Pre-Prep School;
- Head of The Rowans School.

Key Tasks and Responsibilities:

Overall Purpose of the Job

- Develop creative and dynamic marketing strategies to include brand development and consistency;
- Undertake and understand the detail and nature of the local independent school market and any competitors the Trust faces;
- Work with each school Registrar to gain an in-depth understanding of the local markets;
- Develop and drive outstanding, cohesive marketing campaigns with measurable objectives and results across the Trust.

Key Duties

- **Strategy:** Developing and implementing appropriate strategies and marketing plans, setting clear budgets and working to them.
- **Advertising:** Manage the Schools' advertising campaigns and Shrewsbury House School Trusts (SHST) profiles in school guides (both print and digital) and B2B channels. This involves:
 - Responsibility for creating and updating SHST profiles.
 - Identifying publications for advertising.
 - Working with our in-house designer to create impactful adverts.
 - Creating engaging and compelling copy.
- **Creative copywriting:** Create compelling, engaging and relevant content that gives a clear narrative of the three schools within Shrewsbury House School Trust as premium brands and forward-thinking Schools, and promotes our key messages and values. This involves:
 - Influencing the in-house style to weave our key messages and values into all our communications.
 - Working with staff members to produce School brochures and booklets, flyers and adverts.
 - Working independently or managing the output of different contributors from across the Schools.
 - Sourcing content for press releases and editorial that tells a compelling story.
 - Creating / guiding content for social media, website news and newsletters with a journalist style.
 - Ensuring a high level of accuracy and attention to detail.
- **Photography and Videos:** Organising photo shoots and production of 'hero' videos with external providers. In addition, routinely take photographs and videos of School events and activities.
- **Support team members** and other departments by:
 - Helping to maintain, monitor and post on the Schools' social media accounts.
 - Updating the three School websites and other media platforms.
 - Attending main Admissions Open Days and other Admission Team's induction events where required.
 - Support the Executive Head's prospective tours and any other prospective parent promotional events across the Trust such as the Year 1 Music Festival and the Year 1 Football Festival.
 - Ensuring brand development and brand consistency across all three schools.
- **Whole School Trust**
 - Support the aims and core values of the Trust and adhere to all policies and procedures.
 - To attend regularly and contribute to all necessary assemblies, staff meetings, etc. and to attend parents' briefings and major school events when required.
 - To develop and maintain professional, productive relationships with all staff members.
 - To be aware of equal opportunities and to demonstrate these principles in all aspects of work.
 - To understand the Trust's Health and Safety policy and to work within its guidelines.
 - To be aware of your responsibility for promoting and safeguarding the welfare of young persons whom you have contact with during the course of your duties.
 - Any other reasonable project or duty assigned by the Executive Head, Head(s), and/or the Director of Finance and Operations or Director of Compliance and Communications.

Whilst every effort has been made to explain the main duties and responsibilities of the post, employees will be expected to comply with any reasonable request from the Executive Head to undertake work of a similar level that is not specified in this job description.

Signed: _____
Employee

Date: _____