



St Mary's School CAMBRIDGE

Head of Marketing & Communications

St Mary's School
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Registered Charity No. 290180

St Mary's School, Cambridge

St Mary's Ethos

St Mary's School, Cambridge is an independent day and boarding school for girls aged 3 to 18. We have a school roll of approximately 650 students. A fifth of the students are boarders. Reflecting the cosmopolitan community of Cambridge, approximately 20% of students are from overseas, from 34 countries.

A Christian school in the Catholic tradition and founded on the principles of our 17th century foundress, Mary Ward, we have a unique approach to education and an atmosphere which fosters a love of life and learning, while growing the academic talents and spiritual wellbeing of each individual girl, from within. We warmly welcome students – and staff - of all Christian denominations and other faith and secular backgrounds to join our thriving community.

At St Mary's School, Cambridge, we provide renowned pastoral care, understanding and individual support which, coupled with dedicated academic learning opportunities, encourages students to look beyond themselves, so that they enter adulthood aspiring to be more and to give more, not just to have more.

The School is entering its 125th anniversary year. Building on our 400-year tradition, St Mary's School, Cambridge belongs to an international network of just under 200 Mary Ward schools worldwide, presenting the possibility of exciting and innovative opportunities for our students.

Cambridge Location

We are delightfully situated in the heart of the academically and culturally vibrant city of Cambridge, with the Senior School and boarding house overlooking the University of Cambridge Botanic Gardens.

Cambridge is an outstanding place to live and work. As a University centre, the city has the cultural advantages of a much larger settlement but with a population of just 128,000 it is a safe, clean and attractive location. The city has an international reputation owing to its world ranking University with which the school has multiple and growing links. As the heart of Silicon Fen, the school benefits from the digital and enterprise communities in the various high-tech science parks and enterprise hubs. Addenbrookes is a key teaching hospital and again the school has excellent links. We are within easy travelling distance of London (50 minutes by train) and 30 minutes from Stansted Airport.

School facilities

There has been major investment in new facilities at the School over the past decade: a new Junior School; a new Sixth Form Centre; new provision of Art & Photography; the creation of our Science Hub and our new boarding facility, Mary Ward House. More recently we have invested in our playing fields through an ambitious collaboration with Homerton College, University of Cambridge and have invested in a new boat house in a joint partnership with a city rowing club and Homerton College. Construction of 4 new classrooms that will form the Mary Ward Educational Suite is underway and is due for completion in early 2024.

Digital Strategy at St Mary's

St Mary's is a digital school. Technology is a means of underpinning St Mary's core purpose and values. It supports the School in its goals through:

- Developing a community of staff and students which learns in, responds to and engages with an ever-changing digital world
- Preparing students for their future by giving them the confidence to work in a digital environment
- Establishing creative teaching and learning environments

All members of St Mary's work digitally using cloud-based systems to support the day-to-day operations of the school both from an operational and teaching side, training and support are offered to ensure all staff are suitably equipped to perform their role. In addition, all staff will have access to a suitable device in order to support their work.

High Performance Learning at St Mary's

We empower all our students to aim high which is why we have chosen to become a High Performance Learning (HPL) school. Academic year 2022-23 marks the sixth year of our HPL journey and there has never been a more exciting time to join our team.

For further information please visit <https://www.highperformancelearning.co.uk/>

St Mary's School Cambridge

Job Description

Job Title: Head of Marketing & Communications

Responsible to: Bursar

Key Responsibilities

The principal responsibilities of the role are:

1. Marketing Planning

- Develop, implement and monitor and evaluate the marketing plan, in line with the School's Development Plan, Strategic Plan and agreed recruitment and retention targets
- Analyse and report on the performance of St Mary's School against targets and make recommendations and take action to ensure targets are achieved
- Analyse market trends locally, nationally and internationally
- Identify, reach and influence target markets locally, nationally and internationally
- Work closely with admissions so as to provide an integrated approach to marketing and planning
- Ensure a suitable and systematic body of market intelligence is applied to the planning process

2. Marketing and Communications

- Develop and implement targeted marketing & communication plans within budget
- Work with the lead Admissions manager to grow demand for the school at all phases of the education life cycle funnel, with direct responsibility for increasing enquiries and visits to the school and turning these into positive outcomes
- Produce and develop the prospectus and all other marketing materials and collateral, both print and digital
- Maintain the School brand, including the development, implementation and policing of brand guidelines to ensure consistency of application
- Manage and develop the website to ensure up-to-date content and accurate communication of the School's key messages; an understanding of SEO and how to evaluate the effectiveness of the website
- Develop and implement a content marketing strategy in support of the School's brand, communicating key messages and data points across a variety of channels (website, social, digital and print adverts, events), ensuring consistency across all media; widely promoting the brand within the School, the local community and beyond.
- Support the Digital Marketing and Content Creation officer in the delivery of highly effective, engaging and differentiated content streams on the School's social media platforms
- Help to foster a sense of ownership of school marketing throughout the School
- Maintain, update and review all visual assets (photographs and videos) for all promotion and PR; work alongside the Compliance Manager to ensure the appropriate image consents are in place
- Curate the weekly blogs and newsletters of the Head and Head of Juniors Review, develop and deliver the communications plan to prospective and current parents
- Design materials in-house as appropriate

- Ensure balanced representation of Junior School, Senior School, Sixth Form and Boarding in all activities
- Produce reports as required for SLT and Governors
- Analyse and report on KPIs agreed with the Bursar to include ROI and the effectiveness of specific marketing campaigns in terms of number of applications and other metrics
- Ensure an appropriate balance of 'above the line' and 'below the line' marketing and communications techniques

3. Events

- To support the Admissions Team in the planning, execution and review of Admissions events, including Open Events, feeder school events, etc.
- To lead the planning and delivery of key events to current parents, such as the Welcome Teas at the start of the Autumn & Spring Terms; Head & Head of Year Open Houses; parent talks both in person and on line; Prize-giving and any other forward facing events
- To represent, along with other key staff, the School at recruitment events, including the possibility of overseas events, as requested by the Headmistress

4. Advertising and Public Relations

- Promote, position and raise the School's profile amongst target markets and within the education press to broaden the geographical reach of the School
- Manage and implement the School's press and public relations operation
- Manage the Schools' advertising campaigns to create engaging and impactful adverts
- Manage the relationship with and input into key publications (e.g. Good Schools Guide)
- Enhance and manage the School's national and educational media profile
- Foster strong media relations both locally and nationally
- Handle all media enquiries, including crisis communications
- Identify stories from within the school and promote them across a full range of media
- Work with staff across the school to help them identify newsworthy activity
- Archive all media coverage
- Ensure that the school's marketing messages are consistently applied across all advertising and public relations activities

5. Management, Relationship Management and Administration

- Lead the Marketing & Communications team, comprising the Digital Marketing & Content Creation Officer and the Marketing & Development Coordinator
- Manage the relationship with relevant external agencies, providers, photographers etc
- Effective management of the marketing budget, as agreed by the Bursar
- Evaluate new marketing opportunities as they arise

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A record of good academic achievement and educated to degree level or equivalent • Relevant high level professional marketing qualification 	<ul style="list-style-type: none"> • Relevant admissions qualification
Knowledge	<ul style="list-style-type: none"> • A demonstrable understanding of the principles of marketing, customer care and PR • A clear understanding of and affinity for our ethos • A commitment to promoting and safeguarding the welfare of children • IT literate 	<ul style="list-style-type: none"> • A good understanding of and experience of having worked within the independent schools' marketing or admissions sector • An understanding of international markets and international pupil recruitment • Design skills
Experience	<ul style="list-style-type: none"> • Proven experience of managing an evidence-based marketing function in a relevant environment • The ability to influence, motivate and persuade a variety of stakeholders of all levels • The ability to write and verbally communicate messages that are clear, concise and inspiring • Hands-on use of different media, including digital, to best effect with different audiences • The ability to work on own initiative • Proven track record of successful team leadership • The ability to interpret strategic plans and objectives and translate them into tactical programmes and campaigns • Significant budget management • Experience of developing marketing and communications plans, combined with a record of successfully implementing them 	
Skills and Attributes	<ul style="list-style-type: none"> • Proactive, sound judgement combined with the highest standards of personal integrity, energy, stamina, enthusiasm and a sense of humour • Warm, approachable and empathetic • Ability to work flexibly, either collaborating as part of a team, or on own initiative • Ability to develop good relations with staff, both teaching and support, pupils and parents 	

	<ul style="list-style-type: none"> • The presence, intelligence, tact and credibility to represent the School at all levels and to a variety of audiences, both internal and external • Vision and creative flair, with a good eye for design • Commercial acumen • An analytical mindset • Client focused, and target driven • First class oral and written communication and presentation skills, coupled with the ability to influence and persuade at all levels • Ability to manage and prioritise a diverse workload, to meet deadlines, and to work calmly under pressure • Highly literate and numerate, excellent in the use of ICT and with a keen eye for detail • High work standards evidenced by a consistently thorough, detailed and organised approach • Commitment to independent education and sympathy with the School’s ethos, values and vision • The commitment and desire to play a part in the wider life of the School • Professionalism and confidentiality 	
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The successful candidate will be expected to be proactive in their own personal and professional development and to demonstrate a flexible approach to their duties. The School has a generous Continuing Professional Development budget.

This job description is not necessarily a comprehensive definition of the post. It will be reviewed every year and it may be subject to modification or amendment at any time after consultation with the holder of the post.

Terms and Conditions

Hours and salary: £45k-£55k dependent on experience. 40 hours per week: there may be a requirement to work outside “normal hours” in order to fulfil the requirements of the job. This is a full-time post.

Holidays: 5 weeks plus bank holidays

Other Benefits: Contributory pension scheme
Complimentary lunch when the school kitchens are open (generally term-time only)

Fee remission of 33% for staff with a daughter at School. This is in accordance with the School's policy which may be subject to change

Cycle to work scheme

BUPA Cashplan

Childcare voucher scheme

Onsite parking is available

Hybrid Working (where appropriate)

Probationary period: Six months

Notice period: 3 months

Applications

If you feel that you can meet these requirements, then please submit a letter of application together with the St Mary's School application form and return to:

Human Resources
St Mary's School
Bateman Street
Cambridge
CB2 1LY

Telephone: 01223 224144

E-mail: hr@stmaryscambridge.co.uk

The closing date for applications is **Noon on Thursday 27 July 2023**. Interviews will take place during the first two weeks of August

We are all members of one community and must therefore endeavour, at all times, to maintain positive working relationships with all colleagues, treating others with the same level of professionalism, respect and politeness that we would wish for ourselves. In addition, you are required to work in pursuit of our core aim, which is to ensure every student's aspirations, capabilities, interests and talents are recognised, nurtured and celebrated. We pride ourselves on our academic standards, extra-curricular provision and pastoral care. Your performance in this regard will be judged by your outcomes relating to work, attitudes and professional behaviours.

Child Welfare and Child Protection Issues

The interview for this post will include exploring issues relating to safeguarding and promoting the welfare of children including:

- Motivation to work with children and young people.
- Ability to form and maintain appropriate relationships with children and young people.
- Emotional resilience in working with challenging behaviours.
- Attitudes to the use of authority and maintaining discipline.

Any relevant issues arising from the take up of references will be discussed at interview.

The school is an equal opportunities employer. We are committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. Successful applicants are subject to an Enhanced Disclosure and Barring Check.