

## Marketing Manager

**Salary:** £45-50,000 dependent on experience

**Contract type:** Full-time, or flexible Part-time would be considered

**Line manager:** Headmaster

**Location:** Based at Church Hill House but expected to work between both Church Hill House and Woodham Rise

### LEADERSHIP AND MANAGEMENT

As Marketing Manager, you will work closely with the Head and Senior Leadership Team, together with our specialist education marketing governor, to develop a coherent marketing strategy that will help to deliver the objectives of Halstead St Andrew's - a new co-educational school with the plan to educate 500 pupils aged 2 – 16 in Woking.

You will take the lead in the development and implementation of a compelling marketing strategy that will support and promote the school's values, ethos, vision and outcomes.

You will be a forward-thinking marketing expert with extensive digital skills and the ability to develop successful marketing strategies to truly make your mark on Halstead St Andrew's.

You will work closely with the Admissions Manager and will utilise admissions data to inform the strategic plan for marketing and admissions. In addition, you will receive support from our social media assistant, who will support you in all social media activities.

### MAIN DUTIES AND RESPONSIBILITIES

- In conjunction with Admissions, create a measurable yearly marketing strategy and departmental goals that aligns with the pupil recruitment plan.
- Analyse customer insights, consumer trends, market analysis and marketing best practices to build successful strategy and implementation.
- Design and implement a calendar of tactical marketing activities (open days, taster sessions etc.) that support pupil recruitment/retention and increases brand awareness of HSA to the local community.
- Act as the brand guardian for HSA and champion the vision and values to the wider school to ensure that staff align with this.

- Develop effective processes and systems for the marketing and admissions department.
- Ensure coherence and consistency of approach across each business area.
- Monitor departmental performance through the effective management of data.
- Ensure the highest possible standard of customer care and focus.
- Manage agency partner relationships.
- Manage the school's photography policy.
- Own policies that relate to marketing activities.

## **COMMUNICATIONS AND BRAND DEVELOPMENT**

- Create engaging and creative brand campaigns that reflect our vision and values and embody the school that we want to be.
- Promote brand guardianship to ensure that all communication materials, both internal and external, consistently reflect the school's visual identity, values and tone of voice.
- Ensure all marketing initiatives are delivered with the highest standard that best represent the HSA brand.
- Ability to guide anyone in the school with the adequate and accurate application of the HSA brand.
- Build awareness of the HSA brand in local and wider markets through partnerships.
- Provide content, style management and design oversight of school publications and website.
- Review and refine our existing email/newsletter communications to ensure that they encourage parental participation.
- Ensure that constant communication of school news and developments take place through our social media platform.
- Develop the School's PR strategy across key markets and develop relationships with key publications/online media.

## **DIGITAL AND CONTENT MANAGEMENT**

- Ensure that Halstead St Andrew's maintains an effective, relevant and compelling digital presence using a multi-channel approach, to include organic, paid ads and SEO.
- Liaise with key staff to strengthen community partnerships and create a seamless process for school staff to feed in news and updates (sports fixtures, activities etc.) which enhances HSA's social media channel content.
- Develop and implement an SEO programme, ensuring that the school consistently appears in the first page for key search terms.
- Oversee the school's social media activity, providing advice on the appropriate channels, messages and activity.

## **ANALYSIS, MEASUREMENT AND REPORTING**

- Analysis of key digital metrics, including Google Analytics 4 and social media statistics, to inform future marketing activity.
- Prepare and present termly reports to the Headteacher and Governors with top line data to show efficiency of campaigns and how the department are tracking against the marketing plan and pupil recruitment goals.

Please note that this is illustrative of the general nature and level of responsibility of the role. It is not a comprehensive list of all tasks that the Marketing Manager will carry out. The postholder may

be required to do other duties appropriate to the level of the role, as directed by the Head or line manager.

## PERSON SPECIFICATION

CRITERIA	QUALITIES
<b>Personal qualities &amp; skills</b>	<ul style="list-style-type: none"><li>• Ability to create a comprehensive and measurable marketing strategy.</li><li>• Data led – ability to analyse data to inform decision and direction.</li><li>• Resources and budget planning including managing budgets effectively</li><li>• Copywriting and digital marketing experience</li><li>• Understanding and appreciation of the independent school sector</li><li>• Management of the press</li><li>• Brand implementation</li><li>• Strong written and verbal communication skills</li><li>• Customer focused</li><li>• Demonstrates a ‘can do’ positive attitude</li><li>• Inclusive team player</li><li>• Solid commercial acumen</li><li>• Creative thinker with confidence to encourage innovation</li><li>• Knowledge of marketing and admissions methods, practices and techniques</li><li>• Strong inter-personal skills with good experience of customer relationship management</li><li>• Flexible</li><li>• IT literate</li></ul>

### NOTES:

This job description may be amended at any time in consultation with the postholder.

**The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful applicant will be subject to an enhanced disclosure by the Disclosure and Barring Service (DBS).**