

Head of Marketing and Communications

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| Job Description |
| The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. |
|  | **Job Title:**  Head of Marketing and Communications**Reporting Line:** Head Master**Role Summary:** The Head of Marketing and Communications is a new role. The successful candidate will ensure that the public face of the school is entirely consistent with the strategic aims of the school, by assuming responsibility for the excellence of all outward communications – in its widest sense. This role is part strategic and part operational.**Hours:** Full or part-time hours could be considered for this role (including term time only) but the post-holder will be required to work as necessary to complete the job (subject to the Working Time Regulations 1998).  |
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| **Main duties and responsibilities** | Key areas of responsibility include:* to develop, manage and implement the school’s strategic marketing plans in conjunction with the school’s strategic priorities
* to develop and implement the school’s communications and public relations strategy
* to strengthen the school’s overall standing and reputation with all key constituents
* to be responsible for all marketing and promotional activity across the school, both print and digital
* to oversee all school communication with prospective parents, current parents, and visitors; and to ensure this is consistent and of the highest quality
* to develop, embrace and utilise the school’s brand values to best effect to differentiate Bedford’s positioning, ensuring these brand values are appropriately reflected in all school communications
* to manage the Bedford School brand consistently, both within and outside the school, providing overall editorial and design control across all communications and advertising media
* to provide strategic oversight of the school’s website, with responsibility for its evolution, update and accuracy.
* to develop and implement an effective digital and social media strategy
* to undertake regular market and competitor research and analysis to inform future plans
* to lead, motivate and develop the Marketing team.
* to enhance the marketing capability within the department and the awareness of the importance of consistently excellent marketing and social media amongst all staff
* to build and manage excellent relationships with external agencies
* to be accountable for overall marketing and admissions related budgets.
* to report to the Governors, Bursar, Headmaster and Core Management Team as required
* to act as secretary to the Marketing and External Affairs Committee
* to work alongside the Registrar and Director of Admissions with the joint aim of driving up interest in admission to the school.
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**Review Date:** The Head of Marketing and Communications will undergo an annual appraisal during which the job description for the post will be reviewed. In addition, it may be reviewed at other times should circumstances prove necessary.

This job description is not exhaustive and the job holder will be expected to carry out such duties as may be required from time to time and are broadly consistent with the job description. It may, generally after consultation with the post holder, be subject to modification or amendment.

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| Person Specification – Head of Marketing and Communications |
| The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. |
|  | **Essential**These are qualities without which the Applicant could not be appointed | **Desirable**These are extra qualities which can be used to choose between applicants who meet all of the essential criteria | **Method of assessment** |
| **Qualifications** | Educated to degree level | Chartered Institute of Marketing; Institute of Direct and Digital Marketing or equivalent qualifications | *Certificates & application form* |
| **Skills and Knowledge** | Proven ability to lead a multi-disciplinary marketing and communications teamOutstanding communication skills in all contexts and formsThe ability to develop and implement an integrated multimedia marketing and communications strategyThe critical intelligence capable of systematically analysing performance, the market and competitorsExcellent organisational skills with a thorough attention to detailAbility to work under pressure, to multiple priorities and strict deadlines, prioritising own workloadBudget management andfinancial planning in a marketing or commercial team.Expertise in developing compelling content. | An understanding of and commitment to an independent school ethos | *Application form, references and interview*  |
| **Experience** | Minimum of five years in a strategic marketing and communications roleEvidence of strategic leadershipEvidence of organisation-wide multi-media communications, marketing and brand strategiesEvidence of the ability to work well with peopleEvidence of effective marketing and communication plansExperience of developing and implementing integrated multi-media communicationsEvidence of original campaign development based on researchEvidence of delivering branded marketing and PR campaigns | Experience in independent schoolsExperience of working with the media | *Application form, references and interview* |
| **Personal Qualities** | A love of educationA strategic thinker and doerCapable organiser, planner and administratorConfident and persuasive communicator; both in writing and in personResilient; personable; tactful; hard workingNatural authority; leadership by example;personal integrityEnergy; imagination; courage to innovate; drive to see initiatives through; an eye for detailAn open mind and a sense of humourAmbition | A flexible approach to hours and duties | *Application form, references and interview* |