

Job title:		Marketing Communications Manager		Reports to:		Director of Marketing	
Business unit & department:		Marketing		Location:		Clifton, Bristol	
Level/grade :		Date :	July 2017				
Job Statement							
To manage the development and delivery of an on-going calendar of marketing communications that facilitates Clifton being viewed as a market leading school by customers, employees, other stakeholders.							
Principle				Measures (Need to provide details of the key performance indicators used to measure the effectiveness of delivery against each key accountability):			
<ol style="list-style-type: none"> 1. Lead all consumer and corporate communication activities and ensure that the objectives of the school are met. 2. Own and develop the brand of all content in relation to the school in order to ensure consistency and quality of the resulting customer experience. 3. Manage the development, design and delivery of a portfolio of content (e.g. traditional, email, website, social media etc) in order to optimise the effectiveness of Clifton's messages with its target audiences. 4. Create, maintain and implement a rolling programme of marketing activity to support the business objectives of the school in order to increase the profile of Clifton and the school proposition in the marketplace. 5. Prepare and issue press releases/articles and editorial and provide commentary in accordance with the PR/Marketing Plan. 6. Prepare advertisements with the help of internal and external designers to fulfill the requirements of the advertising plan. 7. Manage the on-going print production of marketing publications. 8. Stock level control for marketing print items and publications. 				<ol style="list-style-type: none"> 1. Quality and timeliness of advice and support provided to Executive Team and members and their management teams on matters relating to marketing. 2. Quality and timeliness of personal contribution to shaping and enhancing the quality of marketing capability and deployment. (stakeholder feedback) 3. Quality of content. (customer feedback) 4. Delivery of programme of marketing activity to agreed time, quality and budget. (stakeholder feedback) 5. Quality of MI delivered relating to campaign activity. (stakeholder feedback) 6. Governance - all activity and communications aligned to the business unit's strategy and compliant with regulations and the image of the school. 7. Marketing understanding of relevant staff. (training evaluation; individual feedback) 8. Quality of internal and external working relationships. 9. Agreed metrics for campaigns. 			

<ol style="list-style-type: none"> 9. Design and deliver a suite of MI and analyses of all branded activity in order measure brand awareness and effectiveness of campaigns. 10. Develop and maintain a portfolio of relationships with key internal contacts, e.g. Digital, IT, and external contacts, e.g. nominated agency, consultants, industry contacts, in order to facilitate and optimise the delivery of a high quality presence to market. 11. Manage the Marketing Communications budget including invoicing, record keeping and reporting. 12. Oversight and management of the photography schedule for internal and external photographers. 13. Build and maintain the commitment and engagement of the Executive Team and their management teams to marketing activities in order to ensure the appropriate allocation of resources and prioritisation of digital activity developments. 14. Manage the reputation of Clifton in relation to the brand. 15. Create campaigns which enable Clifton to serve our customers and other stakeholders. 16. Management of Marketing Assistant and Marketing Executive. 	
Dimensions Impacted By	Skills And Experience
<p>Working closely with Digital Marketing to ensure that the overall marketing plan can be delivered.</p>	<p>Essential:</p> <p>Qualifications –</p> <ul style="list-style-type: none"> - Educated to degree level or equivalent <p>Skills –</p> <ul style="list-style-type: none"> - Significant recent practical experience in marketing - In-depth knowledge of marketing techniques and their application - Excellent written / verbal communication skills. - Excellent organisational skills. - Excellent timekeeping and prioritisation skills. - Ability to build effective working relationships with internal and external stakeholders, partners and contacts at all levels of seniority (up to and including Director level) - <p>Knowledge –</p>

	<ul style="list-style-type: none"> - Excellent campaign expertise Experience – <ul style="list-style-type: none"> - Credibility and presence to represent Clifton with external contacts and partners. - Experience of managing staff including the ability to improve individual's performance. Desirable: Qualifications – <ul style="list-style-type: none"> - A relevant marketing qualification Skills – <ul style="list-style-type: none"> - Understanding of communications development process. Knowledge – <ul style="list-style-type: none"> - Knowledge of designing, running and measuring marketing communication activity and campaigns. - Understanding of the concept and application of 'brand values'. 	
Direct Reports' Job Titles & Levels (include the number of reports and any relevant locational status)	Key Interfaces (Internal & External organisations or people (Including job title) that the role regularly contacts or liaises with):	
None	Internal	External
	Internal Interfaces <ul style="list-style-type: none"> - Marketing Team, - Senior Management, - IT team. - 	<ul style="list-style-type: none"> - Agency,

Approved by manager:	Name: Job title:	Mandy Ley-Morgan Director of Marketing	Signature :		Date :	
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Approved by job holder:	Name:		Signature :		Date :	
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