

## Job Description: Marketing and Events Manager

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. This in addition to the roles and responsibilities described in the generic job description.

**Line Manager:** The Headmistress

**Hours:** 7:45 to 16:15 (Term Time Only plus 4 weeks)

<b>AIMS OF POST</b>	<ul style="list-style-type: none"><li>◆ To plan and co-ordinate the activities of the marketing campaigns, whilst driving brand awareness and building on the considerable reputation and success of this thriving school</li><li>◆ To plan and oversee the organisation of whole School events and ensure the highest possible standards of organisation, presentation and delivery in order that events promote and reflect the School's ethos</li></ul>
<b>MARKETING</b>	<p>Marketing duties to include the following:</p> <ul style="list-style-type: none"><li>◆ Working to preserve and work within the brand guide guidelines</li><li>◆ Positive presence on the internet – both advertising and editorial</li><li>◆ Manage school's reputation on relevant blogs</li><li>◆ Positive presence in printed press</li><li>◆ Oversee Annual Information Booklet (AIB)</li><li>◆ Manage promotional marketing materials e.g prospectus etc.</li><li>◆ Produce annual school magazine; Spectrum</li><li>◆ In charge of school branded stationery</li><li>◆ Organise school photography – for use in promotion and photos of classes</li><li>◆ Keeping website up to date with news, calendar, parent letters, concerts etc.</li><li>◆ Draw up events calendar with clear aims</li><li>◆ Build and maintain relationships with nurseries</li><li>◆ Affirmation of the existing parents' choice of school via internal communications including newsletter and up to date information on the school's website, website calendar, events card and school magazine</li><li>◆ Responsible for compliance of ISI guidelines for communication with parents</li></ul>
<b>EVENT MANAGEMENT</b>	<p>To organise events to include the following:</p> <ul style="list-style-type: none"><li>◆ Adequate planning time</li><li>◆ Appropriate levels of staff supervision</li><li>◆ Preparation and dissemination of Events advertising information</li><li>◆ Liaison with Estates Manager, Catering Manager or Venue Manager as appropriate</li><li>◆ Ensure that risk assessment is completed and submitted to the Health and Safety Co-ordinator in accordance with School Policy</li><li>◆ Monitoring progress of event-planning to ensure efficient delivery and completion</li><li>◆ Oversee and manage internal events</li><li>◆ Undertake effective evaluation and review of event-management</li></ul>

<b>COMMUNICATION AND MEETINGS</b>	<ul style="list-style-type: none"> <li>◆ To ensure excellent communication with parents regarding events</li> <li>◆ To liaise with the Calendar Coordinator regarding Calendar dates;</li> <li>◆ To attend SMT, Staff and other meetings as appropriate</li> <li>◆ Undertake regular strategy meetings with the Headmistress</li> <li>◆ To support effective communication by forwarding minutes and conclusions of meetings and any other documentation or memos to the relevant members of staff</li> <li>◆ To oversee the events related information on the school website and be responsible for providing up-to-date, accurate information or updates</li> <li>◆ To liaise with the Site Manager regarding use of the building and related Health and Safety issues</li> <li>◆ To liaise with the Catering Manager regarding hospitality needs</li> </ul>
<b>FINANCE</b>	<ul style="list-style-type: none"> <li>◆ To be responsible for expenditure in relation to events</li> <li>◆ To ensure that all events represent value for money</li> <li>◆ Manage budgets as required by Bursar</li> </ul>
<b>OTHER RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>◆ To assist the Headmistress with any areas of marketing she feels necessary</li> <li>◆ To produce termly reports on behalf of the Headmistress for the Governors</li> <li>◆ Liaise with Senior School with regard to Events and potential joint purchases</li> <li>◆ Maintain and protect the school's brand</li> <li>◆ To observe and comply with all School policies and regulations, for example Health and Safety, Data Protection, etc.</li> <li>◆ Since job descriptions cannot be exhaustive; the post holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.</li> <li>◆ St James School is committed to equality of opportunity and to eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities in Employment Policy, Promoting Race Equality Policy and Disability Policy and all other relevant guidance/practice frameworks.</li> </ul>

### Person Specification: Marketing and Events Manager

Applicants are required to demonstrate that they possess the following attributes:

Education and Qualifications	<ul style="list-style-type: none"><li>◆ A relevant formal qualification that reflects the key duties of the post or previous relevant working experience in events management</li></ul>
Knowledge	<ul style="list-style-type: none"><li>◆ Proven working experience of marketing and events management, ideally within the educational sector</li></ul>
Competencies, Skills and Abilities	
Essential	<ul style="list-style-type: none"><li>◆ Proven ability to manage events</li><li>◆ Tact and diplomacy to deal with people in a professional manner in all circumstances</li><li>◆ Ability to use own initiative</li><li>◆ Excellent verbal and written communication skills</li><li>◆ Excellent planning and organisational skills</li><li>◆ Experience of managing budgets</li><li>◆ Good attention to detail</li><li>◆ Good ICT skills</li></ul>
Desirable	<ul style="list-style-type: none"><li>◆ Experience of writing reports</li><li>◆ Experience of making effective presentations</li><li>◆ Experience of developing and managing events system</li></ul>