



JOB DESCRIPTION - MARKETING CO-ORDINATOR

Rydes Hill is looking to appoint a Marketing Co-ordinator to provide marketing management for our busy and successful School. This post involves working closely with the Head's PA who manages the Admissions process.

The post holder will be responsible for the planning and co-ordination of the marketing campaigns, maintaining brand reputation, driving brand awareness to attract pupils and build on the excellent reputation and success of the School.

This job description is intended to act as a guide and not as an ultimate definitive or exhaustive list. Our aim is to work to the strengths of the successful candidate and adapt the job description accordingly.

Marketing Support:

- Create, develop, implement, manage and evaluate effective strategies for the recruitment and retention of pupils from Nursery to Year 6, as well as community engagement and outreach
- Manage a marketing and advertising budget
- Build relations with appropriate press, prepare press releases, editorial and advertising copy and maintain press archive
- Develop and manage the school website, and develop a communications strategy using social media and other internet tools
- Manage the school's brand and identity, liaising with staff and implementing standards across the whole School, ensuring that all communications uphold the School's Catholic values and ethos
- Develop, design and manage all school promotions publications, including the School Prospectus, Welcome Letters, information booklets and newsletters
- Attend appropriate external events and networking opportunities as an ambassador of the School
- Continuously develop, maintain and manage an effective 'positive' marketing and engagement focus across all school staff and stakeholders
- Prepare commissions and tenders and act as a client for external agencies, providing services in relevant areas, e.g. website, School signage, advertising design, communications, research and photography
- Be involved with daily school life and activities and promote all that the School has to offer.

- Design and preparation of Open Days in close liaison with the Heads PA, who is also the Admissions Registrar
- Management of promotional marketing materials and the School's branded stationery / gifts
- Organise School photography for use in promotional materials
- Produce termly marketing reports for the Governors
- Collating calendar of events and generating the termly 'School Calendar of Events'.
- Take the minutes at the Marketing Committee meetings
- Liaise with the Chairperson of the parent group, the Friends of Rydes Hill Preparatory School (FRHPS) to ensure good communication and excellent relations with our current parents and assisting, where necessary and appropriate, to ensure fundraising events such as our Christmas Fayre are successful
- To observe and comply with all School policies and regulations, for example Health & Safety and Data Protection

Any other duties which may, from time to time, be reasonably assigned by the Headmistress or Bursar. Where such duties amount to more than a temporary adjustment to the main responsibilities of this job description, it will be amended accordingly. It will always be subject to periodic amendment whenever circumstances or appraisal processes dictate changes in the post holder's role within the School.

Please note, this post is term time plus 4 weeks.

Person Specification

- Educated to A-level or higher, with minimum GCSE English and Maths
- Hold a CIM professional certificate qualification in marketing or equivalent
- Have a minimum of 3 years marketing experience in a customer focused industry. Proven success in the marketing of schools would be an advantage
- Provide evidence of continuing professional development in marketing through training/course attendance and keeping up to date with best practice
- Be experienced in developing and implementing all aspects of marketing communications, including copy writing, PR, advertising and producing marketing collateral
- Have experience of website content management and ideally an understanding of Google Analytics and SEO
- Ability to foster excellent relationships with all staff, pupils, parents and governors
- High standard of literacy, including grammar and spelling
- Strong communication skills both face to face and over the telephone
- Excellent planning skills including high level of attention to detail and accuracy
- Effective multi tasker, able to prioritise work efficiently and effectively
- Excellent copywriting and PR skills
- Creative flair with an eye for design, including digital/photographic systems
- High level IT skills, management of social media and website content
- Market awareness; knowledge of schools in the Guildford area an advantage
- Established events organisation skills
- Initiative to work on own initiative and be a team player

- Able to maintain confidentiality

Line Management

The Marketing Co-ordinator will report directly to the Head and liaise closely with other key staff, including the Bursar and Admissions Registrar.