

JOB DESCRIPTION | CLAREMONT SCHOOL



Job Title: Head of Marketing

Line Manager: School Principal

Dotted Line Management: Group Head of Admissions & Marketing, Europe

ABOUT

The Head of Marketing is a key role within the School Community and will contribute to its onward success and growth. The post holder will work in parallel with the Head of Admissions in a collaborative and equal partnership and is a member of the School Senior Leadership Team. Specific responsibility will be for the organisation, administration and strategic development of all business relating to the marketing and promotion of the School in order to support and drive pupil recruitment at all levels, through targeted marketing initiatives and activities.

The post holder will be a true ambassador of the School, providing a professional and appropriately targeted approach to the development of links and partnerships with businesses and community contacts – the purpose and aim being to support mutual development and growth whilst raising the profile and position of the School. The role will involve a high level of personal interaction with local and regional partners whilst ensuring that the values and educational objectives of the School are fully understood and meet with expectations.

The post holder will be expected to work closely with the Head of the School as well as building a close working relationship with other members of the Senior Leadership Team. It is essential to involve and engage teaching, administrative and other support staff in order to fully inform and involve the whole school community in the promotion of the School to as wide an audience as possible.

Collaboration with colleagues within other schools of the ISP Europe Region will also be expected, including attendance at Regional Admissions & Marketing Meetings from time to time.

KEY DUTIES AND AREAS OF RESPONSIBILITY

Marketing Strategy:

- To research and investigate potential new partnerships with local and regional businesses, to enhance the recruitment programme, including the building and maintaining of relationships.
- To explore Sponsorship opportunities with local businesses.
- To work with the Head and the Group Head of Admissions & Marketing, Europe, to produce an Annual Marketing Plan including management of the Marketing Budget, which forms part of the School Development Plan.
- To work closely with the Bursar in order to monitor expenditure according to the Marketing Plan and Budget and to recommend changes which may be required from time to time to reflect on market conditions.
- To produce termly reports on activity and expenditure in order to monitor effective use of funds.
- To produce annual reports on competitors including fees, pupil numbers and academic provision.
- To work with the Head of Admissions and Head of School to develop personal links with nurseries, feeder schools, universities, key employers, local estate agents, relocation agents and developers to maximise pupil recruitment opportunities.
- To carry out parental surveys (electronically or by phone) to assess parent satisfaction, as required, recording outcomes and advising accordingly.

Advertising:

- To ensure brand and corporate identity is used consistently throughout the School.
- To lead on implementation of any brand changes and logo designs in conjunction with the Head, and ISP.
- To establish links and to liaise with local and national newspapers, magazines and appropriate specialist publications for advertising opportunities, including bill boards and posters.
- To write and submit regular press releases on school activities, event and pupil achievements.
- To research and implement appropriate digital marketing for specific recruitment targets or events and monitor results, working with the ISP Digital Marketing Officer.
- To initiate targeted campaigns, in consultation and working with the Group Head of Marketing & Communications.
- To manage the content of the School website in collaboration with the website provider and with the staff and Head of the School.

Promotional materials and activities:

- To lead on the design and distribution of targeted leaflets for pupil recruitment.
- To assist the Head with the publication and distribution of a newsletter to all parents (monthly, half-termly or termly) as required.
- To lead on the design and production of the School Prospectus, as required. (Ensuring an on-line copy is uploaded to the website.)
- To lead on the design and collation of materials for the Annual School Year Book in conjunction with the Head of School and members of staff.
- To assist the Head of Admissions with the organisation of Open Events for pupil recruitment purposes, as required. (Lead person to be Head of Admissions)
- To assist the Head of Admissions and to attend School functions and events involving current parents and pupils, as required. (Lead person to be Head of Admissions)
- To attend any corporate events involving local businesses with which the School is associated, as required.

(Some marketing activities will involve participation outside normal working hours. Time off in lieu or payment will be applied.)

Duties listed in this job descriptions will be discussed with the post holder when appointed with some flexibility in order to play to the strengths of the post holder and the needs of the School.

In addition to the specific duties listed above, the post holder will also be expected to undertake other such reasonable responsibilities and tasks that may from time to time to be assigned by the Head of School, or the Group Head of Marketing & Communications, Europe and to uphold the core values of The International Schools Partnership.

ADDITIONAL INFORMATION

ABOUT THE INTERNATIONAL SCHOOLS PARTNERSHIP

International Schools Partnership (ISP) is a focused growing and financially secure group with 28 schools located in Spain, the United Kingdom, the United States, Mexico, the United Arab Emirates, Qatar, Malaysia and Costa Rica. We are creating a leading international group of private schools that provides high quality education for 2-18 year olds. ISP are a truly international schools group working in different countries, different cultures and speaking different languages. We work across countries and cultures, too, by working with each other and with other schools and communities.

ISP Vision

To be an international schools group of quality and scale, recognised across local communities and the education sector for amazing learning, ambition and growth.

ISP Purpose

ISP has a clear **purpose**:

All our schools:

- Help children and students learn to levels that amaze them;
- Inspire children and students to be successful now and equip them to be successful later;
- Are truly international, working in partnerships within and across regions, cultures and languages;
- Aim to be the first choice for children, students and their families, wherever we are.

ISP Principles

Our **principles** emphasise and underpin how we do what we do.

We:

- **Begin with our children and students;**
Our children and students are at the heart of our business. Simply, their success is our success.
- **Treat everyone with care and respect;**
We look after one another, embrace similarities and differences and promote the well-being of each other.
- **Operate effectively;**
We focus relentlessly on the things that are most important and will make the most difference.
- **Are financially responsible;**
We make financial choices carefully based on the needs of the children, students and our schools.
- **Learn continuously**
Getting better is what drives us.

TERMS AND CONDITIONS OF EMPLOYMENT

The salary and benefits for this position are competitive and will depend upon the qualifications and relevant experience of the successful candidate.

SAFEGUARDING

Claremont School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. The successful applicant will be subject to an enhanced disclosure through the Disclosure and Barring Service

Claremont School regards as paramount the welfare and safety of children. Whilst criminal convictions are not necessarily a bar, this safety consideration will be key to all decisions regarding the employment of staff, approval of volunteers and standards of external contractors.

EQUAL OPPORTUNITIES

We are committed to treating all employees with dignity and respect regardless of race, ethnic background, nationality, colour, gender, transgender status, pregnancy, age, sexual orientation, religion or belief. We therefore welcome applications from all segments of the community.

TO APPLY

Candidates should complete the application form on the school website and send it to:

The Principal's Assistant - Gillian Wilson

Claremont Senior School

Bodiam | East Sussex | TN32 5UJ

Email: gillian.wilson@claremontschool.co.uk

Telephone 01580 830396

Closing date for applications: Midday Friday 27 April 2018