



JOB DESCRIPTION

JOB TITLE:	Marketing Communications Manager		
DEPARTMENT:	Marketing and Admissions	SCHOOL:	Whole School
REPORTS TO:	Director of Marketing and Admissions		

PRINCIPAL PURPOSE:

To implement the development and delivery of effective marketing communications to promote and uphold the Wycliffe brand and ethos; and to engage continuously with our parents, pupils, employees and other stakeholders. To manage the planning for, and content generation for the website and key social media platforms.

KEY TASKS:

- Create, together with the Director of Marketing and Admissions, the marketing strategies and communication plans
- Create and implement our marketing communication activities, to differentiate Wycliffe effectively from its competitors, including writing engaging copy
- Maintain, develop and oversee the website
- Develop our social media strategy and implement the communications across the key platforms
- Oversee the provision of regular PR to local, regional and national publications that support the positive profile of the school
- Create and produce the school prospectus and all other promotional literature, marketing booklets and advertisements
- Maintain and champion the College's brand identity both internally and externally
- Undertake photography of key school events and the management of marketing films
- Attend at exhibitions and external events as needed
- Build positive relationships with all key personnel to deliver the marketing plan effectively, getting to know staff and workings of both Schools and to suggest ways to encourage wider staff involvement in marketing efforts
- Provide internal marketing data for Trustees and other meetings
- Create and produce the two annual magazines

OTHER TASKS:

- Be familiar with the College's Safeguarding policy and comply with its requirements to safeguard and protect the welfare of children.
- Understand and comply with the College's Health and Safety Policy statement.
- Work with administrative staff to provide information requested by them for the efficient management of Wycliffe's financial and other administrative purposes to support the effective pursuit of Wycliffe's educational and pastoral goals.
- Undertake any other key tasks which the Head may reasonably assign.



PERSON SPECIFICATION

JOB TITLE:	Marketing Communications Manager
DEPARTMENT:	Marketing and Admissions

The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively. It is expected that the successful applicant will have and can demonstrate:

	REQUIREMENT: E - Essential D - Desirable	MEASURED BY: A - Application Form/References B - Interview C - Skills test
KNOWLEDGE AND EXPERIENCE:		
<ul style="list-style-type: none">Two to three years' experience in the development and delivery of successful marketing campaignsComprehensive working knowledge of marketing techniques and their applicationIn-depth knowledge of key social media platformsEvidence of success and enthusiasm across a wide range of marketing disciplines, including creation of inspiring marketing materials, branding, advertising campaigns, and public relations	D E E E	
SKILLS (THE ABILITY TO):		
<ul style="list-style-type: none">Outstanding interpersonal skills with the ability to build effective working relationships with internal and external stakeholdersExcellent time management skillsAn ability to deliver high-quality copywriting to deadlineExcellent written and verbal communication skillsBe able to photograph effectively	E E E E E	
QUALIFICATIONS:		
<ul style="list-style-type: none">Educated to degree level or equivalentMarketing qualification	E D	

CREATED BY: DIRECTOR OF MARKETING AND ADMISSIONS
ISSUED ON : 30/01/2018