



# CHEL TENHAM COLLEGE

## MARKETING EXECUTIVE

### Cheltenham College

Cheltenham College is an independent boarding school located at the heart of the Cotswolds. It educates boys and girls from the ages of 3 to 18 years old at Cheltenham Prep and then at the senior school, Cheltenham College. Founded in 1841, College is the oldest of the Victorian public schools and is predominantly a boarding school of some 690 pupils, including a Sixth Form of approximately 280 pupils. The Prep School [3-13] is largely a day school of some 400 pupils. The schools are situated in their own spacious grounds near the centre of Cheltenham, a flourishing Cotswold town. Both schools have welcomed new Heads for 2018 and the marketing department will be a key part of the future growth of College.

### The Department

The marketing department is responsible for marketing all aspects of College and its related businesses. This post is specifically responsible for marketing College [13-18], but there will also be occasions when the marketing effort will be focused on other areas including supporting the Development Office, The Lettings team, the activity and sports camps, and at times The Prep School too.

### The Post

This role supports the Marketing Manager in all marketing disciplines, from producing high spec printed collateral such as the prospectus, to updating web content and daily social media entries, organising events and advertising, to PR and weekly parent news communications. The post-holder will help form and then implement the College marketing plan and maintain the College marketing budget. They will need to be comfortable creating, planning, delivering and measuring all forms of marketing activity as well as feeding into future marketing strategy. The Marketing office is a very busy and fast-moving environment so he or she should be confident to work independently, build strong relationships with key staff, as well as being a flexible and committed team player.

### Skills and Characteristics

- Strong digital marketing skills and the ability to understand and utilise social media tools such as Facebook and Twitter to update parents and also to promote the College to prospective parents and increase enquiries.
- Excellent copywriter and proof reader with an avid attention to detail.
- Event management skills – ability to organise events end to end, from organising invites to helping host Open mornings and table top school fair stands, to representing College with stands at arena style events.
- Organisational skills and a methodical approach with the ability to multi-task and prioritise workload in order to meet strict deadlines.
- Confident, motivated self-starter, able to work with minimum supervision whilst also being an effective and flexible team player.
- Strong interpersonal skills with an ability to forge relationships with senior staff.

- Creative eye for design (the ability to use Adobe In-Design is required and will be tested during the interview process).
- Co-operative, reliable, supportive, with a “can do” attitude and a desire to learn.
- A sense of humour with the ability to remain calm and cope with the unexpected.
- Marketing experience is essential, potentially from within an agency environment, or a growing business, experience of the education sector would be beneficial.

## **Job Description**

The role supports the Marketing and Communications Manager in all matters relating to Marketing across College and occasionally the whole school community. The job falls into five principle categories:

### **1. Marketing collateral**

- Produce a weekly parents’ newsletter highlighting events of the past week, and suggest appropriate weekly film content for the Videographer to film, with video sent out with newsletter.
- Manage the process for high end printed collateral including the prospectus and annual magazine. This requires excellent copywriting and proofing skills. A close attention to detail is a pre-requisite.
- Produce promotional material to promote the College offering and events – including adverts, flyers, banners and give-away goodies.
- Work with external designers, photographers and printers to produce high quality collateral.
- Where required, use in house design templates to produce parent communications – e.g Weekly newsletter. The ability to use Adobe In-Design is required.
- Monitor competitor collateral and track the effectiveness of our own campaigns.
- Manage stock control of all marketing collateral and give-aways.
- Structure and organise all artwork and photographic files and graphic assets.
- Uphold the brand guidelines in all marketing activity.

### **2. Website and social media**

- Maximise College’s online profile, and ensure fresh, relevant copy.
- Help to manage the College daily Twitter feed, Facebook and Instagram and any other social media tools that develop in future.
- Proactively push social media opportunities and monitor those of others used around the school i.e. boarding houses, sports teams.
- Assist in the development of the school website.
- Report on digital channel statistics as appropriate.

### **3. Event Management**

- Take responsibility for the organisation and running of certain events and supporting the Marketing Manager in others, including helping host College Open Mornings, organising College attendance at feeder school table top stand events, and managing our larger stand at bigger profile shows such as the Independent Schools Show in London.
- Document events processes and track effectiveness of events.
- Manage College’s sponsorship packages with external organisations including advertising and brand presence at events and matches.

### **4. Public Relations**

- Help source media coverage opportunities.
- Write press releases and news stories for the website and media distribution.
- Communicate PR coverage within the school community.
- Assist the Marketing Manager as required to deal with any media enquiries.
- Be a first point of contact within College for any press enquiries.

## **5. Planning, Reporting and Budgets**

- Work with the Marketing Manager to write the annual College marketing plan.
- Keep the College marketing plan updated through the year and undertake termly reviews
- Track all invoices and manage the College marketing budget as assigned by the Marketing Manager.
- Helping manage and maintain the College marketing database.
- Assist with competitor research.
- Support the department with any other duties that fall into the spirit of the job description.

## **Terms and Conditions**

- 9.00 am to 5.30 pm, Mondays to Fridays, with occasional evenings and weekends.
- Salary £22,000 – £25,450 per annum dependent on experience
- Annual leave: 20 days + bank & public holidays
- School lunch (during term time).
- Use of college sport facilities (at staff allocated times)
- Pension scheme (subject to satisfactory completion of probation).
- Subsidised health scheme membership (Benenden)

**October 2018**