



ASHFORD SCHOOL

Inspiring Minds

Marketing Manager

Responsible to: Director of Admissions and Marketing

Purpose:

- To help create the marketing strategy
 - To manage the implementation of the Marketing & Communications Plan
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Key Responsibilities

Communications & Relationship Management

- Develop and implement marketing and communications strategies.
- Oversee marketing across the whole school.
- Manage and develop the School's brand.
- Develop and grow key press and PR relationships.
- Collaborate with the Digital Marketing Manager to implement an effective social media strategy.
- Manage allocated budgets effectively, ensuring alignment with strategic aims.
- Work with the Design Agency to ensure brand consistency.
- Create and monitor stakeholder surveys; report findings.
- Manage and build the School's Press List.
- Write and distribute regular news releases.
- Monitor and report on press coverage.
- Manage the School's advertising schedule; liaise with agencies and account managers.
- Manage direct mail campaigns to prospective and current parents.
- Collaborate with the Admissions Department to strengthen relationships with feeder schools.

Digital and Offline Marketing

- Plan and deliver offline marketing campaigns aligned with the School's vision.
- Support the Digital Marketing Manager in maintaining social media platforms (LinkedIn, Facebook, Twitter, YouTube, Instagram).

Content Creation

- Create copy using Canva.
- Update brochures and booklets.
- Generate engaging, high-quality content for all channels.
- Attend school activities and events to source video and photographic content.

Administration

- Manage inclusion in online directories and education guides.
- Coordinate invitations and acceptances for events (e.g., Year 5 Days, Maths Competition, School Productions, Art Exhibitions, Alumni events).
- Ensure advertising materials are submitted to publishers by deadlines.

Events Management

- Support the Admissions team during Open Mornings (Prep and Senior School).
- Manage feeder school events.
- Contribute to school events to ensure strong brand visibility.
- Collaborate with the Alumni Officer on ASA and ASF events.

Budget Management

- Manage the Marketing and Advertising budget.
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Personal Qualities

The postholder will:

- Have excellent communication and presentation skills.
- Be experienced in planning and managing diverse marketing activities.
- Possess strong copywriting and proofreading skills.
- Be confident in representing the School to families.
- Be creative in campaign planning and review.
- Be able to prioritise and meet tight deadlines professionally.
- Have excellent spoken and written English.
- Be proactive, flexible, and versatile.
- Demonstrate excellent interpersonal skills.
- Understand the importance of confidentiality and data protection.

- Maintain a smart, professional appearance.
 - Experience in the education sector is not required.
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Confidentiality

This role involves handling personal data and confidential information. The successful candidate must maintain confidentiality regarding the School, its staff, and its business, sharing information only as required in the course of their duties.

Further Details

- Location: Based at East Hill, central Ashford, with visits to the Prep School at Great Chart.
- Hours: Full-time (8am–5pm with one hour for lunch); flexible and part-time working options available.
- Holiday: 26 days plus statutory holidays, primarily during school holidays.
- Salary: Competitive, £37,000–£40,000 depending on experience.
- **Benefits:**
 - School fee discount for children attending Ashford School.
 - Support for continuing professional development.
 - Stakeholder pension scheme.
 - Refreshments provided; free lunch during term time.
 - Career development opportunities through United Learning.