



Job Description

The school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment

Role: Marketing Manager

Reporting to: Director of Admissions and Marketing

Hours of work: Monday – Friday, 8.30am to 5pm. Some weekend and out of hours working required.

Summary role: Responsible for all aspects of the school's marketing functions, maintaining and updating the school's website and management of the school's social media platforms.

Digital Strategy

- to develop and manage the digital communications strategy for Exeter School; to monitor results to ensure maximum reach and effectiveness; to advise on new developments to ensure Exeter School utilises all appropriate avenues for digital communications, presenting new ideas and innovations to relevant colleagues; to facilitate the dissemination of best practice to all involved in the delivery of digital communications.

Content and Copywriting

- to proactively identify, create and craft engaging news, stories and case studies through copy, photography and video; to produce and distribute regular e-newsletters (external and internal); to copywrite communications (e.g. school and sector publications) ensuring Exeter's values, brand and style are maintained at all times.

Social Media

- to manage the school's social media channels, regularly uploading content; to provide ongoing support to colleagues in their management of departmental and house accounts; to monitor third party use; develop organic and paid social media campaigns.

Website and Parent Portal

- to manage both the strategic development and day-to-day administration of the external school website and when appropriate the parent portal (parent intranet); to support colleagues in the development of the school's associated websites; to ensure that content is accessible, relevant and accurate; to develop the use of news, visual and social media across all platforms to maximise impact.



Public Relations

- to identify and develop profile raising opportunities for the school; to maximise the reach of news, stories and case studies produced for the school website and social channels; to oversee the distribution of local and sector press releases; to work with DAM to support communications around strategic projects.

SEO and Analytics

- to measure the effectiveness of the content, design and structure of the school website(s); to analyse and report on the school's social media accounts.

Supplier Relations

- to maintain excellent relationships with key marketing suppliers to ensure their products and services meet Exeter School's standards and expectations; to assist with the tender process of supplier contracts; to schedule contract reviews.

Data

- to ensure accurate management of data within the department; to ensure marketing data capture processes are implemented to provide management information and reports, as required.

Compliance

- to ensure data processes are GDPR compliant; to ensure marketing and communications are conducted within policy and safeguarding guidelines.

Branding

- Contribute to, and adhere to, branding style guidelines and together with the DAM be the school's brand ambassador and point of reference. Work with DAM on any new iterations of the school's visual image.

Editorial

- Contribute to, and adhere to, editorial style guidelines and together with the DAM be the school's editorial style point of reference. Work with DAM on any new iterations.

Visual Imagery

- Photograph or arrange photography for events in the school's calendar and liaise with pupils and staff to gather the relevant details for the website, newsletters, press releases and other promotional material.
- Maintain and manage a well catalogued photographic library for promotional use.
- Produce photographs to sizes and formats as required.
- Film, edit and produce films to celebrate the school's achievements and activities.



- Monitor families' and pupils' photo consent records and make sure their wishes are met when taking photos or making films.

Design

- Assist with designing and editing the various school publications, obtaining the materials needed from the relevant member of staff to ensure that a complete range of activities are covered.
- Assist with the production of other publications such as the school prospectus, speech day programme and The Exonian magazine.
- Assist with promotional materials such as advertisements, flyers, and newsletters for external audiences, including open events.
- Work with the school graphic designer as appropriate for internal events such as drama and music programmes.
- Provide internal marketing assistance including liaison with staff and preparation of notice board displays, open day displays and newsletters.
- Liaise with external printers to manage the production process and ensure that material is produced on time and to a high quality.

Alumni Relations

- Help promote Exeter School alumni events and news via the website and social media.
- Assist with the production of alumni publications, including a regular newsletter.
- Assist with the provision of images for alumni publications and events, from the photographic library.
- Assist with the creation of publicity material for alumni events.
- Advise on, and support, the alumni section of the school website.

Advertising and sponsorship

- Source advertising for The Exonian, and any other school publication, to raise revenue and alleviate costs.
- Seek sponsorship for key events, such as Choral Society, and teams, such as senior boys' and girls' teams, draw up sponsorship agreements and maintain records on behalf of the school.

Admissions

- Take prospective families on tours as required.
- Attend admissions events out of working hours.
- Arrange online booking system for events – live and online.

Other Responsibilities

- Assist with any market research undertaken (including surveys or telephone interview of parent rejecters and current pupil/parent/staff satisfaction surveys).
- Assist in planning, implementing and evaluation of other marketing initiatives and contribute to the on-going process of developing the school's marketing strategy.
- Carry out other relevant duties as directed by the DAM or Head, such as providing other administrative support including mailings, filing, photocopying etc.



Safeguarding

This role will require regular interaction with pupils which equates to regulated activity with children. The post holder must at all times act with due regard to the school's child protection and safeguarding policies and procedures and the school's code of conduct.

The following duties will be deemed to be included in the duties which you may be required to perform:

- child protection
- promoting and safeguarding the welfare of children and young persons for whom you are responsible and with whom you come into contact.

General responsibilities:

- To ensure all duties are carried out in accordance with health and safety regulations
- To undertake any training and development for the better fulfilment of the post
- To undertake any *ad hoc* duties or projects as requested
- To undertake any other duties and responsibilities as determined by the Head or Bursar

This job description contains an outline of the typical functions of the job and is not an exhaustive or comprehensive list of all responsibilities tasks and duties. The jobholder's actual responsibilities, tasks and duties might differ from those outlined in the job description and other duties commensurate with this level of responsibility may be either permanently or temporarily assigned as part of the job.

This job description is subject to review in line with the developing needs of the school.