



ASHVILLE

HARROGATE

JOB DESCRIPTION

JOB TITLE	Marketing Manager
DEPARTMENT	Marketing
REPORTING TO	Headmaster
SUPERVISORY RESPONSIBILITIES	Marketing Assistants, Marketing Officer

SUMMARY OF JOB ROLE

Provide strategic leadership for marketing, external partnerships and community relations in order to enhance Ashville's position in the marketplace. Contribute to the College Management Team. To assist with marketing initiatives connected to Ashville Trading and Ashville Education as required.

MAIN DUTIES

1	Design and implementation of the marketing strategy and individual marketing plans across all areas of the College and Ashville Trading.
2	Manage the marketing budget to ensure maximum value is gained from the expenditure.
3	Manage the marketing team and negotiate with external suppliers to ensure good value for money.

4	Research trends in the independent education sector and regionally and monitor competition to ensure the strategic marketing plan maximises all opportunities for the College as a whole.
5	Prepare Governor reports and management information as required.
6	Establish partnerships and contacts to further enhance the College, including liaison with feeder schools.
7	Advise Prep School and Senior School staff to ensure that marketing opportunities are maximised at College events.
8	Oversee the management of the website, including ongoing development and management of the digital agency.
9	Brief designer on the production of print material to ensure brand consistency and messaging.
10	Manage the public relations programme for the College and Ashville Trading to ensure maximum coverage is received in regional, national and trade press.
11	Manage and implement the digital media strategy for the College, including analysis of hits, online advertising opportunities, social media and search engine optimisation.
12	Manage the content gathering for website, PR, publications and copy writing.
13	Oversee photography for the College and Ashville Trading, to ensure the marketing needs of both are met. For marketing purposes work with IT to ensure suitable storage of photos.
14	To manage and support the organisation and running of marketing events (for example: Open Day, Feeder School Days, Sports Tournaments etc.)
15	To manage and book attendance at exhibitions and school shows and attend where appropriate and required (both UK and International.)
16	To be responsible for co-ordinating the advertising and promotion of all major College events to include placing adverts in appropriate press and managing the College's advertising campaigns across a wide range of media.

17	Work closely with the Registrar to ensure opportunities for recruitment are maximised.
18	Work closely with the Development Director to ensure opportunities for alumni engagement and fund raising are maximised.
19	Work closely with Ashville Trading staff to ensure opportunities for income generation are maximised.
20	To keep abreast of innovations in marketing and recommend appropriate enhancements.
21	Act as an ambassador for the department, ensuring staff across the College understand and implement the Ashville values and subsequent brand guidelines.
22	Attend meetings of the College Management Team (CMT) and other management meetings as required.
23	Undertake such other duties as may be requested from time to time and are commensurate with the level of this post.
24	Work in a manner that promotes and protects own health and safety, as well as that of other staff, pupils and visitors.
25	In line with our commitment to safeguarding, all members of staff have a duty of care towards Ashville College pupils and are expected to report any such concerns to the Designated Safeguarding Lead.

SKILLS AND QUALIFICATIONS REQUIRED

- Marketing experience/qualification
- Public relations experience
- Good understanding of digital and social media
- Analytical and numerical skills
- Copywriting skills
- Educated to degree level

SPECIALIST TRAINING REQUIRED

AMDIS conference – annual attendance

PREPARED BY	Headmaster
DATE	April 2017
AUTHORISED BY	Headmaster
TO BE REVIEWED	April 2020