



## **STAR ACADEMIES**

*Nurturing Today's Young People, Inspiring Tomorrow's Leaders*

### **MARKETING MANAGER**

#### **JOB DESCRIPTION**

##### **JOB PURPOSE**

To deliver impactful marketing activities to attract pupils, families and employees to Star Academies and its schools, whilst promoting educational excellence, character development and service to communities.

##### **JOB SUMMARY**

1. Lead the development of the trust's pupil recruitment marketing strategy.
2. Work with schools to develop and deliver data and insight-led pupil recruitment marketing plans.
3. Support the People and Wellbeing Team in the implementation of the staff recruitment strategy, leading on marketing activities.
4. Define, measure and evaluate key marketing KPIs to measure reach, impact and ROI.
5. Provide an effective and responsive marketing support service to our schools.
6. Support the planning and delivery of marketing campaigns and projects for internal and external audiences.
7. Manage relationships with external suppliers to deliver engaging and cost-effective campaigns and collateral.
8. Manage the production of high-quality digital marketing content, including photography and video.
9. Oversee the development and management of corporate and school websites.
10. Promote and protect the Star brand.

##### **KEY RESPONSIBILITIES AND ACCOUNTABILITIES**

###### **1. Pupil Recruitment Marketing**

- 1.1. Develop and execute the trust's pupil recruitment marketing strategy with an emphasis on brand awareness, reputation and lead generation.
- 1.2. Utilise data, research and insights to inform and refine campaigns, messaging, and targeting strategies.
- 1.3. Devise and deliver trust-wide campaigns to raise the regional profile of Star schools and support schools' discrete marketing activities.
- 1.4. Working with school leaders, lead the creation of bespoke pupil recruitment marketing plans to achieve recruitment targets and drive the delivery of all related activities.
- 1.5. Provide marketing support to new schools and those extending their provision (e.g. opening a sixth form or nursery).

- 1.6. Manage media planning (e.g. print, digital, out-of-home and direct mail) and digital campaigns (e.g. Google, Meta, YouTube) to drive maximum return on investment.
- 1.7. Work with external agencies to create marketing campaigns and collateral – including adverts, prospectuses, digital graphics, social content, flyers and video – to support pupil recruitment.
- 1.8. Commission and maintain a comprehensive and compliant school photo library.
- 1.9. Develop and implement guidance to support schools in the administration of open events, and outreach and enrolment activities.
- 1.10. Oversee school-level marketing initiatives to support each school's unique needs while maintaining trust-wide brand consistency.
- 1.11. Work with colleagues in schools and the Star Central Admissions and Data teams to ensure that pupil recruitment data is recorded and reported in a consistent format.

## **2. Employee Recruitment Marketing**

- 2.1. Support the People and Wellbeing Team in the implementation of the employee recruitment strategy, leading on marketing activities.
- 2.2. Identify opportunities to market the trust as an employer of choice.
- 2.3. Create and implement an ongoing programme of marketing activity to support staff recruitment.
- 2.4. Devise and deliver targeted talent attraction campaigns.
- 2.5. Produce engaging marketing content to further the reach, power and impact of Star's employer brand, and to enhance the impact of the trust's wider employee recruitment activities.

## **3. Measurement and Reporting**

- 3.1. Define and track key marketing and financial KPIs to measure reach, impact and ROI.
- 3.2. Use data and analytics to monitor trends in marketing, recruitment and retention, adjusting strategies as necessary to meet schools' goals.
- 3.3. Produce regular reports on admissions and marketing performance and compile data for trust management meetings.

## **4. Website Management**

- 4.1. Oversee the development and maintenance of the Trust and school websites, ensuring design and content is engaging, well-presented, accurate and reflects the brand positioning of the associated establishment.
- 4.2. Lead the development and maintenance of new websites and digital channels.
- 4.3. Ensure effective and efficient processes and systems are in place to support the creation and management of web content, including compliance with statutory requirements.
- 4.4. Develop and deliver the SEO strategy, including the optimisation of websites for increased reach and engagement.
- 4.5. Identify and execute opportunities to enhance the performance of trust and school websites for pupil and employee marketing purposes.
- 4.6. Champion digital trends and innovations to ensure the trust's web presence remains relevant and effective.

- 4.7. Monitor and report on performance of digital platforms at the Trust and school level.

## **5. School Marketing Support**

- 5.1. Work with colleagues to provide an effective and responsive marketing support service to our schools, such as managing requests for design, campaign or brand support.
- 5.2. Work with school leaders to understand their marketing goals and provide tailored support and advice.
- 5.3. Support the marketing of the trust's education and inclusion initiatives to colleagues, pupils and parents.
- 5.4. Keep abreast of marketing trends, channels and research, and advise on new approaches or opportunities.
- 5.5. Monitor, evaluate and report on the performance of marketing activities.

## **6. Brand Management**

- 6.1. Act as brand custodian, increasing brand awareness and enforcing consistent brand identity across the Trust.
- 6.2. Support the development and delivery of key messaging in line with the Trust's vision, values and pledges.
- 6.3. Ensure all trust and school marketing activities comply with the Trust's brand identity and guidelines.
- 6.4. Maintain a comprehensive, high-quality photo library on behalf of the trust and ensure the trust's use of photography complies with data protection regulation.

## **7. Other Responsibilities**

- 7.1. Provide out-of-hours marketing and communications support as required.
- 7.2. Work collaboratively with school and Star Central staff to help up-skill internal resource.
- 7.3. Promote the trust's vision of 'nurturing today's young people, inspiring tomorrow's leaders'.
- 7.4. Champion the trust's values of 'Service', 'Teamwork', 'Ambition' and 'Respect'.
- 7.5. Contribute to the wider life of the trust and the Star community.
- 7.6. Carry out any such duties as may be reasonably required by the trust and its Chief Executive.

## **8. Records Management**

- 8.1. All staff who create, receive, and use records in the course of their job are responsible for ensuring that records are managed appropriately. It is therefore likely that this post-holder will have responsibility for record-keeping as part of the role. Employees are required to be conversant with the trust's policies and procedures on records management.

*This appointment is with Star Academies. The job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be reviewed in negotiation with the employee in the future. The appointment is subject to the terms and conditions outlined in the 'Star Academies Contract'.*



Star

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### PERSON SPECIFICATION

			Assessed by:	
No	CATEGORIES	Essential/ Desirable	App Form	Interview/ Task
QUALIFICATIONS				
1.	Degree or equivalent in English, communications, PR, marketing or related discipline.	E	✓	
2.	Demonstrable professional development in marketing, communications, public relations or related discipline.	D	✓	
EXPERIENCE				
3.	At least three years’ experience working in a marketing role.	E	✓	✓
4.	Experience in a marketing role within the education sector.	D	✓	✓
5.	Experience of developing and implementing marketing strategies, plans and tactics, and measuring and reporting on their effectiveness.	E	✓	✓
6.	Demonstrable success in planning and delivering marketing campaigns that achieve measurable results.	E	✓	✓
7.	Experience of digital and social media marketing for lead generation and conversion.	E	✓	✓
8.	Experience of producing high-quality and engaging marketing collateral and content.	E	✓	✓
9.	Proficiency in digital marketing tools and social media platforms.	E	✓	✓
10.	Experience of website design, content creation and content management.	D	✓	✓
11.	Proven experience of writing marketing copy for targeted audiences across a range of channels, including print and digital.	E	✓	✓
12.	Experience of managing and influencing senior stakeholders and building effective relationships with external suppliers.	E	✓	✓

No	CATEGORIES	Essential/ Desirable	Assessed by:	
			App Form	Interview/ Task
13.	Experience of leading, managing and motivating team members.	<b>D</b>	✓	✓
<b>ABILITIES, SKILLS AND KNOWLEDGE</b>				
14.	A proactive, highly motivated approach and ability to work both independently and collaboratively.	<b>E</b>	✓	✓
15.	Excellent attention to detail.	<b>E</b>	✓	✓
16.	Exceptional writing and proofreading skills.	<b>E</b>	✓	✓
17.	Strong strategic planning skills.	<b>E</b>	✓	✓
18.	Strong analytical and reporting skills with a results-driven mindset.	<b>E</b>	✓	✓
19.	Excellent oral and written communications skills, including the ability to communicate and engage professionally with stakeholders.	<b>E</b>	✓	✓
20.	Ability to devise and gain support for ambitious and innovative marketing plans.	<b>E</b>	✓	✓
21.	Highly creative.	<b>E</b>	✓	✓
22.	Strong interpersonal and negotiating skills.	<b>E</b>	✓	✓
23.	Working knowledge of the education sector.	<b>D</b>	✓	✓
24.	Detailed working knowledge of digital marketing, SEO and social media marketing.	<b>E</b>	✓	✓
25.	Good ICT literacy, including Microsoft Office applications.	<b>E</b>	✓	✓
26.	Working knowledge of Adobe Creative Cloud and Canva applications for graphic design, video and audio editing.	<b>D</b>	✓	✓
<b>PERSONAL QUALITIES</b>				
27.	A passionate belief in the Trust's vision of 'nurturing today's young people, inspiring tomorrow's leaders'.	<b>E</b>	✓	✓
28.	A strong commitment to the Trust value of 'Service'.	<b>E</b>	✓	✓
29.	A strong commitment to the Trust value of 'Teamwork'.	<b>E</b>	✓	✓
30.	A strong commitment to the Trust value of 'Ambition'.	<b>E</b>	✓	✓
31.	A strong commitment to the Trust value of 'Respect'.	<b>E</b>	✓	✓

			Assessed by:	
No	CATEGORIES	Essential/ Desirable	App Form	Interview/ Task
32.	Commitment to support Star Academies' agenda for safeguarding and equality and diversity.	E	✓	✓
33.	Sympathetic to and supportive of the multi-academy trust model and ethos of Star Academies.	E	✓	✓