

MARKETING MANAGER JOB DESCRIPTION	
Responsible and accountable to	Headmaster
Terms and Conditions of Employment	
Hours	Part-time 22.5 hours per week (0.6 FTE) <u>not</u> term time only Attendance at Open Mornings (February/October) for prospective families and the annual Open Day (June) for current pupils and families
Holidays	25 days (not to be taken during term time) plus statutory holidays (FTE).
Job Purpose	
<p>Marketing of the school including increasing numbers on roll and raising the profile of the School with current parents and within the local community and nationally.</p> <p>The Marketing Manager is a member of a team whose key responsibility is to provide the reliable, efficient and friendly support necessary for the school to deliver its core aims and values. The post holder should support the Headmaster in his leadership of the school and management of its marketing in order to provide high quality education in a happy, caring, safe and attractive environment within the school's Christian ethos and tradition. The Marketing Manager will work closely with Admissions Registrar.</p>	
Key responsibilities	
<p>The following job description covers the principal tasks required for the Marketing Manager. It is not necessarily a complete list of everything required for the full professional discharge of duties. The duties outlined in this job description may be modified with your agreement, to reflect or anticipate changes in the job.</p> <p>Strategy and Planning</p> <ul style="list-style-type: none"> • Produce, develop and deliver the annual marketing strategy and budget in conjunction with the Headmaster and Director of Finance. • Submit termly reports on activity and expenditure to the Director of Finance, Headmaster and Board of Governors. • Promote and monitor the use of the School's brand. • Undertake research to inform future marketing strategy. • Identify and develop new ways to attract and recruit pupils. <p>Public Relations</p> <ul style="list-style-type: none"> • Develop and lead a positive public relations strategy. This includes writing regular news stories (promoting the work and successes of our pupils, staff and the school) for the website, Twitter and other media. • Update, develop and coordinate the School's use of social media and digital marketing • Develop strong relationships with local/regional/national journalists and with key influencers (e.g. IAPS, Good Schools Guide and local press) • Promote the School externally, attending events such as schools and other exhibitions, networking events etc. • Leverage all media coverage, where possible, by communicating widely to all stakeholders 	

- Archive all media coverage.
- Work closely with the Registrar to maintain alumni relationships

Marketing

- Create, develop and deliver effective advertising campaigns
- Develop, lead and deliver a pro-active online presence – including the website and all social media
- Work closely with staff to coordinate the marketing of events e.g. open mornings, including advertising and promotion
- Organise, produce and update the School's marketing materials such as prospectuses, website and newsletters, including the sports and annual reviews
- Support, where needed, with mailshots, advertising and email campaigns for admissions events, scholarships, bursaries etc.
- Analyse the enquiry and admissions figures, to use in the development of all marketing activities.
- Organise, implement and analyse the annual Parent Questionnaire.

General

- Liaise with the Admissions Registrar to share best practice and contribute to the recruitment process.
- Support the Headmaster in promoting the school widely, strongly and imaginatively, assisting wherever possible in devising, implementing and reviewing the school's marketing strategy and public relations
- Develop and maintain excellent working relationships with all key stakeholders including parents, staff, pupils, relocation agents, other schools admissions
- Support teaching and non-teaching staff in their roles as marketeers of the School.
- Uphold and enforce School rules and work in cooperation with colleagues to promote the high standards of behaviour and concern for others.
- Maintain and support the Christian ethos of the School.
- Maintain the confidentiality both of the school's affairs and those of its clients
- Establish effective, professional working relationships with colleagues.
- Be responsible for personal health and safety at work and inform the Facilities Manager of any health and safety matters in need of attention.
- Be aware of safeguarding/child protection responsibilities and procedures in place at the school and bring any concerns to the attention of a member of the DSL.
- Work within the school's Equal Opportunities Policy.
- Set a good example to children through presentation, personal appearance and conduct.
- Attend all INSET and CPD as requested by the Headmaster or Deputy.
- Comply with information and guidance in the Staff Guidebook and all other school policies.
- Attend governors' meetings as required.
- Attend staff meetings as required by the Headmaster or Deputy.
- Handle confidential information with due care and maintain confidentiality both of the school's affairs and those of its clients.
- Be aware of the School Improvement Plan and support and assist the Senior Leadership Team in its implementation.
- Participate in the school's Professional Development Management Review Cycle.
- Carry out any other reasonable request of the Headmaster, Deputy or Governors.