



Marketing Manager Job description

Purpose of the Role:

To raise the profile of Knightsbridge School amongst key audiences (parents, staff, media, etc) and the wider public by developing and delivering communications plans to promote the school's objectives, particularly pupil recruitment and retention. The role has a focus on news-gathering and story-telling across various channels (including online, print and social).

The role will also necessitate involvement in advertising (off and online), events, digital marketing, social media and face-to-face marketing. The successful candidate will be an organised, enthusiastic and a hard-working team player with excellent written and verbal communication skills. They will also be digitally savvy and have had previous experience in a similar marketing/ communications role.

Line Manager – Head of Knightsbridge School

Liaising with - Teaching and Support staff, Dukes Education Office Staff

Key Responsibilities:

- Publicise events and activities to a wide range of audiences. Assist in the preparation of communication materials for these events where required.
- Generate interesting rich content for the school's communications channels, specifically social media and the websites.
- Be responsible for proactive news & information gathering, through maintaining strong relationships with staff.
- Ensure news and related content is updated on the website, blogs and social media channels; support in managing the school's social media channels, as required.
- Engage prospective & current parents and all staff by creating informative marketing emails, invitations, surveys and other communications as required.



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- Manage and maintain contact databases and lists. Work with the registrar and other administrative staff to develop prospective and current parent lists.
- Track and monitor success of email newsletters and social media posts.
- Consistently review website content and all channels to ensure information is correct and fit for purpose.
- Collaborate with key stakeholders in the schools to understand their communication needs and develop plans to assist where possible.
- Stay informed of trends and developments for new, innovative communications tools and explore new solutions and approaches to improve communication across the schools and beyond.
- Collate newsletters for each of the schools as and when required.
- Attend school events such as Drama Productions/Prize Giving etc. as required to take photographs for marketing purposes.
- Maintain content on marketing internal screens

General Responsibilities

- General Admin. duties as required.
- Responding to correspondence.
- Collation of prospectus packs.
- Collate and prepare equipment for school fairs or equivalent.
- Attend Open Morning/Open Day events and assist as reasonably required.

Additional: To perform any responsibilities associated with being a member of the Knightsbridge School team as reasonably directed

Essential Skills



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- Excellent written communication skills for producing high quality content.
- Knowledge of existing and emerging social media platforms.
- Excellent IT skills – specifically Wordpress / another CMS, Google Analytics, Social media, MS Office. Design ability (InDesign) is an advantage.
- Attention to detail and accuracy.
- The ability to work independently and flexibly.
- The capacity to prioritise and work across multiple projects.
- The ability to work as part of a team.
- Organisational skills with the ability to deliver a high volume of quality work
- Creative skills for contributing new and innovative ideas.
- The ability to work well under pressure and meet deadlines.
- Networking and analytical skills.