

COLSTON'S

INDEPENDENT CO-EDUCATION

FROM NURSERY TO SIXTH FORM

Head of Marketing & Communications

JOB DESCRIPTION

The Head of Marketing and Communications will report directly to the Headmaster and will play a major role in defining, developing and delivering the external communications strategy for Colston's.

Main duties and responsibilities

The main duties of the role are expected to be:

Marketing and Communications

- To develop, communicate and review the school-wide communication strategy and marketing plan.
- To tell the Colston's story to a wide range of stakeholders including, but not limited to, current and prospective families, former pupils, the local community and the government of the day.
- To prepare and review all marketing materials and to develop relevant channels of communication.
- To work collaboratively with the Admissions Manager to ensure the exchange of data related to event attendance and applicant numbers, devising appropriate strategies to ensure optimum levels of interest and acceptance.
- To manage the school website and to ensure it is current, both in content and message.
- To develop newsletters, social media campaigns and a school magazine in whichever format best meets the needs of the school.
- To manage the school's PR function, including the management of emergency communications.
- To be the school's brand champion and to deliver a consistent and current message to all stakeholders.
- To prepare reports for, and to report to, the Governors' Marketing sub-committee.
- To line manage the Marketing and Communications Assistant. (The new Head of Communications will be involved in the appointment process for this role).

Event Management

- To deliver effective and memorable major pupil recruitment events, such as Open Morning, and other whole school events, such as Prizegiving.

Alumni Relations

- To establish and deliver a coherent approach to long-lasting links with current students, their families and with Old Colstonians and their parents.
- To work closely with the Parents' Society.
- To assist in the school's communications with Old Colstonians and others, with close regard to the demands of current legislation, including GDPR.
- To work closely with the Foundation and Old Colstonians Coordinator to advance these bodies and their work.

This job description is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the school. Initially the post-holder will work term-time plus up to 6 weeks.

Colston's is committed to safeguarding and promoting the welfare of children and the successful applicant will be subject to an enhanced disclosure through the Disclosure and Barring Service (DBS).