



THE ORATORY

MARKETING Executive (Maternity cover) **Closing Date – 20 March 2019**

The Oratory is an HMC independent school for boys aged 11 to 18, providing an all-round education of quality and purpose. We will welcome girls from September 2020.

Founded in 1859 by Blessed John Henry Newman, we are a Catholic school which welcomes pupils of all faiths or none. To this end a wide variety of co-curricular activities enrich the pupils' learning and all pupils get the opportunity to develop their specific talents to the full. The Oratory is not a large school, and this enables each and every pupil to be known, valued and stretched as an individual within our nurturing community on a wonderful South Oxfordshire country estate.

The Oratory School has high academic standards; however we believe that an education is about more than statistics. The Head Master has a clear vision to ensure that each boy flourishes and fulfils his maximum potential both in and far beyond the classroom. To this end a wide variety of co-curricular activities enrich the pupils learning and all pupils get the opportunity to develop their specific talents to the full. The Oratory is not a large school, and this enables each and every boy to be known, valued and stretched as an individual within our nurturing community a wonderful South Oxfordshire country estate.

Marketing Executive role:

To promote the external awareness of the school and provide support to the Director of Admissions and External relations in implementing the Marketing Strategy for The Oratory School.

General Duties:

- To be responsible for and take ownership of the whole Marketing function at the Oratory School.
- To support the Director of Admissions and External Relations in delivering agreed objectives.
- Plan and implement marketing campaigns, plans, advertising and direct marketing, across a range of media.
- To play a key role in ensuring a high profile public relations presence for the school.
- Create engaging, informative & inspiring copy for a variety of stakeholders and marketing channels, including press releases, digital and printed content.
- Ensure the consistent delivery of the brand identity for the school across all Marketing channels in order to raise brand awareness.
- Communicate with target audience and build and develop customer relationships.
- Work with external agencies/third parties as requested, i.e. SEO, printers, photographers to design marketing materials.

- Carry out consistent and continuous review of competitors, the market and our customers to support in the development of the marketing plans.
- Website management to deliver relevant and engaging content and enhance the customer journey and overall user experience of the website.
- Run social media channels to enhance customer engagement, drive growth and expand the schools reach.
- Produce creative content, including videos and blog posts.
- Deliver the event programme for the school.
- Source and secure sponsorship, including local and national events.
- Develop relationships and engage with key stakeholders across the school.
- Share ideas and expertise with the Marketing Executive at the Prep School to ensure harmonisation or consideration of marketing messages.

Duties may vary from time to time and due notice will be given of major changes. The employee may be asked to carry out any other duties/responsibilities as may be reasonably requested by The Oratory Schools Association

Person Specification:

- Previous experience in a marketing role with good understanding of marketing principles
- A degree in marketing or a marketing related subject
- Experience of public relations would be an advantage
- Awareness of digital media techniques with creative and design skills
- Enthusiastic, highly motivated self-starter
- Excellent communication and interpersonal skills
- Customer facing skills
- Computer proficient with Microsoft Office, Marketing related software packages and social media.

APPLICATIONS

Full details and an application pack are available from the Human Resources Department, The Oratory School, Woodcote, Reading, RG8 0PJ. Alternatively, you can email your name and address to humanresources@oratory.co.uk or phone 01491 683506.

The Oratory Schools Association Registered Charity No. 309112 is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo checks with past employers and the Disclosure and Barring Service.