



Director of Marketing and Communications

The Director of Marketing and Communications will be an energetic, creative and innovative leader who will play a key role in developing and implementing a marketing and communications strategy which supports the strategic aims and vision for the school's development. The post holder reports to the Headmaster and is a member of the Senior Management Team.

This is an exciting opportunity at an exciting time in Dunottar's history. In 2014 the school joined United Learning and became co-educational, a move which has proved popular and has resulted in significant interest and growth at the school. The Headmaster, Mark Tottman, joined Dunottar in 2017 and has ambitious plans. He is building a dynamic and talented team and now wishes to appoint a Director of Marketing and Communications to lead all aspects of marketing and to establish an external relations programme.

The ideal candidate will have significant marketing experience. The post holder will be able to combine strategic thinking with the practical skills need to carry out a variety of marketing tasks. Excellent communication skills are essential, as is the ability to show initiative and to work co-operatively as part of a busy senior team. Experience of working within a school would be of interest but is not essential.

Reports to: Headmaster
Line Management of: Admissions and Marketing Manager/Assistant (*to be appointed*)
Working Hours: Full-time, all year round (flexibility on working hours and school holiday working may be available for the right candidate)

Purpose of the Role:

- The Director of Marketing and Communications will have responsibility for all marketing strategy, activity and communications for Dunottar School
- The Director of Marketing and Communications will work closely with the Head of Admissions to ensure that pupil recruitment and retention targets are achieved
- The Director of Marketing and Communications will take the lead in forging lasting relationships between Dunottar School, its key stakeholders and the wider community network leading to the generation of exciting and relevant educational opportunities and additional income for the school

Marketing and Communications

- In consultation with the Headmaster, devise and implement a full marketing strategy which supports the aims and vision of the whole school development plan
- Create, implement and review a cost-effective tactical plan to deliver the strategic objectives
- Develop the Dunottar brand and act as brand guardian for the school's identity
- Have responsibility for all marketing materials including the prospectus, newsletters, brochures, information for new pupils (created in-house and via design agencies)
- Take responsibility for the development and day-to-day management of the school website and all other aspects of online presence
- Work with the Press and Social Media Officer to ensure consistency of message across traditional and new media

- As a member of the Senior Management Team, have oversight of the school's communication strategy to ensure that all communications with key stakeholders/audiences (parents, staff, governors, local community, feeder schools etc.) are professional
- Work with other members of staff to plan and oversee key internal events such as Prize Giving, Carol Service, Options Evenings etc. to ensure they effectively represent the school
- Undertake market research as necessary to review activity, establish benchmarks, check progress or inform future planning
- Manage the marketing budget
- Develop an internal awareness of the importance of a whole-school 'marketing culture'

Pupil Recruitment/Admissions

- Ensure that interest and awareness of Dunottar remains high to drive enquiries from prospective families and attendance at events
- Work closely with the Head of Admissions to plan and oversee marketing and admissions events including Open Mornings, entrance exams, taster days and induction days
- Monitor and evaluate key admissions data (enquiries and conversion rates etc.) and identify and address areas for improvement year on year
- Work with Head of Sixth to develop Sixth Form retention and recruitment programme
- Act as a front-line ambassador for the school, representing Dunottar at events such as feeder school fairs and exhibitions and at any other events as required

External Relationships

Work with key staff members (e.g. Head of Careers, Head of Admissions, Director of Co-Curricular and Director of Sport) to devise and oversee an engagement programme with the local community including feeder schools, businesses and other community groups. To include:

- Supporting academic departments in building feeder school links:
 - Liaising with Head of Admissions and Headmaster's PA to be aware of feeder schools and of direct contact with them (i.e. Headmaster meetings, tours, visits to Dunottar, feeder school events)
 - Identify and/or create opportunities for feeder schools to be involved with Dunottar (e.g. working with Music and Performing Arts to invite feeder schools to productions, liaising with PE to support feeder school activities, helping Maths to run challenges for feeder schools run by sixth formers)
- To establish a network of local and regional business contacts which can feed into Careers activity and 'real-world' experience opportunities for pupils:
 - Building contacts with local businesses which can provide opportunities for work experience, internships or apprenticeships
 - Creating a database of contacts amongst the parent body, Dunottar Society members and local businesses who can help with Careers guidance and work experience opportunities, and making that database available to the Head of Careers
 - Inviting visiting speakers from industry into school to give talks
- To establish Educational Partnerships with local companies which could include:
 - Agreeing funding for pupil bursaries, financial support for purpose based trips or funding for buildings/equipment
 - Agreeing initiatives to share resources, technology etc.
 - Offering local businesses opportunities to become involved in Dunottar School (e.g. technology pilots, CSR, sponsorship)

- Discussing pupil placements/corporate discounts for families (e.g. returning ex-pats, families on secondment)
- Oversee Dunottar’s links with the PTA and the Dunottar Society (alumni). *This will be managed on a day to day basis by the Admissions and Marketing Manager.*

To carry out any other duties as the Headmaster may reasonably require.

Person Specification

	Essential	Advantageous
Qualifications	Good Honours degree	Marketing qualification or similar
Skills & Experience	<ul style="list-style-type: none"> ● Experience in a busy, varied marketing role with the ability to work both strategically and tactically ● Exceptional communications skills (written and verbal) ● Knowledge and experience of maintaining a website through a CMS and digital marketing experience including use of social media in a business context ● Knowledge and experience of managing the content, design and production of printed materials ● A high level of organisational and administrative skills, with the ability to manage projects and processes efficiently ● Experience of organising, planning and hosting events ● Strong numerical skills and excellent attention to detail ● Experience of choosing and managing relationships with a variety of external suppliers ● Ability to demonstrate awareness of marketing messages and effective customer care skills ● Excellent interpersonal skills ● Ability to work flexibly and as part of a team ● Highly competent IT skills (including all MSOffice) and familiarity with using software packages and databases 	<ul style="list-style-type: none"> ● Understanding of marketing, admissions and relationship marketing in an independent school environment ● Ability to network, open doors and build lasting and valuable relationships ● Experience of generating income and opportunities from 3rd parties ● Experience of using design packages is desirable

Personal Qualities	<ul style="list-style-type: none"> • A proactive attitude and ability to plan ahead and use own initiative to drive the admissions process • Confidence, energy and integrity • Personal warmth to gain the confidence of parents, staff and pupils • Appropriate levels of professional, personal presentation, suitable to represent the school • High levels of discretion, tactfulness, confidentiality and awareness of data protection • Adaptability and the ability to remain calm under pressure • A commitment to safeguarding and promoting the welfare of children and young people 	
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Key Contacts

The incumbent will be a member of the Senior Management Team and will liaise closely with the following internal contacts:

Internal Contacts	External Contacts
Headmaster and Headmaster's PA	Prospective parents
Head of Admissions	Suppliers
Press and Social Media Officer	Local / national media
Finance and Estates Teams	Feeder schools
Heads of Department	Local businesses
Heads of Section	Local community
Head of Careers	PTA
	Alumni / Dunottar Society
	United Learning marketing network