



JOB DESCRIPTION

Job Title: Head of Marketing
Reports to: Assistant Head (Admissions, Marketing & Partnerships)

Key roles and responsibilities:

Marketing and Communications

1. Ensure the visual identity guidelines are adhered to across the school.
2. Develop and maintain brand messages.
3. Set up collateral for particular campaigns and events (e.g. Fundraising campaign, Royal Norfolk Show).
4. Ensure stories from around the school, including Exam Results are published across multiple platforms including website, social media and in local and national press.
5. School website management and upkeep, along with other linked sites such as the school sport pages etc.
6. Social media management and strategic planning of posts across all platforms (including Facebook, Instagram and Twitter).
7. Lead on any new initiatives.

Publications

1. Deliver various marketing, partnerships and admissions publications, including delivering the following major publications:
 - a. - Senior School annual review (Norvicensian magazine)
 - b. - Lower School annual review (Norvicensian magazine)
2. Assist and help the Development Team with the delivery of the Old Norvicensian Magazine.
3. Provide significant assistance with the delivery of other Development Office publications, including campaign materials.
4. Liaise with design agencies and other external suppliers, as required.

Advertising strategy and implementation

1. Create and manage advertising for Norwich School including print, radio and outdoor campaigns.
2. Liaise with design agencies to define and agree campaign messages.
3. Book advertising with appropriate media outlets and manage deadlines.
4. Create artwork for print adverts using InDesign/Adobe Creative suite as required.
5. Liaise with other external suppliers, as required.
6. Monitoring and analysis of advertising activity.

Press and PR

1. Lead on activity to ensure Norwich School maximises all appropriate public relations opportunities.
2. Write and sell-in press releases to local and national media.

Norwich School

Head of Marketing



3. Actively seek opportunities to place features and profile Norwich School stakeholders.
4. Build relationships with local journalists and media outlets.

Photography and Filming

1. Manage photography and moving image at Norwich School. Work with colleagues to ensure photographs of all major events are captured.
2. Liaise and manage freelance photographers as required (e.g. Exam Results Days).
3. Lead on creation of yearly set of brand photography including liaison with design agency and photographers and Norwich School stakeholders including staff and pupils.
4. Lead on creation of any promotional films for the school or Development Office.
5. Develop a system for producing and editing regular short films in-house for use on our website and on social media.

Budget and Strategy Management

1. Manage the marketing and communications budget including yearly budget input.
2. Manage the marketing and communications strategy and development plan with key members of staff, including colleagues from the wider Admissions, Marketing, Partnership and Development teams.

Staff Management

1. Line management of department staff.
2. Create and maintain a flexible, multi-skilled team which is customer-focused and strives for continuous improvement in their service.
3. Manage holiday requests to ensure there is sufficient cover.
4. Manage the performance, motivation and development of staff through regular meetings and annual professional development reviews.
5. Ensure that all staff have measurable objectives and the appropriate training is in place.

Other

1. Participate in training and other learning activities as required, and in the Performance Appraisal and Development Review process
2. Undertake other similar duties and activities that fall within the band and role, and any other duties as may be reasonably required by the Line Manager, the Bursar or the Head Master.



PERSON SPECIFICATION

	Essential	Desirable
Outgoing personality with ability to 'get things done'	x	
Comfortable in a fast moving, deadline orientated environment	x	
Exceptional written and grammatical skill and accuracy.	x	
Excellent IT skills and extensive experience of Microsoft Office and Adobe Software.	x	
Understanding of design, print and copywriting principles.	x	
Excellent organisation and prioritisation skills.	x	
Excellent ability to plan and multi-task.	x	
Flexibility i.e. ability to respond to emerging needs.	x	
Understanding of advertising principles.	x	
Photographic skills.		x
Experience of developing publications, writing press releases and articles.	x	
Proficiency with social media.	x	
Design skills.		x
Public relations.	x	
Experience of working to budgets and strategy	x	
Website development from a technical perspective.		x
Working with a wide variety of stakeholders.		x



Salary and Benefits

Salary and Working Pattern

This is a full time, permanent post and the salary is in the range £39,267 - £42,359. Hours of work are typically between 08:00 and 16:30 each weekday with one hour of unpaid lunch break. Flexibility in working hours and pattern is required to meet the changing needs of the school.

Holidays

Full time staff are initially entitled to 25 days of annual leave excluding the 8 days bank holidays, increasing to 30 days after five years' service, this will be pro-rated for part time staff. A day off in lieu for the Norfolk Show Day is also awarded to support staff. This must be taken on the day designated by the Bursar each year and is normally in the Christmas holiday period. Generally, support staff must take their annual leave during the school holiday periods.

Pension

Subject to meeting the qualifying conditions, support staff are eligible for the Aegon pension scheme. The school will contribute 8% if the staff contributes a minimum of 4% of their salary into the scheme. Please note that this is a defined-contribution pension scheme.

Healthcare

Staff may benefit from the school's private healthcare plans. To join, a full-time member of staff has to contribute £100 per annum. The spouse and dependent children may also join the scheme at the prevailing corporate rate.

The school also offers a free flu jab to those staff who wish to take this up and this is administered on site during the school day by a nurse.

Lunch

Staff may enjoy a complimentary lunch in the school's Refectory during term-time.

Salary Sacrifice Schemes

Norwich School offers the Cycle to Work scheme.

NOTE: Please note that Norwich School is located in the centre of Norwich with very limited parking. The successful candidate may apply for a parking space but success will be dependent on availability and on meeting the school's criteria for awarding parking spaces. However, the school is well served by public transport systems. Bus stops are located just outside the Cathedral gates and there are frequent services for the various Park 'n' Ride car parks as well as for other parts of the city and county. The Norwich mainline train station is only 5-10 minutes' walk from the school.