



Hulme Hall Grammar School

Marketing & Communications Manager Job Description

The School

Hulme Hall Grammar School is committed to safeguarding and promoting the welfare of children and young people, we expect all our staff and volunteers to share this commitment. This post is subject to an enhanced DBS check.

Hulme Hall Grammar School is an independent school for boys and girls, based in Stockport. It was established in 1928 and has approximately 200 pupils on roll, from Pre-School to aged 16. The School prides itself on providing a caring, supportive environment where every pupil is treated as an individual. Small class sizes, in combination with excellent teaching, lead to consistently good examination results.

The Governors are seeking to appoint a full-time Marketing and Communications Manager, working all year round to raise the profile of the school and market the school to current and prospective parents and pupils, prospective staff, other schools and the wider public. The person should be able to work efficiently, methodically and accurately and have good communication and interpersonal skills, as they will be liaising regularly with parents and other members of staff.

Main Purpose of the Job:

The Marketing and Communications Manager will be responsible for carrying out the day-to-day management of all aspects of the School's marketing and communications including the production, development and delivery of the annual marketing and communication strategy and budget in conjunction with the Headmaster and Business Manager.

Main Duties and Responsibilities:

Marketing

- Create, develop and drive an effective marketing strategy and associated advertising campaigns.
- Analyse the enquiry and admissions data to use in the development of all marketing activities and to inform marketing strategy.
- Assist with the organisation of, and participate in, open mornings to ensure that prospective pupils and their parents receive appropriate information and have a positive experience.
- Organise, produce and update the School's marketing materials such as prospectuses, newsletters and update emails to parents.
- Promote and monitor the use of the School's brand.
- Lead and develop a whole-school communications programme to ensure consistent and highly effective communication with pupils, families and the wider Hulme Hall community.
- Undertake research to inform future marketing strategy.
- Identify and develop new ways to attract and recruit pupils.

Digital

- Provide content, style management and design oversight of the school website whilst ensuring it is kept up to date with news and content to reflect life at the school.
- Develop and implement a Search Engine Optimisation Programme, ensuring that the School consistently appears in the first page for key search terms.
- Oversee the School's social media activity, advising on the appropriate channels, messages and activity; manage the School's presence on networking / social media sites.
- Manage the reporting of key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity.

Public Relations / Communications

- Develop and lead a positive public relations strategy. This includes writing weekly newsletters (promoting the work and successes of our pupils, staff and the School).
- Update, develop and manage the School's use of social media and digital marketing.
- Develop strong relationships with key influencers (e.g. ISA, Independent Schools' Yearbook, Independent Schools' Magazine, Good School Guide and other relevant influencers).
- Promote the School externally, attending events such as school transition events, exhibitions, networking events etc.
- Collate and archive all media coverage.

General

- Support teaching and non-teaching staff in their roles as marketeers of the School.
- Uphold the ethos and aims of the School.
- Attend INSET days and other such meetings as may be necessary.
- Develop and maintain excellent working relationships with children, colleagues and parents.
- Undertake administrative duties as necessary.
- Undertake any other duties, which the Headmaster or Business Manager may reasonably request.

Please also see the Person Specification for this role, which is contained in a separate document.

Applications are welcome from a diverse range of backgrounds. Factors such as skin colour, gender, race, nationality, ethnic origin, religious faith or any other protected characteristic will NOT be taken into account in the selection procedure.

Conditions of Service:

This is a full-time post, all year round based on 37½ hours per week. There may be some flexibility in working hours during the school holidays.

Annual holiday entitlement is 30 days to be taken during the school holidays.

Salary range: £21,000 to £25,000 (full-time salary) depending on experience.

This is a full-time role, all year round, although consideration will be given to candidates who are able to meet the requirements of the post whilst wanting term-time work.

Application Procedure:

A fully completed application form (which can be downloaded from the school website), to include details of two confidential referees should be addressed to: The Headmaster, Hulme Hall Grammar School, Beech Avenue, Stockport SK3 8HA, or e-mailed to The Headmaster's Secretary, Mrs Cooke, at d.cooke@hulmehallschool.org.

Closing Date for Applications: Wednesday 11th May at 2.00pm.

Interviews: Scheduled to take place in the week beginning Monday 16th May.