

JOB DESCRIPTION

JOB TITLE:	Marketing Manager		
DEPARTMENT:	Marketing and Admissions	SCHOOL:	Whole School
REPORTS TO:	Director of Marketing and Admissions		
SALARY:	Up to £28,000 (dependant on experience) plus benefits		

PRINCIPAL PURPOSE:

To implement the development and delivery of effective marketing and communications to promote and uphold the Wycliffe brand and ethos; and to engage continuously with our parents, pupils, employees and other stakeholders; with the ultimate objective of supporting pupil recruitment. To manage the planning for, and content generation for the website and key social media platforms.

KEY TASKS:

Website:

1. Create stories, including copy, photos and video (as appropriate) from the Prep and Senior Schools of pupil and staff activities, keeping aware of the School events and calendar, to upload to the website and use in social media.
2. Work with colleagues across the Prep and Senior Schools to ensure that the website content is immediate, engaging, accessible and consistent with the Wycliffe ethos and messages.
3. Manage the structure and navigation of the website to ensure a first class user experience.
4. Ensure that the content is always relevant through updating existing content, writing or commissioning new content and removing out of date and duplicate content.
5. Be responsible for the website's development and maintenance working with our website designers to ensure that we follow best practice and maximise our SEO.
6. Ensure accuracy and consistency in the website of both narrative and style for a high quality website.

Digital Marketing:

7. Develop Wycliffe's presence on social media channels, including Instagram, Twitter, Facebook and YouTube through creating and uploading timely and relevant posts in line with the communications objectives and Wycliffe's key messages.
8. Give guidance to staff across the Prep and Senior Schools on social media and ensure that all accounts are appropriate and up to date.
9. Create effective and targeted digital marketing campaigns to support the recruitment of new pupils and families into the Prep and Senior Schools.

Publications:

10. Project manage and update the annual publications and guides and termly newsletters including: writing copy, collating updates, checking proofs and liaising with design agencies.

Parent Advocacy (Word of Mouth):

11. Support the Director of Marketing and Admissions in the creation and ongoing management of a proactive word of mouth advocacy programme with current parents.

Marketing:

12. Develop Marketing Campaigns to generate new pupil enquiries through advertising, digital marketing, outdoor advertising and other relevant communications.
13. Undertake the photography and videography for marketing at the Prep and Senior Schools.
14. Research new marketing opportunities to extend the Wycliffe message.
15. Support Admissions in the administration and marketing of external and internal events.

OTHER TASKS:

- Understand and comply with College's Safeguarding policy and comply with its requirements to safeguard and protect the welfare of children.
- Understand and comply with the College's GDPR and data protection policy
- Understand and comply with the College's Health and Safety Policy statement.
- Undertake any other key tasks which the Head may reasonably assign.

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The Person Specification focuses on the knowledge, skills, experience and qualifications required to undertake the role effectively. It is expected that the successful applicant will have and can demonstrate:	REQUIREMENT: E - Essential D - Desirable	MEASURED BY: A – Application Form/References B – Interview C – Skills test
KNOWLEDGE AND EXPERIENCE:		
<ul style="list-style-type: none"> A minimum of two years' experience in a marketing environment, with a focus on digital marketing. Practical experience of working with websites and in digital marketing. Evidence of success and enthusiasm across a range of marketing disciplines, including creation of inspiring marketing communications and advertising campaigns. 	<p>E</p> <p>E</p> <p>D</p>	<p>A</p> <p>A</p> <p>A</p>
SKILLS (THE ABILITY TO):		
<ul style="list-style-type: none"> Excellent knowledge of using social media platforms in a business setting, including Instagram, Facebook, Twitter, YouTube and blogging platforms. Ability to write, edit and proof-read copy for different media, both on- and offline, and different audiences. Creative flair with an interest and a skill in taking photos and video to tell the school stories. High degree of personal motivation and the flexibility to adapt to changes in priorities. Ability to meet deadlines and manage multiple tasks simultaneously. First class communicator with a high standard in written communications. A commitment to a high level of accuracy and quality. Friendly and professional with a 'can do' attitude. A team player with an ability to form good and effective working relationships with colleagues and stakeholders. Excellent working knowledge of Microsoft Office. Ability to work irregular hours on occasion (to include some evenings and weekends). 	<p>E</p> <p>E</p> <p>D</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A</p> <p>A</p> <p>A</p> <p>B</p> <p>B</p> <p>B</p> <p>B</p> <p>B</p> <p>A</p> <p>B</p>
QUALIFICATIONS:		
<ul style="list-style-type: none"> Educated to degree level or equivalent Marketing qualification 	<p>D</p> <p>D</p>	<p>A</p> <p>A</p>

CREATED BY: DIRECTOR OF MARKETING AND ADMISSIONS
ISSUED: 08/07/2019