



Marketing and Communications Manager – Elstree School, Berkshire.

Part time (22 hours a week Monday-Friday), term time only plus 10 days.

We are seeking to appoint a proactive and imaginative Marketing and Communications Manager with a creative flair. The post holder will be responsible for creating, planning and project managing a range of marketing materials, events and campaigns to a variety of stakeholders including prospective and current parents, community, alumni and media in both print and digital form. The post holder will report directly to the Registrar and Head of Marketing.

Previous experience as a marketing and communications manager is required; experience in schools' marketing would be advantageous, and an appreciation and understanding of independent education is vital.

The Marketing and Communications Manager will have overall day-to-day management of social media, digital and print communications at Elstree.

There is some flexibility over the days and hours worked – the post holder will be required to work occasionally on a Saturday morning.

Main Duties and Responsibilities

Website and Social Media

- To manage the school's website and related social media, including Facebook, Twitter, LinkedIn and Instagram.
- To plan and oversee any re-designs of the school website.
- To draft, edit and search optimise website content.
- To plan social media campaigns, and to work with Admissions to create bespoke campaigns on social media.

Public Relations

- Develop and lead a positive public relations strategy, with regular press releases promoting the work and successes within school life.
- To build and maintain excellent press journalist relationships, proactively feeding out feel good stories and efficiently responding to editorial requests.
- Liaison with local and National press. Production of newspaper articles and advertisements together with attending PR events/marketing fairs etc.

Publications and Marketing Materials

- Plan, develop and create a range of promotional materials to support the marketing and communications plan including prospectuses, brochures, posters, flyers, advertisements, termly newsletters and other materials as appropriate/agreed.

Development of Local Relations

- Developing relationships with local nurseries, other schools, businesses and the wider community to raise the profile of the school and support recruitment.
- To establish a good reputation and rapport with other local schools and to extend links into the wider community to find ways of reaching out to parents moving out of state education;
- To establish strong relationships with estate agents and relocation agents to find ways to reach out to parents moving to the area.

Outreach and Events

- To project manage events in the school marketing calendar.
- To devise Outreach and marketing events with local primary schools as well as London Nurseries and Schools.

Photography and Film

- Maintenance of the media library documenting the activities of the school.
- Ensure that the media library is regularly updated and has fresh stock of images, photos, videos for use in our publications, website and adverts.

Brand and Display Materials

- Liaise and co-ordinate with colleagues to ensure that display materials across the school are current, relevant and consistently comply with brand guidelines.
- To be the Brand Guardian for all print, digital and publications, ensuring correct typefaces, colours and crests are used throughout.

Competitor Research

- Conduct competitive environment research to benchmark the activities of the school against local and regional competitors.

Appointment of Marketing and Communications Manager

- If you are interested in applying for this post, the details can be found on our website <https://www.elstreeschool.org.uk/about-us/staff-vacancies/>. Alternatively please email our HR & Compliance Administrator, Mrs Alison Mason amason@elstreeschool.org.uk. The deadline for receipt of completed applications is **Monday, 12th April**.

- You are most welcome to include a short hand-written letter for the attention of the Headmaster, to develop and expand upon your suitability for the post. Short-listed candidates will be asked to attend an interview at the Elstree.
- Interviews will take place from **14th April 2021**; the anticipated start date for the role is **24th May 2021**.
- Elstree is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All successful applicants will be required to undertake an Enhanced Disclosure and Barring and Service Check.