



Post title:	<b>Marketing &amp; Development Manager (Full time)</b>
Reporting to:	Director of External Relations
Hours of work:	8.30 am to 5.00 pm, Monday to Friday (Flexibility on working hours may be required).
Line management of:	Marketing & Communications Manager and Alumni Relations and Development Coordinator

### **Introduction**

The ethos of King's is one of the school's strengths. The school is rich in historical tradition, with deep spiritual values running through its veins, but it embraces the contemporary world with creativity and vision. King's combines a genuine, individual care for its pupils within an education which seeks to enable each pupil to achieve their personal and academic potential. King's is proudly broad-ability in its intake but regularly outperforms more selective schools, both grammar and independent. A strong co-curricular programme develops skills and qualities which prepare our pupils to become rounded, confident individuals for a successful, fulfilled life.

Central to our ethos is our Christian identity as a cathedral school and Rochester Cathedral is the beautiful hub of our worshipping life and the location for major school events such as the annual Whole School Service, Commemoration Day and Speech Days. The Principal, King's Scholars and Choristers are all members of the Foundation of Rochester Cathedral.

### **Background**

King's is the second oldest school in the country and the oldest choir school. There has been a school on this site since the establishment of a monastery in 604AD, but the name of 'King's School' dates from the Reformation. King Henry VIII appointed a Dean and Chapter, a full choral establishment and 'twenty scholars to be taught Grammar' (known today as the King's Scholars), together with a Headmaster and Undermaster of the Cathedral Grammar School. A scheme for the administration of the school was made and sealed in 1877 and this, with its amendments, forms the current Instrument of Government of the School. Since 1909, the incumbent Headmaster has been part of the Headmasters' Conference (HMC). The school became an associate member of the Woodard Corporation in 2008 and is also a member of the Independent Association of Preparatory Schools (IAPS), the Choir Schools' Association (CSA) and the School Chaplains' and Leaders' Association (SCALA). This gives the school a sense of being part of a wider, well established community, its rhythms and patterns imbued with the Benedictine values of hospitality, welcome, care and inclusiveness.

King's has a Governing Body which includes the Dean and residentiary canons of the Cathedral as well as thirteen other Governors who bring a wealth of experience and knowledge of the school. The Cathedral's boy choristers are educated in the Preparatory School and the Bishop of Rochester is the school's Visitor.

## **Location**

King's enjoys a stunning location in the heart of historic Rochester. Alongside the medieval castle and cathedral, and bordering the River Medway, the ambience of the school's surroundings would be hard to match anywhere in the country. Rochester itself is well placed for London and Europe. It is within easy reach of the M2, M20 and M25, and the high-speed rail link to St Pancras takes just over half an hour with Victoria Station being just over forty minute's journey.

## **Structure**

King's is co-educational and structured around three schools – the Nursery and Pre-Preparatory School (3 to 8), Preparatory School (8 to 13), and Senior School (13 to 18). We attract day pupils from the local area, north and mid Kent and south-east London. There are currently 670 pupils on the school roll, including 60 boarders of which 70% are from overseas.

## **Background**

Several new and exciting opportunities have arisen to be part of a busy, dynamic and growing team supporting the delivery of marketing, admissions and development activities at King's Rochester.

The Marketing and Development Manager reports to the Director of External Relations and is responsible for planning and implementing marketing and development strategies to meet the school's strategic needs and objectives. The Marketing and Development Manager also has line management responsibility for the Marketing & Communications Officer and the Alumni Relations & Development Coordinator.

The Marketing, Admissions and Development (MAD) Department is responsible for all the School's communications throughout a pupil's journey and across staff, parents and the local community, both internally and externally. The Department is the key touch-point and source for all content, including advertisements, collateral for parents, content creation, the School website, social media channels, the School's annual magazine, parents' newsletter and templates and content to support staff internally.

## **Main Responsibilities**

### **Marketing**

- With guidance and support from the Director of External Relations and Registrar, develop a clear marketing strategy, annual marketing action plan, and corresponding budget with the aim of achieving pupil recruitment targets across all year groups at King's Rochester.
- Plan and oversee the implementation of online and offline integrated marketing strategies aimed at attracting pupils in certain age groups through advertising, events, personal contact, and other means as required.
- Ensure that all marketing activities, including paid social media, paid search, digital advertising, and email marketing campaigns, are effectively managed and evaluated.
- Ensure that the Marketing Strategy and Plans are articulated to and supported by School staff.
- Lead on proposals for a whole school digital strategy, working closely with the Director of External Relations and Marketing & Communications Officer.

- Oversee the School website to ensure that this is regularly maintained, updated, compliant and pertinent to target audiences
- Review the online performance of the School's websites and all social media activity on a regular basis using tools such as Google Analytics and utilise this data to implement enhancements or adjustments to the School's online activities to achieve improved ROI, engagement, and conversion.
- Manage all components of the school brand to ensure that the brand remains consistent with the values, personality and objectives of the School
- Guide and assist all staff in the application of the brand guidelines and corporate identity, and act as a brand ambassador.
- Commission/conduct research with different stakeholders as and when required to get feedback and inform marketing decisions
- Ensure the systematic collection, review and analysis of market information to identify competitor tactics, market trends, new opportunities and challenges.
- In conjunction with the Registrar and Marketing & Communications Officer, provide reporting and analysis to Senior Management on Key Performance Indicators – level of enquiries, event attendance, web analytics, conversions etc.
- Manage all School publications, with the support of the Marketing & Communications Officer and make recommendations for any additional/alternative publications
- Manage all of the School's advertising activities and make recommendations for when, where and how to advertise
- Propose, manage and report on the annual marketing budget

## **Development**

- In conjunction with the Director of External Relations, develop and implement a new Development strategy and associated tactical plans with clear objectives, outlines and mechanisms for evaluation.
- Develop new policies ensuring that all donation acceptances for the School are compliant.
- Plan and direct the development of an up-to-date alumni database
- Work collaboratively with the Head of Sixth Form to develop a calendar of alumni speakers and mentorship opportunities for current pupils, by engaging with alumni and the wider King's community.
- Ensure an annual cohort of active, new alumni and Old Roffensians (ORs) leave with ongoing communication authorised in a GDPR compliant manner
- Develop and manage the development, OR and King's community webpages and social media platforms, with support from the Marketing & Communications Officer and Alumni Relations & Development Coordinator.
- Act as a primary point of contact for the OR Society and oversee the School's provision of administrative support to the Society as needed.
- Propose, manage and report on the annual development budget
- Lead on the production of the Annual Report in conjunction with the Director of External Relations
- Keep up-to-date with best practice and current legislation in fundraising, alumni relations and fundraising research (the school is a member of IDPE).

### *Alumni Relations*

- Formulate and lead on the community engagement strategy
- Establish strong affinity ties with the alumni community, including the development and delivery of an engagement programme that promotes lifelong learning and benefits our alumni's careers.
- Liaise with stakeholders in the King's community, particularly alumni, past parents, OR Members, internal audiences, and relevant external organisations where appropriate
- Identify and nurture notable and influential ambassadors for King's among our alumni and wider community and encourage them to endorse the School.
- Manage the Alumni Engagement & Development Coordinator to deliver a range of reunions, regular communications and engagement strategies to develop mutually beneficial relationships with alumni.

### *Fundraising & Stewardship*

- Develop and oversee the delivery of annual and long-term fundraising strategies to meet fundraising and partnership objectives
- Implement an Annual Giving programme, promote and reward participation, and monitor levels of giving from individuals
- Develop and implement a legacy programme and raise awareness
- Liaise regularly with the Principal, Director of External Relations, Bursar and other relevant senior stakeholders regarding fundraising and development initiatives
- Develop fundraising proposals and cases for support
- Responsible for creating and copywriting donor impact reports and ensuring all those who give are thanked and recognised appropriately
- Steward the donor and prospective donor community, ensuring all donors are appropriately cultivated
- Working alongside the Bursar, oversee the fulfilment of regular Gift Aid, Standing Order and Direct Debit claims
- Carry out reactive and proactive research on prospective and existing supporters, and work with data screening suppliers to update alumni records and donor profiles.
- Support high level asking in conjunction with the Executive Board
- Promote and manage activities that strengthen the relationships with pledgers, campaign supporters, prospects and the whole donor community
- Analyse the performance of the fundraising strategy and optimize the plans in order to deliver continuous improvements.

### **Communication**

- Plan and implement an annual programme of communication with the School's stakeholders
- Identify opportunities to enhance parent and prospective parent communication
- In conjunction with the Director of External Relations and Registrar, develop and deliver a consistent, relevant communications and events programme with key Feeder Schools
- Lead on communications with current pupils (primarily Sixth Form) to develop their understanding and engagement with the alumni programme to support them becoming active alumni in the future
- Build and maintain good working relationships with key journalists on a targeted media list (national and local newspapers, national and regional magazines, local radio stations, regional TV and specialist education magazines).

- Maintain a continuous stream of newsworthy items to both internal and external audiences showcasing the breadth of school activities and achievements and reinforcing the school's values
- Write and issue press releases as appropriate

### **Events**

- Working with the Registrar, lead on the organisation and format of recruitment and admissions events including Open Mornings and other opportunities to promote the School, ensuring that they support the overall Marketing Strategy and provide a positive experience for potential pupils and their parents.
- Plan and oversee a portfolio of alumni events, on and off-site, in liaison with the OR Society, attending events and building rapport with alumni and prospects;
- Plan, promote and deliver events and communications that enhance positive relationships and useful networks within the King's community

### **Management**

- Inspire, lead and develop a small but vital team consisting of two full-time members of staff:
  - Marketing & Communications Officer
  - Alumni Relations & Development Coordinator
- Proactively work with the team and all staff to encourage collaboration, innovation, individual and team creativity.
- Review current procedures and practices to implement and improve efficiencies.

### **General**

- Represent the department in the wider school community, external meetings and events
- Contribute to the smooth running of the MAD Department and to work closely with the rest of the team, supporting one another in each other's activities, for the benefit of the School
- Complete all duties effectively, efficiently, accurately, and within allocated deadlines
- Undertake continuing professional development to keep skills and knowledge up to date and commensurate with the first-class service required for this role.
- Remain up to date with all appropriate practices, procedures and regulatory requirements within your allocated areas of responsibility
- Ensure all content is compliant with CMA and other relevant regulations and be fully conversant with Safeguarding responsibilities.
- Contribute towards data protection and the managing of consent from pupils, parents and other external stakeholders to comply with GDPR regulations.
- To undertake such other duties, commensurate with the post, which the Director of External Relations may reasonably and occasionally require, including working evenings and covering for absent colleagues

## Person Specification

	Essential	Desirable
Education and qualifications	<ul style="list-style-type: none"> <li>Educated to degree level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>Recognised marketing and/or fundraising qualification</li> </ul>
Specialist knowledge and skills:	<ul style="list-style-type: none"> <li>Excellent ICT skills especially in the use of Word, Excel and G Suite or similar</li> <li>Experience using CRM software for marketing purposes, including email marketing.</li> <li>High level of written and verbal communication skills with a keen eye for accuracy and detail</li> <li>Experience of working in a management role in marketing or development</li> <li>Experience in producing and evaluating data and of preparing and presenting accurate and relevant management information</li> <li>Proven track record of maintaining positive and productive relationships with a range of internal and external stakeholders</li> <li>Knowledge of brand management</li> <li>Previous demonstrable, successful fundraising</li> <li>Identifying prospective major donors and securing meetings with them</li> <li>Providing a high level of care to donors across an organisation</li> <li>Using a fundraising or relational database for both inputting and analysis of data.</li> <li>In-depth knowledge of current best practice in marketing and/or development</li> <li>Experience in budget planning and forecasting</li> </ul>	<ul style="list-style-type: none"> <li>Experience in using iSAMS or similar pupil/school management software</li> <li>Fundraising for a major capital campaign</li> <li>Experience in SEO, webpage optimisation and analytics</li> <li>Experience in delivering both proactive and reactive public relations and media engagement</li> <li>Experience in the recruitment of international pupils or managing international donors</li> <li>Asking successfully for major gifts face to face, and also in writing</li> <li>Experience in using digital and social media tools, analytics and trends in B2C marketing</li> <li>Familiarity with digital and PPC advertising</li> <li>Experience in planning and delivering high-quality, tailored communications and events.</li> <li>Knowledge of safeguarding issues</li> <li>Knowledge and understanding of the Independent School sector</li> </ul>
Skills and Abilities	<ul style="list-style-type: none"> <li>Enthusiasm for providing excellent service and evidence of continuously driving for improvements</li> <li>Ability to communicate effectively to different audiences</li> <li>Ability to speak confidently in public with individuals and groups</li> </ul>	

	<ul style="list-style-type: none"> <li>• A proactive approach to work with the ability to identify areas for improvement and propose solutions</li> <li>• Ability to delegate work and support colleagues in undertaking responsibilities</li> <li>• Ability to motivate and influence others</li> <li>• Experience in effectively handling concerns/complaints</li> <li>• The ability to exercise discretion to maintain confidentiality in the handling of sensitive/ confidential information and a working knowledge of GDPR</li> <li>• Ability to multi-task and to meet set deadlines, with outstanding organisational and project management skills</li> <li>• Ability to adapt and react positively to changing demands and circumstances</li> <li>• A cooperative, personable team player, able to work independently and take ownership of own workload</li> </ul>	
Personal Qualities	<ul style="list-style-type: none"> <li>• Ability to remain polite, welcoming and courteous at all times</li> <li>• A team player with a positive, cheerful attitude and a willingness to become involved in School life and engage with a wide variety of stakeholders</li> <li>• Innovative, with creative flair and an excellent eye for design</li> <li>• A high level of personal motivation and a commitment to the ethos and aims of King's School</li> <li>• Ability to remain calm under pressure and meet all deadlines</li> <li>• Resourceful, resilient, reliable and trustworthy with a positive 'can do' attitude</li> <li>• A commitment to equal opportunities</li> <li>• A commitment to ongoing personal and professional development where necessary.</li> <li>• A sense of humour and the ability to put things into perspective</li> <li>• Able to work flexibly in response to the needs of the role as some evening and weekend work is necessary.</li> </ul>	

## Salary

Dependent upon skills and experience. To be discussed at interview.

## Method of Application

Applications will only be accepted on the King's Rochester application form, with a covering letter and CV (if available) which should be sent as soon as possible to Mrs Aije Barnes, HR Manager, King's Rochester, Satis House, Boley Hill, Rochester, Kent ME1 1TE, or by email to [recruitment@kings-rochester.co.uk](mailto:recruitment@kings-rochester.co.uk).

## Closing date for applications: Tuesday, 21<sup>st</sup> September 2021

**Early applications are encouraged and we reserve the right to close the vacancy if a suitable candidate is found.**

All candidates invited to interview must bring the original documents confirming any educational and professional qualifications that are necessary or relevant for the post.

This job description forms part of the contract of employment of the person appointed to the post. The duties, responsibilities and accountabilities highlighted in this job description are indicative and may vary over time at the discretion of the School. This job description will be reviewed annually and is an integral part of the Appraisal and line management process.

King's Rochester is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

King's Rochester is committed to safeguarding and promoting the welfare of children and fulfils all its responsibilities under current Child Protection and Safeguarding legislation in accordance with good practice in the care of young people, especially those living away from home. We expect all staff and volunteers to share this commitment.

Candidates will be expected to undergo Child Protection screening appropriate to the post including Disclosure and Barring Service checks and allow checks on their background and identity including checks with past employers and suitable referees.

The appointment will be conditions upon successful outcomes of these checks and also on a successful Enhanced DBS and Children's Barred List check.

The School has a legal responsibility to ensure that all its employees have the legal right to live and work in the UK. Therefore, you will need to provide original documents verifying that you are eligible to work in the UK to the interview. Details of these will provided in the invitation to interview.