



KENT COLLEGE
CANTERBURY

Marketing Manager



APPOINTMENT DETAILS

Job Title:	Marketing Manager
Reporting to:	Director of External Relations
Employment Status:	Full Time / Permanent
Job Location:	Kent College, Canterbury
Start Date:	As soon as possible

If a pool of suitable candidates becomes available before the closing date Kent College reserves the right to interview and appoint without further notice

THE ROLE

As a key member of the College's External Relations team, the postholder is responsible for the development and implementation of the Marketing and Communications strategy for the Senior School, Junior School and Garden Cottage Nursery with the overall aim of enhancing the reputation of the College and increasing pupil applications.

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 current and prospective parents, community and media, in both print and digital form.

The post holder will report directly to the Director of External Relations and will also work closely with the Admissions team.

The post requires good experience in schools marketing and an appreciation of the aims of independent education. It requires an energetic individual who can take autonomous decision-making on print, digital and design projects, and a high level of project management skills, broad working across the KC Community and the management of the Marketing and Communications team.

The post holder will be responsible for liaising with the Common Room and other teams to come up with ideas and solutions to marketing and communications needs.

JOB DESCRIPTION

The following list is not exhaustive but serves as an indication of what the role encompasses.

Main Duties and Responsibilities

Brand

- To be the Brand Guardian for all print, digital and publications internally and externally across the KC family ensuring brand guidelines are adhered to
- Build and maintain the reputation of the College through visual identity, design and language and through the communication of the College's values
- Work with the Registrar to establish the customer journeys of prospective families and identify areas where KC can improve the brand experience to convert more prospectives

Advertising

- Lead on planning an annual media campaign and to book space and design adverts in liaison with the design/print companies as required ensuring all are within budget and to deadline
- Oversee ongoing relationships with educational schools guides and appropriate publications, eg. The Independent Schools Guide, ensuring the College's profile is up to date and realising opportunities for late space and features
- Track advertising campaigns through a dashboard of metrics to determine future marketing spend and help to understand what determines a family's decision in choosing a particular independent school and to improve our customer journey
- Collate and draft information as required by the Director of External Relations to supply to media partners or the Press
- Maintain a record of all advertising and press releases

Publications

- Responsible for all College brochures and marketing materials to ensure that key messages are communicated consistently and effectively, and that the College is promoted positively both internally and externally

Digital

- Manage web content and development, producing creative and well written content. Draft and edit content and copy check the work of others
- Ensure the website is appropriately optimised for high search result rankings

- Plan and oversee any re-designs of the school website currently by briefing the website agency
- Develop a social media strategy and calendar to use our accounts as an effective means of communication for all stakeholders for the College and oversee content
- Continually check on the College's online presence
- Work with Admissions to create bespoke campaigns to fulfil recruitment needs locally and internationally
- Manage the analysis of social media and the website preparing six-monthly reports and sharing highlights with SLT and the Pastoral Team

Events

- Project manage External Relations events at the College, eg. Open Morning, Year 7 Welcome Service, and feeder school outreach events
- Prepare marketing material for events and international recruitment trips including film, gift bags and literature
- Support the organisation and attend any school events as needed by the Director of External Relations

Media

- Build relationships with journalists and create regional opportunities for stories and features
- Set up interviews with media and schools guides for the Head, Head of the Junior School and Director of External Relations

Photography and Film

- Direct the Marketing Assistant to maintain the College image library with updated photography, visuals and video content, capturing images from key events in the school calendar to gather for publications and promotions: KC News, press releases, website, adverts and educational directories
- Work with the Director of External Relations and external film specialists as required to storyboard, plan and develop films and photography requirements and to manage the development of short films
- Oversee the whole school photograph and annual new student/teacher photographs

Administrative

- Create and maintain the annual Communications calendar to aid proactive planning and support the implementation of the school marketing strategy
- Share a weekly agenda for the Marketing team meeting
- Liaise with the Director of External Relations, and Finance Dept, to ensure the department works within budget and keep records of any expenditure to be charged to the External Relations budget

- In agreement with the Director of External Relations, order gifts, school collateral stationery and bags, etc. as required, and ensure an inventory is regularly updated

Management

- Undertake regular reviews of the marketing and events programmes across both schools, coming up with new ideas to develop
- Meet regularly with other teams to develop new marketing solutions
- Manage the day-to-day workload of the Marketing team, consisting of a Marketing Apprentice.

Competitor Awareness

- Have an ongoing awareness of competitor collateral, social media, website, events and advertising in order to contribute to the Kent College Marketing Strategy with ideas and suggestions

SAFEGUARDING DUTIES & RESPONSIBILITIES

The successful candidate will need to satisfy the conditions appertaining to a satisfactory Disclosure and Barring Service (DBS) check before taking up their appointment. They will be required to complete a medical questionnaire and produce evidence of all qualifications cited on the application form.

Kent College is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. The successful applicant will be expected to uphold this duty with regard to all children and young persons for who they are responsible and with whom they come into contact. All members of staff are expected to share this commitment and abide by the safeguarding policies in place and undertake relevant training to ensure they remain up to date with Safeguarding policies and best practice.

This role is a business function support role involving regular contact with children, but not typically accompanied by responsibility for them.

For the avoidance of doubt, the duties and responsibilities contained within this job description indicate only the main responsibilities of the post and may change from time to time according to the requirements of the role. It is not intended as an exhaustive list, or to have contractual effect.

References will be taken prior to the interview. One of the referees should normally be the applicant's current or most recent employer.

Please note that Keeping Children Safe in Education (KCSIE) asks schools to carry out online searches on shortlisted candidates as part of the process of assessing suitability. All shortlisted candidates will be required to provide social media information as part of their application.

Kent College staff and pupils are proud to be part of a welcoming international boarding community. We value diversity and promote equality at all levels, and we are passionate about attracting a diverse pool of applications through an inclusive appointment's process. Reasonable adjustments will be made at each stage of this process for any candidate with a disability. We warmly welcome applications from professionals of all backgrounds, communities, including ethnicity, gender, transgender, age, disability, sexual orientation, or religion, and particularly encourage applicants who identify as Black, Asian, or Minority Ethnic groups as these groups are currently underrepresented in our community.

Applications must be made via Kent College's online application system; CVs or details sent directly to the department or via email cannot be considered.

PERSON SPECIFICATION

Qualification/s and Training	ESSENTIAL	DESIRABLE
Educated to degree level or with equivalent relevant professional experience	✓	
Skills and Experience		
An understanding of, and empathy with, the independent schools sector, together with a commitment to the school community and its aims and values	✓	
Highly organised with the ability to prioritise, work under pressure and cope with competing and changing demands and deadlines	✓	
Proactive and able to work independently and take the initiative	✓	
Ability to build relationships internally and externally and to articulate the Kent College brand	✓	
Excellent interpersonal and communication skills as the post required close liaison with staff, pupils, parents, press and others	✓	
Well developed analytical skills to support communication plans to drive new applications and retain existing students	✓	
The ability to develop and implement marketing plans with high attention to detail, quality standards and timelines	✓	
Enthusiastic and flexible with the ability to adapt to an evolving strategy while remaining calm under pressure	✓	
Excellent verbal and copy writing skills with an understanding of the College's tone of voice and ability to convey the key messages effectively	✓	
Ability to lead, develop and motivate direct reports	✓	
Excellent IT skills, ideally with a knowledge of content management systems, social media platforms, and online promotional and advertising tools	✓	
Good experience of digital marketing and an understanding of social media and how to use this effectively, adapting style and content as needed	✓	
Smart appearance and ability to represent the College professionally at all times being reliable, accountable, open and honest	✓	
Knowledge of working with Excel, Google Suite and Adobe		✓
Experience in school marketing		✓

THE PACKAGE

Hours: 40 hrs per week, Monday to Friday. Evenings and weekends as required.

Salary: £35,842 per annum

Pension: Contributory Pension Scheme TPT (DC)*

Annual Leave: 25 days plus public holidays

Benefits:

- Generous training and mentoring package
- Benenden health care
- Free lunch in term-time*
- Tuition fee remission*
- Free car parking

**Conditions apply*

