



BEAUDESERT PARK SCHOOL

Job Description - Head of Marketing & Communications

Beaudesert Park School, set in 30 acres on Minchinhampton Common, Gloucestershire, is one of the county's leading independent co-educational day & flexi boarding schools for children aged 3 to 13.

The Post

The Head of Marketing and Communications will be responsible for developing and delivering outstanding strategies for marketing, communications and public relations. The post holder will foster strong relationships with all members of the school community, developing a thorough knowledge of all aspects of school life as well as developing relationships externally, with local schools businesses and the wider community.

This post will be responsible for developing and delivering outstanding strategies for marketing, communications and public relations including: events, collateral production, e-marketing, digital marketing and social media, supporting the school on a daily basis through all marketing and communication activities.

Key Duties & Responsibilities:

Marketing & Communications

- To work with the Headmaster to lead the development of a marketing and communications strategy and an annual Marketing Development Plan.
- To oversee the implementation of this strategy and plan.
- To actively market the school in order to attract pupils at all ages, with a specific focus on areas of particular need, while also communicating a clear message to help retain pupils until 13+ as far as possible.
- To clearly articulate the values, image and brand of Beaudesert whilst ensuring that image is adopted and maintained through all publicity and communication across the school.
- To promote internal and external events working with the wider community.
- Take responsibility for the Marketing budget.
- To ensure an appropriate use of advertisements and press releases, tracking impact where possible.
- Produce the weekly 'Beaudesert Buzz' newsletter.
- Ensure that Beaudesert is listed in the appropriate directories and handbooks.
- Respond to telephone calls, emails and enquiries regarding marketing.
- To prepare and attend termly Marketing Committee meetings.
- To assist with Open Mornings and school events, including Senior School Fairs.
- Monitor, review and report on marketing activity and results.
- Analyse and report the current market, competitor activity and industry best practice.

- Ensure press releases, articles and statements are written to a high quality and have a consistent message across all media outputs and maximise further opportunities.

Website

- Manage the school website (working with the developer) and ensure it is kept up to date with information and images.
- Review and update the website content, in consultation with the Headmaster and Senior Management Team, as appropriate.
- Conduct ongoing analysis of Beaudesert's website use, using analytics to track areas of interaction and adapting content and structure accordingly.
- Plan, devise and implement fresh and exciting website content, including videos, podcasts, blogs, etc. in consultation with the school's Senior Management Team.

School Publications

- Help to produce and monitor key school publications including, but not limited to:
 - The School Prospectus
 - Year Group Guides
 - Information booklets on matters such as reporting, academic matters, senior school transition, pastoral care, etc.
 - Key communications to parents and the community about major matters of school development
 - Welcome packs
 - Academic Publications
 - Events Brochures
 - Fundraising materials
- To help generate content for the annual Beaudesert School Magazine.
- Plan and deliver an internal communication calendar.

Social Media

- Develop and implement a social media strategy and oversee use of Twitter, Facebook, etc.
- Keep abreast of developments in the use of social media for marketing, advising the school's Senior Management Team and the Marketing Committee accordingly.
- Provide school with the latest trends and best practices in digital marketing and measurement.

Admissions

- To work alongside the school's Registrar to actively monitor and evaluate the school's admissions process, with the aim of ensuring it is of the highest standard possible and an excellent experience for all prospective parents.
- To actively monitor and track the admissions process from initial enquiry to entrance, or otherwise.
- To develop and monitor key performance indicators in the admissions process, formulating strategies, alongside the Headmaster and Registrar, to strengthen this process as required.
- Working alongside the school's Registrar to communicate information and follow-up enquiries and visits with prospective parents, as appropriate.

- To work with the school's Registrar to conduct an ongoing audit of areas of strength and weakness within the admissions process.
- To work with the Headmaster to develop strategies to assist in recruitment and retention in particular year groups, as deemed necessary at different times.
- To report to the Headmaster and the Marketing Committee, analysis of the admissions process.

Old Beaudesertians

- Work alongside the school office to market and communicate events and publications for Old Beaudesertians, including the organisation of OB events.
- Collate news and produce the OB Newsletter.
- Develop a communications strategy for the OB to include: website, magazines, e-communications and social media channels.

Brand

- Work to identify, build and communicate a cohesive brand to all members of the staff.
- Work with all parties to help ensure that future developments, publications, communication, etc. is all 'on brand' and consistent with the school's core ethos and philosophy.
- Develop annual advertising plan for recruitment and events.

Events and Photography

- To take photos of school events as required and to manage the school photo library providing photos on request for publications as required.
- Attend internal and external events throughout the year to support the promotion and development of the School, and to report on these events as appropriate.

Archives

- Maintain archives.

Community

- To actively build strong links between Beaudesert and the local community.
- To help ensure that Beaudesert is positively and favourably represented and understood within the local community.
- To work with other members of staff, as appropriate, on matters of community outreach.

Essential Experience:

- Proven success in a Marketing role.
- Ability to plan strategically for both the short and long-term.
- Understanding of the independent school sector.
- Excellent written English, attention to detail and experience of proof reading.
- Excellent inter-personal and communication skills.
- An ability to work under pressure and to deadlines.
- Competent user of MS Word, Excel and Outlook and website design tools.
- The ability to work as part of a team.
- Flexibility.
- Competent photographer.

Desirable Experience:

- Qualification to degree level.
- Previous experience of working in a school environment.
- Event management experience.
- Experience of managing a budget.
- Experience of marketing via social media.
- Knowledge of using Google Analytics.
- Knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign).