

# JOB DESCRIPTION

<b>Marketing Manager</b>	
Salary band	£30-35,000 depending on experience
Department / reporting to	Director of Marketing & Communications
Hours per week / weeks per year	Full time Normal hours of work are from 08:30 to 17:00 Monday to Friday. Some degree of flexibility may be required to meet deadlines within the department.
Employment status	Permanent
Purpose and objectives of role	<p>The postholder will support the Director of Marketing &amp; Communications to deliver the recruitment and retention aims of the School. The postholder will also work closely with the Digital Marketing Executive and the Communications &amp; Repro Executive to deliver on all areas of activity.</p> <p>This role is diverse, but will mainly focus on website delivery, as the core to all digital marketing activity. The School is looking to introduce a new website and CRM platform in 2022 so a candidate who has strong digital skills, specifically graphic and web design skills would be desirable for this role.</p> <p>The Marketing Manager will ensure that the positioning of the school and its brand promise and values are clearly and consistently articulated across all activity.</p>
Key areas of responsibility, tasks and duties	<p><b>RESPONSIBILITIES</b></p> <p><b>STRATEGIC</b></p> <ul style="list-style-type: none"> <li>• Creation of Digital Marketing Plan in support of the school's marketing strategic aims</li> <li>• Brand Guardian – ensure all internal and external comms are on brand</li> <li>• Internal Communications – ensure all staff are aware of brand values, school aims and key messages.</li> <li>• Management of day to day marketing activity, ensuring marketing log is up-to-date for regular weekly meetings.</li> <li>• Support delivery of Management Reports with key marketing statistics.</li> </ul> <p><b>WEBSITE &amp; CRM</b></p> <ul style="list-style-type: none"> <li>• Produce, maintain and develop a proactive and effective content strategy for the school's website, including all content creation and uploading: CMS editing, copywriting, photo and film additions, content, links, feeds, images, graphics</li> <li>• Lead the project management of a new website end of 2022.</li> <li>• Report regularly using Google Analytics on content effectiveness</li> </ul>

	<ul style="list-style-type: none"> <li>• Lead the SEO strategy for the school and work with external agency to deliver effective plan.</li> <li>• Oversee and contribute to the production of all content and creative for multi-channel use with the Digital Marketing Executive</li> <li>• Support management of paid digital marketing and delivery of regular reporting.</li> <li>• Manage operational relationship with website and SEO providers</li> <li>• Work with RHS Enterprises and other key departments such as Sport, Music, Art and Drama to ensure they are effectively profiled on the school website.</li> <li>• Support the implementation of a new CRM platform to link marketing activity with sales enquiries for delivery of effective campaigns.</li> <li>• Monitor competitor websites and best industry websites</li> </ul> <p>PRESS</p> <ul style="list-style-type: none"> <li>• Support the Director of Marketing &amp; Communications with providing content for Press Releases</li> <li>• Proof reading articles</li> <li>• Sharing of articles online.</li> </ul> <p>DIGITAL NEWSLETTERS</p> <ul style="list-style-type: none"> <li>• Manage the provision of regular parent, agent and prospective digital newsletters to meet our recruitment and retention aims.</li> <li>• Working with Digital Marketing Executive on using content to provide compelling stories that promote the Schools' values and recruitment aims.</li> <li>• Align this with the use of RHS Post</li> </ul> <p>PARENT COMMS</p> <ul style="list-style-type: none"> <li>• Support the personalised parent experience with management of the Unify programme, currently providing personalised prospectuses and welcome packs to our prospectus families.</li> <li>• Drive the improvement of the RHS parent digital user experience i.e. parent portal, intranet and calendar</li> </ul> <p>INTERNAL COMMS</p> <ul style="list-style-type: none"> <li>• Work closely with Information Services to ensure RHS Hub is on brand and that our brand values and aims are communicated internally in an effective way.</li> <li>• Work with the IS and Media departments on management of and provision of content for RHSTV.</li> <li>• Work with Sports, Music, Art, Drama &amp; other key departments on managing their profile and advertising key events</li> </ul> <p>EVENTS</p> <ul style="list-style-type: none"> <li>• Assist with organisation and promotion of key marketing events (onsite and virtual), eg Open Days, Taster Days, Speech Days, Results Days, School Shows, Dinghy Shows etc</li> </ul>
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	<p>GRAPHICS</p> <ul style="list-style-type: none"> <li>Support the team with providing branded graphics for print and digital collateral, using In Design skills.</li> </ul> <p>PHOTOGRAPHY &amp; VIDEOGRAPHY</p> <ul style="list-style-type: none"> <li>Support the team sourcing relevant photography and video to provide content for website, social channels and marketing campaigns</li> <li>Ensure pupil permissions are adhered to in accordance with the Data Protection rules.</li> </ul> <p>POLICIES</p> <ul style="list-style-type: none"> <li>Support the Director of Marketing &amp; Communications in updating social media policy and any other relevant policies.</li> </ul> <p>MISCELLANEOUS</p> <ul style="list-style-type: none"> <li>Assisting in all day-to-day aspects of marketing as directed, to include; sourcing quotes, checking content, image research, file management;</li> <li>Carry out any other duties whenever reasonably required.</li> <li>Support management of marketing personnel.</li> </ul> <p>SAFEGUARDING</p> <ul style="list-style-type: none"> <li>To adhere to School policy on safeguarding and updating training as required.</li> <li>To ensure the safeguarding and well-being of children and young people at the School in accordance with School policies.</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>Contributory pension</li> <li>Lunch during term time and when available in school holidays</li> </ul>

# Person Specification

The successful candidate will with be able to demonstrate creativity and enthusiasm for the sector and will show a passion for the education of young people. He or she will understand our stakeholders and sympathy and commitment to our heritage and individuality.

Marketing Manager		
	Essential	Desirable
Experience and qualifications	<ul style="list-style-type: none"> <li>• Educated to degree level or relevant communications/design/web/marketing qualifications</li> <li>• Held a similar role in a consumer or service orientated organisation</li> <li>• A minimum of two years working in marketing</li> <li>• Experience in writing &amp; designing content for website</li> <li>• Experience in planning and managing a new website</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in an educational environment</li> <li>• CIM Marketing qualifications</li> <li>• AMCIS School Marketing Certificate</li> <li>• Graphic design qualifications</li> <li>• Website HTML qualification</li> </ul>
Knowledge	<ul style="list-style-type: none"> <li>• Knowledge of how to use a website CMS effectively</li> <li>• Experience of SEO Management</li> <li>• Graphic design skills through use of InDesign</li> <li>• Knowledge and experience of marketing and web analytics tools such as Google Adwords and Google Analytics</li> <li>• Knowledge of how to use each social media channel and a social media management suite</li> </ul>	<ul style="list-style-type: none"> <li>• Experience with Composer Platform</li> </ul>
Personal skills	<ul style="list-style-type: none"> <li>• Passion for digital marketing</li> <li>• Excellent written and verbal communication skills</li> <li>• Ability to manage multiple projects, prioritise and deliver to deadline</li> <li>• Able to make considered decisions and work under pressure</li> <li>• Meticulous attention to detail</li> <li>• Ability to foster good relationships</li> <li>• Team player</li> <li>• Creative thinker who is results-driven</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of the briefing and design process</li> </ul>
IT skills	<ul style="list-style-type: none"> <li>• Microsoft Office</li> <li>• Website CMS</li> <li>• Google analytics</li> <li>• Facebook, Instagram, Twitter, LinkedIn, Tik Tok, Vimeo</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe InDesign</li> <li>• iSAMS</li> <li>• Google Adwords</li> <li>• Facebook Advertising &amp; Remarketing</li> </ul>