

KING EDWARD VI SCHOOL AND STROUD SCHOOL

JOB DESCRIPTION

1. **POST TITLE:** HEAD OF MARKETING

Full-time Monday – Friday 36 weeks per annum plus 8 weeks to be worked in the school holidays
Part-time hours would be considered for the right candidate

2. **POST HOLDER:** To be appointed

3. **RELATIONSHIPS:**

- (a) **Line Manager:** The post holder reports to the Head, King Edward VI School
- (b) **Direct Reports:** The post holder will line manage the Marketing and Communications Assistant, KES and Marketing, Communications and Development Assistant, Stroud.
- (c) **Key Colleagues:** The post-holder should expect to meet regularly with the Head at Stroud, and the Registrars at both schools and to work closely with the Marketing and Communications Assistant, Development Officer and Assistant Head (Digital Strategy) at King Edward's and with the Marketing, Communications and Development Assistant at Stroud as well as other relevant staff.
- (d) **Department Head:** As Head of Marketing the post holder is part of the NTS Departmental Team and will work with other Heads of Department collectively to:
 - provide mutual support to other Heads of Department
 - promote effective communication with Senior Leadership and between NTS and Teaching Departments and other colleagues
 - provide effective support to both Schools in a manner consistent with their aims and ethos.

4. **JOB DESCRIPTION REVIEWS**

This job description is a working reference document, to be reviewed as part of the post holder's annual appraisal review and revised as applicable, i.e. whenever there is a significant change to the job purpose, objectives and/or key responsibilities of the role.

Date job description last reviewed: February 2021

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5. PURPOSE AND OBJECTIVES OF THE ROLE:

- (a) Work with the Heads and Senior Leadership Teams at King Edward VI and Stroud Schools to develop an effective marketing strategy, working closely with, and building strong relationships with, key stakeholders across both schools.
- (b) To ensure all marketing initiatives are aligned with the marketing strategy, reach relevant audiences and are on brand.
- (c) Ensure return on marketing investment by establishing measurable performance indicators.

6. SCOPE OF THE ROLE

Key Activities:

- a) Devise a marketing strategy in collaboration with the Senior Leadership Team and key stakeholders, ensuring consistency of message in line with the ethos, values, aims and objectives of the Schools.
- b) Develop the Schools' brand strategy and act as the brand ambassador to ensure consistent communication of our ethos and values across all channels, while also ensuring that the integrity of the brand is maintained and always promoted.
- c) Develop structure and frameworks, in terms of branding and marketing, from which the Marketing Team can develop marketing activity to support the Schools' activities, including market research, competitor analysis, demographic research and advertising.
- d) Lead the School in marketing platform investment decisions and the optimum use of said marketing platforms and other digital communications tools in liaison with the Assistant Head (Digital Strategy).
- e) Manage the marketing of School events to raise the profile of the Schools, overseeing the development of content and ensuring the message is on brand and consistent.
- f) Monitor and measure the effectiveness of all marketing activity, focussing in particular on ROI and success metrics.
- g) Manage the Schools' marketing budgets.
- h) Chair the weekly 3-18 News and Marketing meetings with key members of staff.

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- i) Oversee the content of the Schools' websites to ensure that content is brand consistent, well-optimised for search and contributes to a strong user experience.
- j) Oversee the Schools' publications, ensuring clarity of message, brand consistency and a high quality end product.
- k) Liaise with the media to build effective relationships and encourage the development of a positive media profile for both Schools.
- l) To liaise with the Partnerships Coordinator, Creative Arts, Sports and outreach colleagues to support and publicise school partnerships activities.
- m) Coordinate and make recommendations for advertising both schools, both in print and online, combining advertising opportunities where appropriate.
- n) Attend marketing events including the occasional evening and weekend commitment to promote the Schools.
- o) To network with local industry and communities, educational organisations, relevant bodies and the public and encourage engagement in artistic activities to promote the use of the facilities at KES and Stroud and develop the creative community profile of the two schools.

The post-holder should be proactive when seeking appropriate training for the post and remain up-to-date with current media trends and developments.

7. GENERAL

- (a) The post holder is responsible for promoting and safeguarding the welfare of children, to comply with the School's Child Protection Policy and to report to the Child Protection Officer or Head any concerns relating to the safety or welfare of children.
- (b) The post holder must maintain a clean and safe work area, having regard to Health and Safety regulations and requirements generally and particularly in relation to their role.

The post holder shall work with and assist other departments as required, time allowing and avoiding conflict with the post holder's principal responsibilities, and carry out any other reasonable task as identified by their line manager or the Bursar.

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Signed:

Dated:.....