

Job Description - Head of Marketing

Purpose of role:

Deliver the full range of marketing activity at Guildford High School. Play a key part in developing and delivering the marketing strategy and build a powerful brand and craft a compelling narrative for the School.

Responsible to: Head of Marketing & Admissions

Line Manager to: Communications Executive and Digital Marketing Executive

Key responsibilities:

- Develop and implement a targeted and considered marketing plan in line with the School's strategic plan.
- Take ownership of the GHS brand in terms of its visual identity, image, positioning and messaging.
- Provide strategic oversight of the School's website and digital channels, analyse key digital metrics, including Google Analytics and social media statistics, to inform marketing activity.
- Manage production of all marketing materials and communications, including digital, print, advertising, imagery, video and publications, ensuring that these are of the highest standard and represent the brand values of the School.
- Develop and lead a communications strategy (digital and non-digital) which furthers the strategic objectives of the School and which fosters warm and positive relationships between Guildford High School and its wider communities.
- Proactively develop, maintain and lead a proactive programme of public relations activity, establishing (and, when needed, generating) a regular and effective flow of positive news from the School, as well as, when appropriate, supporting staff members to offer insightful educational thought-leadership commentary.
- Support the Director of Marketing and Admissions with the preparation of budgets; manage allocation and spend.
- Support the Director of Marketing and Admissions in managing communications in any crisis or situation.
- Ensure that all activity within the Marketing department is carried out in line with legislative requirements and to established standards of best practice.
- As required, deputise for the Director of Marketing and Admissions at events, meetings and presentations. Represent the School at conferences, ensuring the School has a presence, and a voice, at all relevant industry events.

The post holder may perform other such duties reasonably required by the Director of Marketing and Admissions. The job description is not intended to be all-inclusive and may change to reflect the needs of the school.

Person Specification – Head of Marketing

The post holder must hold the right to work in the UK.

Qualifications	<ul style="list-style-type: none">• Educated to degree level.• A minimum of English and Mathematics GCSE Grade 4.
Experience	<ul style="list-style-type: none">• Demonstrable experience of working in a marketing leadership role with a diverse range of responsibilities• Proven experience of brand management and having successfully developed and implemented marketing and communications strategy.• Experience of working in a school environment is desirable.
Skills	<ul style="list-style-type: none">• Excellent written and verbal communication skills with the ability to write and edit compelling copy.• An eye for detail and a flair for creating strong creative content.• Excellent understanding of qualitative and quantitative data and the ability to use data to inform marketing strategy.• An excellent team player, and adept at communicating effectively and confidently with a diverse range of stakeholders.
Personal Qualities	<ul style="list-style-type: none">• Willingness to take an interest in and become involved in all aspects of school life.• Committed team player with a collegiate and collaborative approach.• Proactive approach, unafraid to challenge the status quo where necessary and constantly strives for excellence.• High professional and personal standards.• Willing to adopt a flexible attitude to working hours, including being prepared to work some evenings and weekends.• A good understanding of, or experience of working in, the independent schools sector.• A commitment to safeguarding and promoting the welfare of children and young people, and to attend periodic safeguarding training/awareness sessions.

Successful applicants will be subject to child protection screening appropriate to the post including an enhanced disclosure through the Disclosure and Barring Service (DBS) and checks with previous employers.