

JOB DESCRIPTION

Marketing Manager

Promote and exemplify the School Mission:

‘To inspire each child with a love of learning and prepare them for a fulfilling future.’

Promote the School Values:

- A warm family atmosphere
- The pursuit of excellence
- A generosity of heart
- A robust vitality

1. Purpose

- To create, deliver and evaluate a strategic marketing plan together with supporting campaigns and activities to ensure the effective positioning and promotion of the School.
- To provide marketing and communications support across the School, including promotion of School events.
- To contribute to the efficient and effective operation of the Admissions department.

2. Relationships (including accountability)

- The post holder is accountable to the Head and to the Chair of Governors.
- The post holder is also accountable to and works closely with the Registrar in given areas.
- The post holder works in close collaboration with the ICT Operations Manager and seeks to establish and maintain productive professional relationships with the Bursar, teaching staff, administrative, ICT and Sports Centre staff.
- The post holder seeks to build positive lines of communication with parents/guardians.
- To participate in arrangements for appraisal and professional development as appropriate.

3. Duties and Responsibilities

Marketing:

- To provide support to staff to ensure their communications are consistent with current marketing strategies.
- To develop and support the promotion of the School’s brand in the marketplace and within the School community.
- To conduct competitive environment research to benchmark the activities of the School against local and regional competitors.
- To improve links with the local and wider community and feeder schools in order to build relationships and identify sources of potential pupils.
- To manage the marketing and publicity spend, ensuring all activities are planned within agreed budgets.
- To ensure that marketing materials, including the website, printed media and advertisements are up-to-date, accurate, fresh and exciting.

- To oversee the production of all School communications, both printed and online, including the prospectus and School newsletters.
- To manage the School website and related social media.
- To liaise and communicate with staff to increase awareness of the School's media platforms and to ensure a steady flow of news, photographs and video are provided.
- To ensure that the School photo library has adequate marketing images and videos.
- To organise and support the administration of any large photography projects as required.
- To be the primary media contact for the School, including managing enquiries and producing press releases, as well as seeking additional PR opportunities.

Admissions:

- To understand the pupil enrolment position and admissions pipeline, using this data to influence School marketing and ensure it is accurately targeted.
- To support the Registrar with admissions-related activities and events, from the first point of contact with a prospective parent to a fully completed enrolment, including conducting tours.
- To assist the Registrar with pupil recruitment administration to enable a smooth admissions process.
- To assist the Registrar in conducting research to understand the reasons behind non-acceptance of offers and use results to inform improvements in the parent/pupil journey.
- To be responsible for the timely mailing out of School information to prospective families, including invitations to open events.

Events:

- To work collaboratively with the Registrar to ensure events associated with the marketing and promotion of the School are positive, enjoyable and informative experiences for all concerned. Events include, but not limited to, open days, parental visits, taster days and other such events.
- To organise and promote feeder school events at the School.

General:

- To support and uphold the School's policies, in particular relating to data protection.
- To be familiar with and work within the required Health and Safety standards as laid out in the School's policy and administered through the Bursar (Health and Safety Officer).
- To attend regular Marketing Committee Meetings and other meetings and functions as required.
- To work collaboratively as directed by the Head to support the workload of the administration team.
- To attend INSET days and participate in training and other learning activities as required.
- To foster the School's ethos.

4. Safeguarding Children

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons, for whom s/he is responsible, or with whom s/he comes into contact, will be to adhere to and ensure compliance with the School's Child Protection Policy Statement at all times. If in the course of carrying out their duties, the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school s/he must report any concerns to one of the School's Designated Safeguarding Leads or to the Head.

This job description is not intended to be all embracing and the post holder shall be required to carry out other duties as necessary and required, commensurate with training and experience.