



WELLINGTON

COLLEGE

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EAGLE HOUSE SCHOOL



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## **Head of Marketing & Communications Job Description**

**Reports to:** Head of Marketing at Wellington College

### **GENERAL DESCRIPTION OF DUTIES**

The Head Marketing & Communications will be responsible for developing the school's marketing and communication strategies. To provide advice, guidance, support and regular briefings to staff and Governors. To protect and grow the School's image, reputation and pupil recruitment. To develop, implement and ensure the smooth running of an efficient and effective whole school internal and external communications system using the school's current MIS.

### **PARTICULAR RESPONSIBILITIES**

#### **Strategic Planning, Reporting & Management**

- In consultation with the Head of Marketing at Wellington College, the Head of Eagle House and Governors, be responsible for the forward planning of a robust, long-term marketing and external and internal communications strategy that is designed to meet the overall objectives of the school.
- Based on appropriate research set out the targets, priorities, timetable and resourcing of marketing activities, reporting regularly on progress to the Head of Marketing at Wellington College, Head and Governors.
- Work closely with the Head of Marketing and Head of Events Management at Wellington College to generate additional commercial opportunities for the school
- Support and advise on key operational changes and initiatives for curriculum and extra-curricular activities
- Prepare informed and robust forward plans across marketing, communication, admissions and fundraising that support the school's vision
- Provide detailed and accurate budget forecasts
- Be responsible for managing the Eagle House Marketing budget
- Ensure strategies and operational plans are delivered against a framework of KPI's and objectives
- Prepare and deliver regular performance reports to Head of Marketing at Wellington College, Head and Governors
- Compile market intelligence and competitor reports
- Chair appropriate marketing led initiatives

## **Brand**

- Further develop the Eagle House brand in line with the School's and the broader international family of Wellington College Schools' values, ethos and proposition, acting as 'brand guardian' for the school's image and reputation.
- Oversight and operational management across all marketing collateral including website, parent portal, app, printed materials, digital and social media, delivering innovative and accurate output
- To work closely with third party agents in the production of key marketing materials, advertising campaigns, social media content, videography, and photography scheduling
- Ensure 'on brand' messaging across all inward and outward facing activity
- Research and develop appropriate partnerships, both inside and outside the education sector, to further raise awareness of the School
- Conduct and lead appropriate brand strategy sessions and inset presentations with internal stakeholders
- Support and promote the school's charity alignments

## **PR/Communications**

- Oversee and maintain a dynamic PR and communications strategy
- Develop engaging initiatives and content to secure maximum coverage for the School and Head
- To coordinate The Bulletin – a weekly e-communication to parents (Friday)
- Explore new opportunities and partnerships to extend the School's reach
- Ensure that the School communicates in a consistent clear, professional and timely fashion with stakeholders, prospective parents and external partners
- To work closely with the PR teams across all schools in the Wellington family to ensure regular sharing of news and consistency of message
- Review and advise on existing and emerging communication channels
- To work closely with local, national and international press agencies to ensure regular coverage of Eagle House news stories
- Manage the School's press office function
- Act as the School's press spokesperson
- Advise and issue directives on internal communications
- Provide communication and PR advice to the Governors as required
- Oversee appropriate media training for Head and senior staff
- Manage and support all PR events including open days, taster days, speech days, social events and special occasions

## **Admissions**

- To work closely with the Head of Admissions to maintain and develop an exciting and focused strategy for the immediate promotion of the School to prospective pupils, parents and feeder schools, including events such as Visitor Days
- To work closely with the Head of the Wellington Community to support the Community Office in its engagement with and communications to the wider Wellington Community (alumni, parents etc)
- To take responsibility for all media through which the story of Wellington College is told: the website, prospectus, social media. Wellington Today, the Week Ahead, Yearbook etc.

## **Alumni and Income Generation**

- To develop and work with key personnel at Wellington College fundraising and Alumni strategy with agreed fundraising objectives and targets for 1 – 5 years
- Engage old and new Alumni ahead of notable events
- Rationalise and review contact database
- To work with the School's Business Manager and key Wellington College staff to maximise the income from the letting of school facilities

<b>Person Specification</b>
<b>Essential Experience / Qualifications Required:</b>
<ul style="list-style-type: none"> <li>• A first degree (not necessarily Marketing)</li> <li>• 3 A Levels, IB or equivalent</li> <li>• Professional experience in marketing, communications and/or PR</li> <li>• Proven track record of successfully raising awareness and reputation of an organisation</li> <li>• Experience of working with and leading a team</li> </ul>
<b>Desirable Experience / Qualifications Required:</b>
<ul style="list-style-type: none"> <li>• Recognised qualification relating to marketing, PR and communications</li> <li>• Understanding of Independent Schools and education in the 21<sup>st</sup> Century</li> <li>• High level of IT literacy</li> <li>• Awareness of Safeguarding requirements and good practice within a boarding school setting</li> <li>• Experience of dealing with national press agencies</li> </ul>
<b>Skills and Personal Qualities:</b>
<ul style="list-style-type: none"> <li>• excellent written and verbal communication skills to enable effective dialogue with all stakeholders</li> <li>• organised and self-motivated, with a proven record for meeting targets and deadlines</li> <li>• able to perform well and remain professional whilst under pressure</li> <li>• able to approach complex tasks with a strategic, analytical and innovative mindset</li> <li>• be a dedicated team-player, who strives for excellence and leads by example</li> <li>• sympathetic to boarding school life and willing to engage with the broader activity of the School</li> <li>• be tactful and discreet, whilst observing Safeguarding and professional standards</li> <li>• demonstrate a strong commitment to personal continuous professional development</li> <li>• display a smart and professional appearance, representing the School in a positive manner</li> </ul>
<b>Essential Values, Behaviours and Attitudes:</b>
<p>All employees are expected to actively promote and demonstrate the three core values of the School.</p> <ul style="list-style-type: none"> <li>• Kindness</li> <li>• Respect</li> <li>• Courage</li> </ul> <p>In addition, the School expects all staff to show ambition and display curiosity both personally and professionally.</p>

The School reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the School business.

In exceptional circumstances, the Post holder will be required to undertake other duties and responsibilities of a similar post in order to support workload peaks, skill shortages, to ensure priorities are met. This will be sensitive to available resources and individual skills and will be generally in the same area.

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

All employees are required to ensure that all duties and responsibilities are discharged in accordance with the School's Health and Safety Policy. They should take reasonable care for their own Health and Safety and that of others who may be affected by what they do or do not do. Staff should correctly use work items provided by the School, including personal protective equipment in accordance with training and instruction.