



RECRUITMENT PACK FOR THE ROLE OF
MARKETING MANAGER

REQUIRED AS SOON AS POSSIBLE

EMPLOYMENT STATUS	Full Time Permanent
SALARY	From £38,000 to £41,000 per annum
CLOSING DATE FOR APPLICATIONS	Tuesday 7 January 2025 at 09:00
INTERVIEW DATE(S)	Tuesday 14 January 2025



KEY FACTS

Type of School: Co-educational, boarding and day

Age range: 11 – 18

Number of pupils: Approx. 670

Percentage of boarders: Approx. 54%

Percentage of international students: Approx. 18%

Fees per term: Boarding £11,227 – £14,455 and day £6,373– £7,413

Memberships: HMC (The Heads' Conference)

BSA (The Boarding Schools' Association)

ISC (Independent Schools Council)

ISI result summary: November 2021 Inspection gave the school the highest rating of 'Excellent' in both categories of the EQI, and the school was fully compliant.

You can read the report here:

royalhospitalschool.org/about/inspection2021



Leading
Independent
Schools

HMC

bsa | BOARDING
SCHOOLS'
ASSOCIATION

independent
schools
council

THE ROYAL HOSPITAL SCHOOL



WELCOME

Thank you for your interest in applying to work at the Royal Hospital School (RHS).

RHS is an independent co-educational boarding and day school for 11 to 18-year-olds, providing an outstanding, full and broad education enriched by a unique naval heritage. Founded in 1712 in Greenwich, London, it moved to its spectacular site, set in 200 acres of Suffolk countryside overlooking the River Stour, in 1933.

Today we place a strong emphasis on providing pupils with the knowledge and skills to prepare them for the future. We seek to understand each young person's strengths, to help them make the right choices at the right time and ensure their education becomes the foundation for their happiness and success.

However, RHS is more than just a school and has an important role in this region providing facilities to a wide range of individuals and organisations. Today the school is operational for almost the entire year, as a school in term time but also as a conference facility and residential centre for international schools. As such the school plays an important role in the economy of this region. We are also a community with some colleagues and their families living onsite and this sense of community is strong and encompasses all staff, pupils and parents, creating a warm and supportive environment.

Our employees can access some of the best facilities in the country and are encouraged to contribute to the life of a busy boarding school. There is an extensive range of additional staff benefits, from free lunch during term time to access to various sports facilities.

Situated on a beautiful site in the Suffolk countryside, yet only an hour from Central London by train, RHS is a very special place to work. We welcome applications from the creative, the passionate and the kind and those from ethnic minorities and under represented groups, who are keen to contribute to our warm and friendly community.

I very much look forward to receiving your application.

Irfan Latif
Headmaster

NAVIGATING SUCCESS

The Royal Hospital School (RHS) was founded in London in 1712 by the Royal Naval Crown charity, Greenwich Hospital, to educate the children of the Hospital's pensioners and prepare them for a life at sea. Many went on to become famous admirals, explorers and pioneers. The school is still owned by Greenwich Hospital, whose sole Trustee is the Secretary of State for Defence on behalf of the Crown. We are immensely proud of our historic, royal and naval links, and discovery, exploration and challenge continue to shape our ethos. The traditional values of loyalty, commitment, courage, respect, service and integrity have underpinned the school's core aims and philosophy from the very beginning. Three hundred years later, they are as relevant to the education provided now as they were then.

Divisions remains one of the school's historic traditions, and pupils parade in a whole school event on a small number of occasions each year, complete with guard of honour and marching band. The sense of teamwork, camaraderie, and being part of something bigger than oneself instils feelings of pride and belonging to the whole school community.

RHS inspires pupils to have the courage to be ambitious for their futures and the commitment to pursue whichever path they choose. We challenge pupils of all academic abilities, steering them to look beyond the moment and beyond the confines of the classroom, and to approach life with an open and receptive mind. It is through thinking creatively and taking the initiative that they discover their influence, strengths and ambitions and establish the skills they need to pursue purposeful and fulfilling lives.

Everyone can achieve the most exceptional things but we are all different. That is why we focus on the individual, getting to know every one of our pupils and finding out what motivates them, enabling us to navigate them through their critical and formative years.

It is this focus on personal challenge and individual guidance that enables pupils to develop into self-reliant, socially responsible adults with enviable open-mindedness and resilience, qualities which are so sought-after by employers and important in life.



TEACHING AND LEARNING

Pupils are not educated simply to pass exams but to enjoy the adventure of learning and to develop a lifelong appetite for knowledge. The curriculum is broad and balanced, combining the best of academic traditions with the latest subjects and technologies. Our Sixth Form curriculum includes three Level 3 BTECs sitting comfortably alongside 24 different A Levels, allowing pupils to select a learning path that suits their interests and skill set. Our Lower School curriculum includes 'Compass' lessons: a bespoke course unique to RHS that encompasses elements of education that equip pupils for 21st century living: Personal, Social and Health education, digital literacy, critical thinking, study skills and careers.

Digital devices have been embedded in our teaching and learning since 2013 and we are committed to this approach, with every pupil and teacher now using a Microsoft Surface in classrooms and for planning. The school has consistently been recognised as a beacon for education technology having previously been an Apple Regional Training Centre, and being recognised as a member of the EdTech 50 in 2019-20 and 2021-22.

In August 2024, the school achieved an exceptional set of results at A Level and BTEC. 39.1% of grades were A* or A (or Distinction* and Distinction), and 59.6% of grades were A* to B. At GCSE, 97.1% of grades were 9 - 4 with 50.4% of grades at 9 - 7 - the school's best grades on record. Pupil success comes in many forms and post-school options for the leavers of 2024 range from top UK universities to higher degree apprenticeships to direct entry into the armed forces.



CO-CURRICULAR

Great importance is placed on pupils balancing their academic work with interests and achievements outside the classroom and every child is encouraged to become fully involved in school life, to challenge themselves and to try something new. This involvement helps to produce confident, interesting, well-rounded individuals who will contribute to society in life beyond school.

Sport is a key feature of the RHS co-curricular programme, with pupils gaining success in an increasingly diverse range of sports. As well as high degrees of pupil performance in the main team sports, RHS is renowned for its sailing. All Year 7 pupils learn how to sail and our Sailing Academy attracts sailors from around the world, and consequently the school community contains many pupils who are world and national leaders in their class and age group.

The school is well-known for its musical excellence and music is embedded in the school's wider culture and ethos. Over 400 pupils learn to play at least one instrument and there is an orchestra, 80-strong chapel choir, chamber choir, ceremonial marching band, concert band, big band and numerous ensembles, including many rock and pop groups.

All teaching staff contribute to our co-curricular programme, and as a result pupils can choose from over 80 activities and clubs each week. From our strong CCF and Duke of Edinburgh's Award programmes, to cooking, climbing, music, sport, art and design, STEM and so much more, there really is something for every child (and teacher!).



FACILITIES

Staff often remark on the enviable location and wonderful facilities available at RHS. The school was purpose-built in 1933 and its progressive design enables us to benefit from fantastic light and spaces, with some of the most inspiring views.

Over the last 90 years, the school has continued to invest in its infrastructure, providing modern, well-equipped classrooms alongside other impressive teaching spaces. Classrooms are all equipped with modern technology and the school recently invested in upgraded Wi-Fi, to ensure seamless digital access for pupils and teachers in and out of lessons.

The investment in larger projects in recent years has focused on aspects that will benefit the most pupils: our indoor sports facilities, including a new climbing wall, refurbished fitness suite and weights room; the library, a beautiful modern study and learning space at the heart of the school; and a new social hub for the entire community.



WELLBEING



As a school we prioritise the importance of wellbeing in our whole community, including that of pupils, staff and parents, and are committed to promoting and protecting positive emotional wellbeing and mental health. Our aim is to help our pupils build strong foundations that foster good wellbeing for life.

The school is fortunate to have a large and well-resourced Health Centre that operates 24/7. Fully staffed by registered nurses, it also accommodates a daily doctor's surgery, a dental surgery and a wide range of specialist medical services including counselling and physiotherapy.

ENVIRONMENTAL SUSTAINABILITY



Staff and pupils actively identify and put into practice more environmentally sustainable ways of living and working, supporting and encouraging this both within and outside the school community. We have a proven track record of environmental responsibility and aim to further reduce our carbon footprint and renew our Gold Carbon Charter Award.



JOB DESCRIPTION

Marketing Manager	
Salary band	£38,000 to £41,000 gross per annum, depending on skills and experience
Department / reporting to	Director of Marketing & Admissions
Hours per week / weeks per year	Full time, 52 weeks per year Normal hours of work are from 08:30 to 17:00 Monday to Thursday and 8:30-16:30 Friday. Some degree of flexibility will be required, including occasional evening and weekend working
Employment status	Permanent, full time
Purpose and objectives of role	<p>The postholder will support the Director of Marketing & Admissions to deliver on the marketing aims of the School. The postholder will work closely with the Marketing, Admissions and Commercial teams to deliver on all areas of marketing activity.</p> <p>The Marketing Manager will ensure that the positioning of the school and its brand and values are clearly and consistently articulated across the full range of marketing activity with the aim of supporting both domestic and international pupil recruitment.</p> <p>The Marketing Manager will line manage the Senior Marketing Officer and Marketing Officer.</p> <p>We are committed to continuous improvement, therefore aspects of this job role may change over time.</p>
Key areas of responsibility, tasks and duties	<p>General:</p> <ul style="list-style-type: none"> ● Assist the Director of Marketing & Admissions in creating an effective marketing plan and budget to support the school's strategic aims. ● Be responsible for the implementation of the marketing plan with the support of the marketing team, ensuring activity is delivered on time and on budget. ● Effective management of day-to-day marketing activity, including long and short-term objectives. ● Manage and mentor the marketing team, providing guidance, feedback and support. ● Be the RHS Brand Guardian - ensure all internal and external comms are on brand. ● Support internal teams in representing the RHS brand, providing marketing updates and training. <p>Campaign coordination and evaluation:</p> <ul style="list-style-type: none"> ● Lead the marketing team in developing and executing integrated marketing campaigns across multiple channels, including digital, social media, print, and events. ● Embed evaluation across all marketing activity, to inform future strategies and enable continuous improvement. ● Ensure evaluation and market research inform all marketing activity, and make recommendations on new activity based on performance. <p>Effective team leadership, to deliver:</p> <p>WEBSITE, CRM, DIGITAL ADVERTISING</p>

JOB DESCRIPTION

- Develop and maintain the website to provide a user-friendly, informative platform that effectively represents the school's brand, supports recruitment and engagement, and offers easy access to key information for prospective pupils, parents, and the wider community.
- Conduct regular website audits and collaborate with departments to ensure content is accurate.
- Manage web agency (Finalsite) and report on website analytics.
- Lead SEO optimisation and oversee digital content creation.
- Management of digital agency for paid advertising, including reporting and recommendations for future campaigns.
- Utilise CRM (Hubspot) to link marketing efforts with pipeline enquiries and manage email marketing campaigns.

ORGANIC SOCIAL MEDIA

- Oversee the school's social media channels, ensuring regular engaging content is shared across channels to maximise performance.
- Track and report on social media content to inform development over time.
- Manage the weekly social media calendar to ensure content is planned in advance and posted regularly.
- Provide staff training on social media best practices.
- Monitor competitor and sector activity on social platforms.

PRESS & PRINT PROMOTION

- Support the management of our press agency and oversee content provision.
- Sharing of articles online and with relevant members of staff.
- Develop and execute an impactful plan for print, digital and outdoor advertising to support recruitment campaigns.
- Manage school promotional merchandise to ensure the school has effective items to distribute at key events.

EVENTS

- Oversee promotion of key marketing events (onsite and virtual), including internal events such as Open Day and external events such as the Dinghy Show.
- Support operational delivery of all Marketing and Admissions events.
- Develop event promotion to drive engagement, including digital promotion and print literature and merchandise.

DESIGN & PUBLICATIONS

- Provide graphic support and copy for print and digital collateral, using InDesign or Photoshop skills where applicable - including school prospectuses and promotional brochures.
- Work with an external graphic designer when required.
- Liaise with Reprographics on other internal updates.

PHOTOGRAPHY & VIDEOGRAPHY

- Oversee the management of the planning, shooting and storing of relevant photos and videos to provide content for marketing, using internal and external photographers and videographers.

JOB DESCRIPTION

	<p>MISCELLANEOUS</p> <ul style="list-style-type: none">• Assist in all day-to-day aspects of marketing as required, including sourcing quotes, checking content, image research and file management and market research.• Carry out any other duties whenever reasonably required.• Effective proofing to ensure all materials are accurate and high quality. <p>SAFEGUARDING</p> <ul style="list-style-type: none">• To adhere to School policy on safeguarding and updating training as required.• To ensure the safeguarding and well-being of children and young people at the School in accordance with School policies. <p>The Royal Hospital School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Services.</p>
Benefits	<ul style="list-style-type: none">• A matched contributory pension scheme• Generous subsidy of school fees for children of staff, subject to the normal admissions criteria (pro rata for part time staff)• Lunch provided during term times and when available during school holidays• Death in service scheme of 3 times basic salary• Employee Assistance Confidential Helpline• Cycle to work scheme• Staff social, sports and music clubs (additional costs may apply)• Use of school facilities, including a swimming pool, gym, tennis and squash courts, a golf course. <p>Full details and terms and conditions available on request.</p>

PERSON SPECIFICATION

The person specification highlights the skills, experience and qualifications that are required for this role. If you feel that although you do not meet all of these requirements you would still perform well in the role, we encourage your application.

Marketing Manager		
	Essential	Desirable
Experience and qualifications	<ul style="list-style-type: none"> • Experience of multi-channel campaign management • Experience of delivering written high-quality communications for a range of platforms • Experience in digital marketing, including social media, SEO and email marketing • Experience of devising data-led marketing initiatives • Experience of using a CRM system • Experience of managing an operational plan and associated budget 	<ul style="list-style-type: none"> • A degree level or equivalent relevant communications, design, web or marketing qualification • Experience of managing or leading a team • Experience of working in an educational environment • Experience of managing advertising campaigns • Experience of effective event promotion • Experience in customer segmentation including marketing to international audiences
Knowledge	<ul style="list-style-type: none"> • Proficiency in digital marketing tools (Google Analytics, SEO tools, website CMS) • Understanding effective use of social media across multiple platforms • Familiarity with content marketing approaches • Understanding of effective email marketing approaches • Ability to interpret evaluative data to guide decisions and make recommendations 	<ul style="list-style-type: none"> • Proficiency in automation tools (CRM - Hubspot) • Graphic design skills through use of InDesign
Personal skills	<ul style="list-style-type: none"> • Passion for digital marketing • Excellent written and verbal communication skills • Ability to manage multiple projects, prioritise and deliver to deadline • Able to make considered decisions and work under pressure • Meticulous attention to detail • Ability to foster good relationships • Team player • Creative thinker who is results-driven • Ability to inspire and motivate others 	<ul style="list-style-type: none"> • Understanding of the briefing and design process
IT skills	<ul style="list-style-type: none"> • Microsoft Office • Website CMS • Google analytics • Facebook, Instagram, Twitter, LinkedIn, Tik Tok, Vimeo 	<ul style="list-style-type: none"> • Adobe InDesign • iSAMS • CRM (Hubspot)

THE BENEFITS



PENSION

A matched contributory pension scheme is available for support staff to join.



SCHOOL FEES REMISSION

Generous fee remission, subject to the normal admissions criteria (pro rata for part-time staff).



DEATH IN SERVICE

The school has a Death in Service benefit of 3 x basic salary.



HEALTH PROVISION

Opportunity to join BUPA scheme through the school. There is an NHS dentist on site. Annual flu vaccinations are organised by the Health Centre staff each year. You will also have access to an Employee Assistance confidential helpline.



USE OF FITNESS FACILITIES

Fitness suite, swimming pool, 9 hole golf course, tennis courts and other sports facilities. Opportunity to engage in staff sports activities including weekly 5-a-side football, staff cricket team and staff climbing sessions. Why not make the most of our beautiful setting and go for a lunchtime walk?



MEALS

A 3-course lunch is provided during term times.



CYCLE TO WORK

Access to the Cycle to Work scheme.



COMMUNITY

You are joining a ready-made community where people are more than just colleagues. From the staff bar, open on a Friday evening, to events such as yoga, wreath making, wine tasting, safari suppers, and more (additional costs may apply) - this is a wonderful community to be a part of. Subsidised on-site accommodation may be available (subject to availability and the nature of your role).

Full details and terms & conditions are available on request.

HOW TO APPLY

APPLICATION PROCEDURE

Please follow the link on our website to complete a job application form and submit a covering letter (no more than two sides of A4), including details of two referees.

Applicants should provide within their personal statement an explanation of how and where they have experience in the areas and skills listed in the person specification.

If you have any queries regarding this role, or require any assistance with the application process, please contact the HR Manager on recruitment@royalhospitalschool.org or 01473 326200.

The Royal Hospital School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful candidate will be subject to a DBS check and references.

“ The school realises its aim to enable pupils to grow into the person they wish to become, fulfilling their potential and leaving very well prepared for life.”

ISI SCHOOLS
INSPECTORATE (ISI) 2021

NOTE: Although this document is designed to give a fair picture of the nature of the role and conditions of employment, it does not represent a legally binding contract. A separate contract of employment will be submitted for that purpose upon receipt of references and acceptance of a verbal offer made to the successful candidate.

