

# Role Profile: Marketing Manager

## Working With Us

[Long Close School](#) is a wonderful place of learning for boys and girls aged 2-16 years. We are large enough to provide an outstanding range of opportunities for developing well-rounded, confident and happy young people, yet small enough for each individual to be known, valued and nurtured.

Our pupils can, and do, pursue high academic standards whilst enjoying, and succeeding in, many other interests. Key to our success are the small classes in which traditional high expectations and a strong culture of excellent pupil behaviour and effort leads to truly extraordinary learning. Our caring and experienced teachers strive to draw out the very best from every young person, enabling them to grow into happy, confident, skilful and caring young people, equipped and ready for life in an increasingly complex world.

Beyond the classroom, life at Long Close is exciting and fulfilling. Our many and varied co-curricular opportunities in sport, music and the arts offer every child the chance to gain confidence in whichever area they discover their interests lie.

We are confident that the advantages of a through school education such as that at Long Close provides are unrivalled. The rapport between staff and pupils, and between pupils across different ages, cultivates a strong sense of belonging and nurtures timeless values such as responsibility, courtesy and consideration for the needs of others. The pupils themselves both past and present are our greatest ambassadors – self-assured, fulfilled and successful, with an enduring affection for their school.

## Purpose

Working as part of the Marketing and Admissions Team at Long Close School and reporting into the Headteacher, this role will work alongside the Admissions Registrar in supporting Acquisition, Conversion and Retention activities in the school. The role will be based at Long Close School, Slough.

The core purpose of the Marketing Executive is to actively support the Headteacher in executing the marketing strategy for the school. This includes, increasing enquiries to all entry points across the schools. To work on initiatives to increase brand awareness within the local community and to deliver effective communication plans that engage with parent body for increased retention.

This role requires the successful candidate to execute daily marketing activity for the school within print and digital media, manage the social media channels and related content, as well as executing all recruitment and brand awareness events for the school throughout the year.

## Key Accountabilities

- Develop and implement school marketing strategy to support recruitment and retention.
- Manage the school brand within the school community, including brand guidelines e.g. visual identity.
- Develop content plan and create engaging content for all channels including social media and website.
- Maintain and update website including regular audits to ensure the content is accurate including the availability of all statutory information.
- Preparation of all digital and print campaigns, including prospectus, orientation packs, handbooks, flyers and all photography and videography (digital and print).
- Managing Press and PR for all prospective and current parent communications, including thought-leadership, press articles and advertisements.
- Leading the Voice of the Parent campaign: lead-up and follow up communications, including resulting actions, to parents.
- Leading and organising events including open days, marquee week, results days.
- Working in partnership with the Admissions Registrar and Business Manager (proactive in supporting and filling any gaps in recruitment e.g. in year pupils)
- Developing a rapport with the parent representatives and presence at key parent events e.g. summer fair, marquee week and coffee mornings.
- Liaising with external stakeholders, including agencies and suppliers.
- Building relationships with local businesses, the community, feeder nurseries and schools.
- Undertake regular competitor research (e.g. fees, USPs, changes to market conditions) and update marketing strategy accordingly.
- Plan, manage and report back on marketing budget, working closely with the school business manager.
- Regular updates on marketing activity and effectiveness to internal stakeholders including colleagues and Headteacher, SLT and staff, as well as the wider Pod (Cognita).
- Perform any other duties, as required regularly or occasionally, to ensure the smooth running of the school, as requested by the Headteacher.
- Ensure that all GDPR regulations are met including working alongside the administrative team to secure photo permissions for pupils.

## Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

## Person Specification

	Essential	Desirable
<b>Skills</b>	<ul style="list-style-type: none"><li>• Commercial awareness – driving lead and enquiry generation</li><li>• Strong ICT skills – Word, Excel, PowerPoint, Adobe Professional, EventBrite, Mailchimp, SWAY, Dynamics and CMS editing including running social media platforms.</li></ul>	
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Educated to Degree level (Marketing or Business preferable)</li></ul>	<ul style="list-style-type: none"><li>• CIM qualification</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Previous Marketing experience</li></ul>	<ul style="list-style-type: none"><li>• Knowledge and/or experience of working within the education sector</li></ul>

## Key Stakeholders:

**Internal** – Headteacher, Admissions Registrar, Business Manager, SLT, academic staff, Pod Head of M&A and parents.

**External** – Agencies, Suppliers, Local and National Press.

**Signed:** ..... **Name (print):** .....

**Date:** .....