**Job Description**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title:** | Head of Marketing | **Date:** | January 2020 |
| **Reports To:** | Director of Admissions | **Department:** | Admissions & Marketing |
| **Responsible For:** | Marketing Secretary  Joshua Design Agency (external partner)  Deputy Director of Admissions & Marketing (in Marketing capacity only) | | |

|  |
| --- |
| **Purpose of the Position:** |
| The post-holder will be responsible for the marketing of the College in order to promote Wellington and its family of schools dynamically and effectively. |

|  |
| --- |
| **Department Information:** |
| The Admissions and Marketing Office is located at the heart of the College buildings in Front Quad. The Admissions Department is housed in the front of the Office and the Marketing Team in the back room. The Head of Marketing is supported by   * **The Marketing Secretary** – a very large and varied role * The marketing functions of the **Deputy Director of Admissions and Marketing** * **Joshua Design** – an external and local partner, this agency provides numerous design, photography, videography and social media services to the College |

|  |
| --- |
| **Main Tasks and Responsibilities:** |
| * to maintain and develop Wellington’s already strong visual identity and brand * to ensure brand consistency across all platforms and College activity * to maintain strong links with current stakeholders and take responsibility for regular market research to ensure the College remains fully in tune with changes in current markets * to work closely with Joshua Design in the production key marketing materials, advertising campaigns, social media content, videography, and photography scheduling * to coordinate The Week Ahead – a weekly e-communication to parents (Friday) * to send out The Master’s Voice – a weekly e-communication to parents (Monday) * to work closely with the Director of Admissions to maintain and develop an exciting and focused strategy for the immediate promotion of the College to prospective pupils, parents and feeder schools, including events such as Visitors 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. * to work closely with local, national and international press agencies to ensure regular coverage of Wellington news stories * to work closely with the PR teams across all schools in the Wellington family to ensure regular sharing of news and consistency of message * to work closely with the Events Team to promote effectively the College’s commercial activities and internal events |
|  |

|  |
| --- |
| **Person Specification** |
| **Essential Experience / Qualifications Required:** |
| * A first degree (not necessarily Marketing) * 3 A Levels, IB or equivalent * Professional experience in marketing, communications and/or PR * Proven track record of successfully raising awareness and reputation of an organisation * Experience of working with and leading a team |
| **Desirable Experience / Qualifications Required:** |
| * Recognised qualification relating to marketing, PR and communications * Understanding of Independent Schools and education in the 21st Century * High level of IT literacy * Awareness of Safeguarding requirements and good practice within a boarding school setting * Experience of dealing with national press agencies |
| **Skills and Personal Qualities:** |
| * excellent written and verbal communication skills to enable effective dialogue with all College stakeholders * organised and self-motivated, with a proven record for meeting targets and deadlines * able to perform well and remain professional whilst under pressure * able to approach complex tasks with a strategic, analytical and innovative mindset * be a dedicated team-player, who strives for excellence and leads by example * sympathetic to boarding school life and willing to engage with the broader activity of the College * be tactful and discreet, whilst observing Safeguarding and professional standards * demonstrate a strong commitment to personal continuous professional development * display a smart and professional appearance, representing the College in a positive manner |
| **Essential Values, Behaviours and Attitudes:** |
| All employees are expected to actively promote and demonstrate the five core values of the College:   * Kindness * Integrity * Respect * Responsibility * Courage   In addition, the College expects all staff to show ambition and display curiosity both personally and professionally. |

The College reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the College 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 College 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 College Statement of General 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 College, including personal protective equipment in accordance with training and instruction.