



MARKETING MANAGER DEAN CLOSE FOUNDATION

The Dean Close Foundation

The Dean Close Foundation comprises four schools and five nurseries based in Cheltenham, Gloucester, Newport and Chepstow. The Foundation aims to provide a broad, rich educational experience for young people from 0-18. Academic achievement is the core of this work, but the schools encourage excellence in sport, music, drama and other skills, as well as endeavouring to develop a curious and reflective response to the world, challenging selfish attitudes and encouraging assistance to others locally, nationally and internationally.

The Role

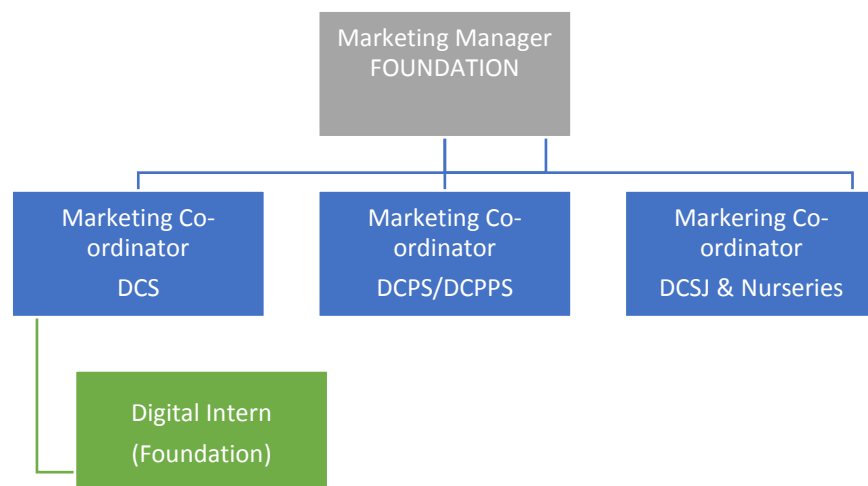
The Foundation is seeking an experienced individual to lead and develop its marketing and communications function. Reporting to the Warden (CEO), this is a senior role with direct involvement in shaping and achieving the Foundation's objectives through marketing initiatives.

The Marketing Manager will create a practical marketing plan for each area of the Foundation, ensuring value for money and return on investment.

The role takes responsibility for the management and interpretation of the Dean Close Foundation brand, sub brands and communications, both internally and externally all target markets. This is a relationship role and the candidate will need to be proactive in building relationships with all staff across the Foundation and to keep up to date with current events and developments.

- Work alongside Warden to develop the vision, plans and values for the Foundation
- Produce and deliver the strategic and tactical marketing plans across the Foundation
- Inform and manage the Foundation's marketing budget.
- Day-to-day liaison plus regular marketing team meetings to closely guide, support and manage activity.
- Liaise with Heads to discuss vision and activity.
Work with the Director of Admissions, Development Manager (Fundraising), Business Development Manager and Nurseries Area Manager to promote these areas of the Foundation's business
- Responsible for generating the Foundation's strategic marketing plan
- Responsible for the planning and implementation of a rolling market research schedule using Survey Monkey and agencies
- Monitor and evaluate relationships with feeder schools, alongside Director of Admissions, and develop a continuous plan of action
- Oversee production of all marketing materials to ensure all schools are working consistently and on message with an eye on excellence
- Responsible for the quality and production of all digital marketing vehicles
- Ensure the Foundation is up to date with all the technical, innovative marketing tools available
- Work with the team to identify, initiate and/or manage appearance at relevant events; fairs, festivals, exhibitions, events, etc
- Be the Foundation press officer and crisis manager when required. Ensure stories and articles are regularly generated and published in both a proactive and reactive way
- Oversee the annual advertising and directories plan

- Monitor all mailings sent out from the Foundation that could have PR implications.
- Create and deliver a Social media strategy and work with Co-ordinators and Digital Intern to ensure success of implementation.



The Person

The successful candidate will demonstrate a strong track record of having worked within a dynamic marketing environment where they have successfully engaged with a team to deliver strategic aims. They will be a creative, ambitious, confident, articulate and organised team player who is comfortable dealing with a wide variety of situations and managing a varied and ever-changing set of priorities. They will have bags of initiative and strength of character to challenge the status quo when required and deal with competing priorities. Experience of working in a multi-site role with multiple business areas is advantageous.

Qualifications and Experience

- Educated to degree level, preferably with a CIM diploma or equivalent.
- Experience of working in a service industry, preferably within the education sector.
- Proven successful leadership and management experience combined with good business acumen.
- Significant experience in developing, implementing and monitoring strategic plans, combined with a good array of traditional and digital marketing skills.
- Ability to manage projects to a specified deadline and on budget.
- Highly articulate communicator with outstanding interpersonal skills.
- A flexible, hands-on attitude to work and scrupulous eye for detail.
- Ability to gain commitment from the team and the wider staff community.
- Excellent literacy, numerate and IT skills.
- Genuine interest in educational issues and empathy with the independent sector.

Hours

37.5 hours per week, flexibility is required to meet deadlines and also to attend occasional events during evenings and weekends.

The Dean Close Foundation is committed to safeguarding and promoting the welfare of children. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.