

Role Profile: Marketing Manager

Purpose

To manage the planning and delivery of all marketing activity to drive new interest from prospective parents within the defined catchment. Utilising an integrated on and offline operational plan, deliver innovative and engaging campaigns that increase brand awareness of, and applications to, the school.

The key success factor for the role will be the delivery of enquiry volumes to meet the enquiry target for the school.

The post holder will report directly into the Head Teacher with an indirect line into the Head of Marketing (South).

Key Accountabilities

- Responsible for translating the strategic marketing plan into an annual marketing plan which supports the strategic objectives and goals. The post holder will work closely with the Head of Marketing (South) to achieve this.
- This includes development of the best channel mix (across on and offline) to deliver the objectives and monitoring performance over time to ensure the best return on investment.
- On a daily and weekly basis, the role will be delivering the operational plan which includes:
 - Managing and creating website content in line with brand objectives;
 - Working with design agencies to create campaign materials;
 - Creating content from school activities to drive social media activity and newsletters;
 - Briefing media agencies and the Digital Team to define an integrated on (SEO, PPC, Paid Social) and offline plan;
 - Developing press releases where appropriate and executing a PR/media relations plan through local contacts to promote the USPs of the school;
 - Development of marketing collateral e.g. School Prospectus;
 - Management of school photography and videography, ensuring image resources are up to date and high quality.
- The post holder will also be responsible for organizing and delivering the marketing events programme in school to optimise enquiries from new prospective parents.
- For existing parents, the post holder will need to work closely with key stakeholders in school to create relevant/engaging content for existing parent comms (social media, newsletters).
- Monitor response via the Voice of Parent programme, ensuring any alerts receive action/response from the school and areas of weakness are escalated as product development issues.
- Provide analysis to the Headmaster for decision-making on the detail of the communication to parents following VoP and future action/change.
- Conduct competitor research to benchmark the activities of the school against local competitors.
- Manage the school brand within the school community including brand guidelines, visual identity etc
- Maintain the availability of statutory information on the school website including school contacts, proprietary information, policies etc.
- Own the digital experience including management of the school website and related social media to promote latest events and news, working closely with the central digital team.
- Working closely with the Admissions Manager to recognize and be proactive in filling any potential gaps in enrolment by flexing the comms plan to reach out to target groups.
- Management of the marketing spend to ensure all activities are planned within agreed budgets.
- Any other duties, as required regularly or occasionally, to ensure the smooth running of marketing communications.

This is a role with a high level of accountability and the key measures of success will be as follows: -

- Enquiry volumes
- Brand awareness (web visits and social media followers)
- Parent satisfaction with comms (surveys)

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

Key Stakeholders:

**Internal – Headmaster, Head Teachers, all teaching staff, Admissions Manager,
Head of Marketing**

External – Creative and Marketing agencies, Media companies

Signed: **Name (print):**

Date:

Person Specification

	Essential	Desirable
Qualifications	A Marketing degree or equivalent related work experience within a similar Marketing role.	Sales experience
Skills	<ul style="list-style-type: none"> • Commercial awareness • Good analytical and numerical skills. • Excellent social and presentation skills. • Excellent level of written and spoken English • Excellent IT and database skills (e.g. Word, Excel, PowerPoint), experience of using a CMS and of Social Media • Good command of digital marketing • Ability to establish and maintain good professional relationships with all stakeholders - pupils, parents and colleagues • The ability to take both a strategic overview and hands-on approach • Ability to think creatively and positively in order to generate practical ideas • Excellent attention to detail with the ability to effectively quality control one's own work output • Ability to prioritize and use own initiative • A willingness to work flexibly as the needs of the role dictate (including weekends and evenings on occasion) 	<ul style="list-style-type: none"> • Understand the statutory requirements of legislation concerning Safeguarding, including Child Protection, Equal Opportunities, Health & Safety and inclusion
Experience	<p>Strategic and tactical marketing experience.</p> <p>Experience of briefing and managing agencies.</p> <p>Experience of translating marketing strategy into strong communication plans.</p>	<ul style="list-style-type: none"> • Knowledge of the education sector • Experience within a customer service industry where delivery of the experience is paramount to success. • Experience of a sales led environment.