

Job Description and Person Specification for Marketing Manager



Responsible to: Headteacher, Business Manager, Senior Leadership Team, Governors, St Hilary's School Trust Ltd

To work alongside: The administrative team

Key tasks and responsibilities

1. To be responsible for the marketing of the school and to develop and implement effective marketing strategy.
2. To oversee the organisation and coordination of key events in the school calendar liaising with the relevant members of staff.
3. To provide support to the administrative team when necessary.

General ; please note this list is not exhaustive and there is an expectation that the appointed person will play a full part in all aspects of school life.

- Actively promote and develop the ethos and vision of the school and show due regard to the School's Values and British Values
- Give the highest priority to pastoral care and health and safety of pupils, staff and visitors, including Safeguarding
- Offer support and encouragement to colleagues within the wider school community
- To have a thorough working knowledge of the School's Policies and procedures and ensure the aims, values and vision of the school, are reflected in day to day practice.
- To be familiar with the School Improvement Plan
- Contribute fully to the life of the school and establish excellent relations with pupils, parents and visitors to the school
- To take a leading role in maintaining, managing and regularly reviewing the look and content of the school's website ensuring that it meets communications and promotional needs
- To develop and enhance the level and quality of the school's press coverage
- To ensure that the school is listed or advertised across on-line categories and in relevant local and national publications
- To maintain and update an up-to-date photo library to support the above tasks
- To coordinate the production of general school information materials including the weekly newsletter
- Coordinate and assist at Open Days
- Manage budgets relevant to the post
- Liaise with the Deputy Head and leadership in setting dates for events in the school calendar
- Oversee the required administration for events including such documents as events plans, correspondence and risk assessments
- To be confident with digital marketing, data analytics, Google Ads, social media and online marketing

Headteacher:

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Person Specification – Qualities and Skills

The Headteacher and Governing Board are looking for a confident and committed Marketing Manager with the professional skills and drive necessary to become part of our dedicated team and to help maintain and promote the outstanding achievements and reputation of St Hilary's School.

The skills and qualities required include:

Skills

- Strong written and communication skills – with the ability to persuade and influence a varied stakeholder group;
- Effective networker and team member;
- Excellent organisational skills;
- Confident ICT skills, including use of Microsoft Office tools, Web content management, Management Information Systems, Digital Marketing and Copy Writing;
- Analytical and research skills;
- Able to command mutual respect within the school and wider community.

Qualities

- Breadth of outlook;
- Openness to change and lateral thinking;
- Honesty and self-insight;
- Confident and personable and a good front of house ambassador;
- An empathy with pupils, parents and staff and the wider community;
- Balanced outlook and sense of humour.

Position: Marketing Manager

Reports into: Mrs Jane Whittingham

Job Purpose: To promote awareness of the school, increase pupil numbers, ensure the school is effectively portrayed in written and electronic media, conduct regular market research and monitor the effectiveness of marketing activity undertaken.

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Responsibilities:

- Develop, implement, review and update the strategic Marketing Plan, including managing the budget, milestones and timelines.
- Manage all elements of the school brand to ensure that it remains consistent with the values, ethos and aims of the school.
- Research and collate insight into the market that the school operates in, including analysis of competing schools and parent demographics.
- Conduct regular market research in relation to customer satisfaction.
- Develop digital marketing through the content of the public areas of the school website and ensure the school is well represented in relevant social media for the target area.
- Create and oversee the production of necessary promotional material and advertising content, including the School Prospectus; liaising closely with the Headteacher and SLT.
- Maintain a database of journalists, publications and other advertising locations within the Surrey and South West London area and ensure a regular programme for the distribution of press releases, fliers, banners and other material.
- Organisation of specific marketing events as required, including Open Days, etc. which may also occur outside of the normal working school day.
- Monitor the effectiveness of the various marketing activity undertaken to inform future plans.
- To extend positive word of mouth about St Hilary's at every opportunity.
- To promote good marketing practice across the whole school, supporting colleagues, as required, to ensure that relations with both current parents and the local community are as strong as possible.
- To continue to drive the School's website forward.