

Job Description: **Marketing Manager**

<u>Responsible to</u>	The Business Manager and, through her, to the Principal.
<u>Hours Worked</u>	Full time (37.5 hours per week, Mon-Fri 9am–5pm with thirty-minute lunch break) term time only including Inset plus one week at the end and beginning of each term.
<u>Purpose</u>	<p>As part of the Admin Team, develop and maintain a fully professional approach to Marketing is an essential element in the long-term development and success of the school.</p> <p>All aspects of the public face of the school are involved in marketing the school, including advertising; publications; exhibitions and conferences; the representation of the building and grounds; internet marketing including the website; admission and transition procedures; corporate identity etc.</p> <p>The job holder will work closely with the SLT to ensure a consistent and sustained improvement in all aspects of marketing.</p>
<u>Principal Responsibility Areas</u>	<ul style="list-style-type: none">• Implement and evaluate a clear marketing strategy and annual marketing plan in conjunction with the Principal, SLT and Governors.• Manage the marketing budget.• Through offline and digital channels, including social media, manage and further develop the school's profile, image, and reach amongst current and prospective parents, alumni, local businesses, and the wider community.• Ensure the promotion of the school's breadth of activities and achievements.• Manage the school's branding and the development of a market-aware and customer facing culture within the school.• Ensure brand consistency, produce the schools' publications and promotional materials, articulate the ethos, values, and qualities of the school across all publications and media to both internal and external audiences.• Coordinate the Alumni organisation, develop the online community and organise events.• Actively seek out and report on market trends and competitor activity; make recommendations to enhance the school's competitive advantage.• Work in close collaboration with the Principal's PA to plan future marketing activity in response to data and market trends. <p>Marketing Materials and School Publications</p>

- Prepare and revise marketing materials such as the prospectus, information booklets and all school literature.
- Build and manage database for sending prospectus/periodic letters/newsletters/reports etc as appropriate to:
 - Prep Schools (mainstream and specialist)
 - Mainstream senior independent schools with dyslexia units
 - Educational Psychologist/Psychotherapists
 - LEA placement officers
 - Specialist solicitors, educational advocates, doctors etc
 - Agents
- Devise, source, and order promotional materials including signages and branding for minuses etc.
- Compile, edit and publish the half-termly digital newsletter, accurately reflecting the week's activities; seek out good news stories and photos to further promote the school's activities and achievements.
- Ensure compliance by staff, the Friends' Committee and external bodies with the school's branding and style guides; proofread all communications from the school; act as point of contact for all internal and external communication.

Wider Community

- Coordinate the Frewen Alumni association, maintain the update the database; responsible for encouraging the growth of the Alumni membership through active networking and online mailings; organise events for the Frewen Alumni; write, edit, and publish the annual Alumni News.
- School liaison for the Friends' Committee (PTA); facilitate Friends' events, liaise with parents, and arrange for circulars to be printed and distributed.
- Liaise with local businesses, schools, and organisations to raise the profile of Frewen College within the local community; proactively seek out opportunities to promote the school.
- Work with the Business Manager to build other income for the school by promoting our Brickwall weddings, Open gardens and finding new income streams such as location setting for films and fashion shoots.
- Organise the annual Dyslexia conference held at the school.

Digital Marketing

- Ensure the school is at the forefront of new digital developments; seek out new online opportunities.
- Maintain the school's website, ensuring content is accurate, relevant, and timely; seek to update the design and function of the website to ensure maximum impact; monitor the use of the website via Google Analytics and other online tools and respond accordingly.

- Maintain awareness of, and report on, market trends and competitor websites.
- Be responsible for all social media, scheduling news stories across digital platforms; evaluate the success of each campaign using digital insight tools adjusting activity; accordingly, monitor competitor activity; maintain awareness of the wide digital community and references to the school.
- Enter and manage pupil data on school database pertaining to social media and photography permission.
- Plan, develop and implement all online advertising, particularly targeted social media; liaise with agencies where appropriate; monitor and report on all activity.

PR

- Prepare press releases and distribute to relevant channels; raise the profile of the school in the local area, as well as in independent schools' and other publications.
- Proactively seek good PR opportunities; build relationships with local and national press as well as educational publications.

Advertising

- Be responsible for all advertising, planning annual activity to support events such as Open Mornings, Dyslexia Conference.
- Support the Business Manager regarding recruitment advertising.
- Seek out cost savings and improved advert design and placement.

Marketing and Admissions

- Work closely with the Principal's PA; identify key target areas for future marketing activity. Use data from prospective parents to inform this process.
- Identify promotional opportunity to specific age groups to attract new audiences into the school

General Marketing

- Commission photography and video for marketing use, maintain photo library online and ensure images are stored safely and in line with Safeguarding Policy.
- Seek out opportunities to apply for awards for the school, preparing relevant entries in line with marketing goals.

Office Duties

- Work collaboratively with the Principal's PA, undertaking general office duties, greeting parents and visitors, and provide office cover when needed, and each afternoon between 3.45pm and 5pm.

	<ul style="list-style-type: none"> • Support the preparation of school events and activities such as Prize Giving, the Christmas Carol Service, and the Book Fair.
<u>General Staff responsibilities</u>	<ul style="list-style-type: none"> • To carry out all duties in a manner which complies with: <ul style="list-style-type: none"> ○ Current Health & Safety legislation ○ The School's Child Protection policies (to be advised) ○ The school's security requirements • To implement all school policies and procedures. • To play an active part in promoting the school's values. • To maintain absolute confidence in relation to all business and personal information relating to the school, except as provided for in the school's child protection procedures.
<u>Qualifications and Experience</u>	<ul style="list-style-type: none"> • Previous marketing/PR experience essential ideally, but not necessarily, gained within a school environment. Other industry experience will be considered. • Degree level education or equivalent desirable. Appropriate qualification such as the AMCIS Diploma in Schools Marketing or CIM is preferred. • Familiar with the independent school environment and an awareness of the current market opportunities and challenges. • Previous experience working in a busy office working to tight deadlines.
<u>Terms and Conditions</u>	<p>These duties are not necessarily comprehensive and are subject to annual amendment by the Principal after consultation with the post holder.</p> <p>In the event of these duties not being performed to the satisfaction of the Principal and Governors, the matter will be dealt with in accordance with disciplinary procedures agreed by the Principal and Governors.</p> <p>Terms and conditions of employment are set out in the Letter of Appointment/Contract.</p>

Signed: Date:

Signed: Principal