

JOB DESCRIPTION
MARKETING AND DEVELOPMENT MANAGER

Responsible to

Business Manager and through her the Headmaster

Hours worked

Part time, three days a week (22.5 hours per week, days tbc 9am-5pm with thirty-minute unpaid lunch break) year-round. Can work partly remotely.

The Marketing and Development Manager will be expected to attend Open Days, Prize Giving and other such people-facing events. Time off in lieu will be given if these involve additional hours, to be taken in the school holiday periods.

Purpose

To increase the numbers of independently funded pupils by developing the marketing of Frewen College, and to build the international reputation of Frewen College as The Original Dyslexia School.

Scope

The job holder will work closely with the SLT to ensure a consistent and sustained improvement in all aspects of marketing and develop and maintain a professional approach to Marketing and the Alumni relations as an essential element in the long-term development and success of the School.

All aspects of the public face of the school are involved in marketing the school, including advertising; publications; exhibitions and conferences; the presentation of the buildings and grounds; internet marketing including the website; admissions and transition procedures; corporate identity etc.

**Principal
Responsibility
Areas**

- Implement and evaluate a clear marketing strategy and annual marketing plan in conjunction with the Headmaster, SLT and Governors
- Manage the marketing budget.
- 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.
- Co-ordinate the Alumni organisation, develop an online community and organise events.
- Actively seek out and report on market trends and competitor activity; make recommendations to enhance the School's perceived competitive advantage.
- Work in close collaboration with the Head's PA/Admissions Officer to plan future marketing activity in response to data and market trends.

Marketing Materials and School Publications

- 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.
 - Boarding agents.
 - Educational Psychologists/ Psychotherapists.
 - LEA placement officers.
 - Specialist solicitors, educational advocates, doctors etc.
- Devise, source and order promotional materials including signage and branding for minibuses etc.
- Compile, edit and publish the half-termly digital newsletter, Yearbook and Alumni newsletter.
- Ensure compliance by staff 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.

Events

- Develop and implement digital strategies to promote key school events, such as open days, performances, and sports events.
- Utilise social media, email marketing, and website updates to keep the School community engaged before, during, and after events.

Wider Community

- Co-ordinate the Alumni association, maintain and update the database, responsible for encouraging the growth of membership through active networking at events hosted and organised by Frewen and online mailings. Write, edit and publish the annual Alumni News.
- 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 Business Manager to build and find other income streams for the school including weddings, the Frewen Outreach service and other lettings.

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 with an awareness of accessibility.
- 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.
- 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 with the aim that Frewen College is synonymous with being the oldest and most experienced school for teaching children with dyslexia.
- 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 including Open Mornings, our Dyslexia Conference and stands at shows such as The Neurodiversity Show at the NEC.
- Support the Business Manager with regard to recruitment advertising.

Marketing and Admissions

- Work in close collaboration with the Head's PA/Admissions Officer to identify key target areas for future marketing activity.
- Work with SLT to plan for Prize Giving including organising key speakers and signing up Leavers to our Alumni database.
- Identify promotional opportunities to specific age groups to attract new audiences into the School.

General Marketing

- Commission photography and videos for marketing use, maintain photo library online and ensure images are stored safely and in line with our Safeguarding and Data Protection Policy.
- Seek out opportunities to apply for Awards for the School, preparing relevant entries in line with marketing goals.

Safeguarding, discipline, health and safety

- Promoting and safeguarding the welfare of children and young persons for whom you are responsible and with whom you came into contact.

- Maintaining good order and discipline among the pupils and safeguarding their health and safety both when they are on the School premises and when they are engaged in authorised school activities elsewhere.

Generic

- You may be required to undertake such other reasonable duties from time to time as the School may reasonably require.

The post holder’s responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School’s Safeguarding Policy Statement at all times. If in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school s/he must report any concerns to the School’s Designated Safeguarding Lead or to the Head.

PERSON SPECIFICATION

	Essential	Desirable
Experience and qualifications		
High standard of written English, excellent proof-reading skills and a strong eye for detail	x	
Appropriate professional qualification such as the AMCIS Diploma in Schools Marketing or CIM	x	
Understanding of the UK independent and SEND education sector		x
Previous work experience in a UK independent school with a boarding element		x
Ability to use Microsoft Office 365 or a similar package	x	
Ability to use Adobe InDesign or a similar package	x	
Knowledge of GDPR	x	
Understanding of the challenges of dyslexia and dyspraxia		x
Skills and competencies		
Ability to work confidently with a wide range of internal and external stakeholders	x	
Ability to manage a busy workload	x	
Strong communications skills, both oral and written, and customer focus – excellent telephone manner	x	
Strong organisational and planning skills	x	
Ability to have an awareness of activities taking place across the School and draw links and communicate and plan work accordingly.	x	
Personal qualities		

Positive, proactive, willing, flexible, calm, reliable, reactive, friendly, hard-working, helpful and professional in attitude	x	
An aptitude for and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges	x	
Enthusiastic and self-motivated – will actively seek to further the School’s best interests	x	
Good sense of humour	x	
A creative mind with an ability to suggest improvements – problem-solving skills	x	
A passion for the transformational impact of education and an empathy with the School’s aims and vision.	x	