

# **MARKETING MANAGER**



## **JOB DESCRIPTION & PERSON SPECIFICATION**

<b>GRADE:</b>	Bucks Pay Range 5
<b>HOURS:</b>	37 Hours Per Week, 40 weeks per year - Permanent (Term time, plus 5 Inset Days & one additional week in Summer Holidays)
<b>ACCOUNTABLE TO:</b>	School Business Manager
<b>ACCOUNTABLE FOR:</b>	Marketing, Brand Image & PR

## OVERVIEW OF ROLE

The Marketing Manager is responsible for the implementation of a marketing & communication strategy that primarily focuses on maximising recruitment of students to the school, whilst also enhancing the school's relationship with current parents and the wider school community. The role combines both strategic thinking with proactive marketing activity. The post holder will deal with students politely and assertively and undertake any additional supervisory duties as directed. The Marketing Manager will play a pivotal role on all marketing activities and delivering the key objectives for the School.

## MAIN DUTIES AND RESPONSIBILITIES:

### Promotion and Advertising

- Develop and implement a dynamic and engaging whole school digital and physical strategy for promotion and advertising
- Develop and implement a social media strategy and manage the school's presence on networking and social media sites
- Engage with all staff in order to be able to market successfully all aspects of the school's activities
- Work closely with Curriculum Leaders/teachers across the school to promote engaging social media and new publications
- Maintain and develop the school 'brand' and associated guidelines ensuring consistency across the school
- Working with outside professionals and assume responsibility for the design and production of all printed and digital promotional materials e.g. school prospectus, staff & student planners
- Recommending for approval the design/content of all press advertising – be the point of contact in the school for interests of this nature
- Create and implement an annual schedule of advertisement in line with the school calendar
- Recommending suitable publications in which to advertise to ensure maximum coverage is achieved
- Update external school directories and website listings
- Develop and implement a dynamic and accurate content for use on the school website, social media channels and inclusion in 'termly' newsletters
- To co-ordinate photography/video of school activities and events for communication purposes
- Create branded templates in line with 'brand guidelines' ensuring standardisation such as email signatures, visuals, letter head, power points and written communication
- Ensure all marketing activities are aligned with the school's key values and vision
- Ensuring that all school online presence is legal in the widest sense in line with the safeguarding of students and in the interests of data protection (GDPR)

### Events

- Plan and promote all Student Recruitments and Open Events throughout the year, ensuring that the school is promoted and represented at all events of this nature
- Monitor customer experience at these events and formulate strategies to improve moving forward
- To record, analyse and improve attendance at all Student Recruitment, Parents Evening and Open Events
- Arrange internal events at each stage of transition in order to maximise retention of students across the school and Sixth Form
- Contribute to the management of events for existing students and parents to ensure their continued good relationship with the school

## **Lettings**

- Create and run a marketing programme to ensure the school and their facilities are promoted in the local community
- Organise and co-ordinate tours and information for hirers, maintaining a record and following up enquiries to maximise letting enquires & bookings
- Manage the school's lettings diary in line with the main school calendar
- Initiate and foster good links with the local community to continue to promote the reputation and perception of the school to maximise letting income
- Working closely with members of the finance team to ensure invoices and payments are processed once lettings have been agreed
- Liaising directly with the site team advising them on proposed bookings and requirements of hirers in timely manner
- Ensuring all policies and processes are adhered to in terms of the Lettings and Health & Safety requirements

## **Public Relations**

- To initiate and foster good links with the local community, working closely with members of staff to ensure that the reputation and perception of the school is maintained and enhanced in the local area
- Maintaining a positive image of the school in the local area/community
- Supporting colleagues in seeking opportunities to liaise with feeder schools (arranging visits to the school and visits from the schools etc)
- Ensuring prospective parents are invited to Open Days and other public events at the school, promoting events such as concerts, plays, GCSE/A Level results etc
- Periodically monitor pupil/parent satisfaction through the implementation of Focus groups and on line surveys
- Working with the school office, reception and support staff to ensure that all marketing with parents are well presented and consistent with the school brand image and guidelines
- Writing of engaging press releases which promote the school and its activities

## **Strategy and Planning**

- Create and implement the whole school marketing strategy
- Assume responsibility for the implementation of all marketing in line with the strategy

## **Market Analysis and Reporting**

- Monitor and reporting on the school's market place, producing regular reports on trends and opportunities as part of the Communications Committee
- Gather market intelligence and analyse results for marketing plans, particularly in relation to admissions, transition and open events

## **The School Brand**

- Act as the 'Brand Guardian' with relation to communications, marketing, events and the wider community to ensure that the school's brand remains consistent with the ethos of the school.

## GENERAL

---

- Ensure the website is maintained, updated, undertake periodic audits ensuring compliance in line with DFE guidance
- Work in conjunction with other members of the support staff body, e.g. Admissions Officer ensuring that student recruitment targets are met
- Ensure the upkeep of an accurate record of parental permissions regarding the use of pupil images in promotional materials in line with GDPR
- Be aware of the responsibility of personal health, safety and welfare and that of others who may be affected by your actions or inactions.
- Support the schools implementation of all other current statutory requirement e.g. Child Protection and Safeguarding.
- Participate in new initiatives and futures changes in service delivery improvements to support the objectives of the school.
- To fulfil personal requirements, where appropriate, with regard to school policies and procedures, health, safety and welfare, emergency, evacuation and security.
- To have responsibility for promoting and safeguarding the welfare of all students.
- The school is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. Staff are expected to work positively and inclusively with colleagues and stakeholders so that the school provides a workplace that delivers a service that does not discriminate against people on the ground of their age, sexuality, religion or belief, race, gender or disability.

The post holder must be prepared to carry out additional duties, which may be responsibly be required by the School Business Manager. The duties of this post may vary from time to time, as required by the Headteacher, without changing the general character of the role or the level of responsibility. This post may be subject to modification or amendment after consultation with the post holder.

***CONTEXT: All staff are part of a whole school team. They are required to support the values and ethos of the school and school priorities as defined in the School Improvement Plan. They are required to support and follow all relevant school policies including those for behaviour and child protection. This will mean focusing on the needs of colleagues, parents and pupils and being flexible in a busy pressurised environment. They should be involved in promoting the acceptance and integration of pupils with special educational needs. They might also be involved assisting pupils for whom English is an additional language***

This post meets the definition of 'Regulated Activity' as defined in the Safeguarding Vulnerable Groups Act 2006.

Because of the nature of this job, it will be necessary for an enhanced DBS check to be undertaken. This post is exempt from the Rehabilitation of Offenders Act 1974 and therefore applicants are required to declare all unspent cautions and convictions; and also any adult cautions (simple or conditional), and spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2020). A person's criminal record will not in itself prevent a person from being appointed to this post. Applicants will not be refused posts because of offences which are not relevant to, and do not place them at or make them a risk in, the role for which they are applying. However in the event of the employment being taken up, any failure to disclose such offence, as detailed above, will result in dismissal or disciplinary action by the School / Authority.

**Disclosures are handled in accordance with the DBS Code of Practice which can be accessed via [www.disclosure.gov.uk](http://www.disclosure.gov.uk) 'The School is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment.**

**Signed:** \_\_\_\_\_  
Marketing Manager

**Date:** \_\_\_\_\_

**Signed:** \_\_\_\_\_  
Headteacher

**Date:** \_\_\_\_\_

## PERSON SPECIFICATION - MARKETING MANAGER

	Essential	Desirable
<b>Qualifications</b>		
• GCSE English and Maths	✓	
• Degree qualified or equivalent experience		✓
<b>Experience &amp; Knowledge</b>		
• Experience in a marketing role and some evidence of professional development within marketing	✓	
• Experienced user of Microsoft Office, word processing, spreadsheet and presentation packages	✓	
• Strong understanding of effective PR and Marketing Communications	✓	
• Up to date knowledge of marketing best practice and an eye for creative marketing opportunities	✓	
• Experience of presenting concepts in new ways and from new perspectives	✓	
• Experienced in using search engine optimisation and social media strategies	✓	
• Experience running successful marketing campaigns	✓	
• Knowledge of school safeguarding and experience of working with children		✓
• Event management experience	✓	
<b>Skills</b>		
• Ability to set and prioritise goals	✓	
• Collaborative approach and genuine team player	✓	
• High standard of literacy and attention to detail	✓	
• Excellent organisational and project management skills	✓	
• Excellent communication skills, including high standards of written communication, grammar and spelling	✓	
• A good team player who has the ability to get on with tasks and achieve results	✓	
• Ability to prioritise work and respond effectively as new projects are introduced	✓	
• Always deliver on schedule and to a high standard	✓	
• Flexible to meet the needs of the school	✓	
• Experience of working with children		✓