



Prepared: Deputy Head (External) / HRBP	Ref: Marketing & Communications Manager
Approved: Deputy Head (External) / HRBP	Date: 7 October 2022

Job Profile

Marketing and Communications Manager

Reports to: Deputy Head External

The Marketing and Communications Manager will be responsible for the school's marketing activities and relevant external communications, further developing the school's profile and reputation, and delivering its recruitment strategies, whilst leading the Marketing department, and working closely together with the Admissions and Development departments.

Key Responsibilities

Marketing

- Develop, manage and implement, with Head Master and other key staff, the school's strategic marketing plans
- Develop, implement and monitor the school's digital marketing strategy in line with the strategic aims
- Manage and develop the school's brand to ensure consistency, and editorial and design control, across all communications and marketing
- Identify and develop, with the Deputy Head External and Admissions, new opportunities for pupil recruitment and monitor such strategies
- Develop and implement advertising to support pupil recruitment in line with the school's strategic aims
- Develop and organise effective marketing materials, printed and digital, to support pupil recruitment
- Organise effective display material and signage, in line with the school's brand and values, for internal and external events and exhibitions
- Represent the school at internal and external events as required
- Commission market research, as appropriate, to report on the school's marketing and development activities, and to identify new opportunities
- Monitor new advertising opportunities across all media
- Produce marketing reports for key individuals as requested
- Manage and maintain the marketing budget



Communications

- Develop and implement the school's communications and public relations strategies in line with its overall aims
- Develop and oversee all external marketing communications, including promotional digital and printed materials, including e-newsletters
- Develop and deliver prospective parent/student email marketing campaigns
- Develop and oversee, with the school's Digital Marketing Manager, the school's website and social media channels
- Manage media contact, including press releases, and develop local and national relationships with publications and digital platforms
- Identify key relevant school awards and accreditation and develop submissions
- Prepare reports and materials for the Communications Management Committee and other key individuals and groups where appropriate

General

- Build positive relations with all key staff and encourage wider staff engagement in marketing efforts
- Adhere to and ensure compliance with the school's Child Protection Policy 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 risk(s) to the safety or welfare of children in the school, these concerns must be reported to the school's Designated Safeguarding Lead or the Head Master.
- Comply with both Worth School and Worth Abbey and departmental Health and Safety policies, procedures and risk assessments.
- Ensure the provision of a safe and secure working environment, in keeping with legal requirements.
- Actively contribute to the continuous improvement process and the ongoing development of a quality culture, for example, changing behaviour and identifying and implementing improvements to processes and activities, and encourage others to do the same.
- Conduct from time to time, any other duties as may be required but within the scope of this job profile.



Qualifications, experience and knowledge

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Experience in sales/ marketing role • Educated to degree level and/or professional qualification in marketing or related area • Experience in managing digital social media and traditional platforms for marketing and communications • Working knowledge of Microsoft Office applications and CMS 	<ul style="list-style-type: none"> • Experience of marketing in education sector • Proven experience of brand management • Experience of line management and budgetary responsibility • Experience of digital and desktop design

Competency profile

- **Customer focused** – recognises and focuses on the varied needs of pupils, parents and staff
- **Communication** – communicates information in a clear, concise and open manner at all levels, both verbally and in writing
- **Team working** – works closely with immediate team and proactively cooperates with all colleagues across the School and Abbey
- **Planning** – prioritises own workload and identifies obstacles to achieving results
- **Drive to deliver results** – demonstrates focus and determination to complete and deliver results which achieve personal objectives
- **Flexible approach to change** – adapts to meet the short- and long-term changing demands of the job

This job description may be altered to meet changing service needs, and will be reviewed in consultation with the post holder.

This job description is indicative of the nature and level of responsibilities associated with this post. It is not intended to be exhaustive, other tasks and responsibilities may be allocated as necessary from time to time.