



## MARKETING MANAGER JOB DESCRIPTION

*Harrogate Ladies' College is committed to safeguarding and promoting the welfare of children and the successful applicant must be willing to undergo child protection screening appropriate to the post. The school is an educational charity and equal opportunities employer.*

<b>JOB TITLE:</b>	<b>MARKETING MANAGER</b>
<b>REPORTING TO:</b>	Director of Marketing and Admissions
<b>RESPONSIBLE FOR:</b>	The Marketing Manager is responsible for direct line management of the Digital Marketing and Content Officer and the Marketing and Events Assistant.
<b>HOURS:</b>	<p>Full time, 52 weeks per year.</p> <p>Normal working hours are either 8.00am-5pm or 8.30am-5.30pm (at the post holder's choice) Monday to Friday. Some flexibility will be required to meet the needs of the role and attend events including occasional evening and weekend working.</p>
<b>PURPOSE OF ROLE AND OBJECTIVES:</b>	<p>The Marketing Manager will work with the Director of Marketing &amp; Admissions to develop the Marketing Strategy and annual Marketing plan for the school in order to achieve, or ideally exceed the pupil recruitment and retention numbers across all 3 areas of school (pre-school, prep school and senior school).</p> <p>The Marketing Manager will be responsible for implementing the annual Marketing plan and for delivery and management of day to day marketing activities for the school in order to generate enquiries for prospective pupils.</p> <p>The Marketing Manager will be the brand ambassador for the school, responsible for ensuring that the school's brand values are consistently communicated across all marketing activity.</p> <p>We are committed to continuous improvement and aspects of the job role may change therefore over time.</p>
<b>KEY AREAS OF RESPONSIBILITY, TASKS AND DUTIES:</b>	<p><b>MANAGEMENT OF THE MARKETING FUNCTION</b></p> <ul style="list-style-type: none"> <li>• Working with the Director of Marketing &amp; Admissions develop an effective annual Marketing Plan to support the school's strategic aims</li> <li>• Implementation of the annual Marketing Plan and delivery of day to day marketing activities for the school, ensuring activities are delivered on time and within budget</li> <li>• Management of the annual marketing budget</li> <li>• Line management of the Marketing Team, providing support, training, managing workloads, setting clear objectives and KPIs and undertaking regular 121 meetings and annual appraisals</li> </ul>

- Ongoing analysis and reporting on the effectiveness of marketing activities undertaken by the school and the ROI, to support a culture of continuous improvement across the department
- Management of the school brand
- Management of external marketing agencies including the school's design agency, web development agency, photographers and videographers
- Work closely with the Admissions Manager to ensure sales and marketing activities are aligned and that both teams are supporting each other and effectively collaborating
- Work across the school to ensure that members of staff are engaged with Marketing activities and understand their role in supporting the school's recruitment and retention objectives

#### **EVENT MANAGEMENT**

- End to end management of marketing led face to face events aligned to the pupil recruitment process such as Open Days, Taster Days and Entrance Exams
- Management of a Feeder Schools Event programme for local school pupils
- Management of virtual events such as webinars for international agents and prospective parents and pupils based overseas
- Management of the school's participation in 3<sup>rd</sup> party education fairs and pupil recruitment events in the UK and overseas
- Support the Alumni Relations Officer in the delivery of Alumni focused events such as Reunions
- Provide marketing support materials for some events for current parents and pupils in order to aid retention, such as the Summer Art Show, annual Drama Production and Speech Day
- Pro-actively identify and research potential new events for participation.

#### **MARKETING COMMUNICATIONS**

- Management of the school's advertising plan (print and on-line) including identifying relevant publications and working with external design agencies to create effective advertisements that convey relevant messages and generate pupil recruitment enquiries
- Implementation of a program of communication targeted at parents, prospective parents, international agents, feeder schools and key external stakeholders in order to generate recruitment enquiries and aid pupil retention.
- Ensure effective internal communication of the school's strategic objectives, developments, achievements and news stories to staff and key internal stakeholders
- Manage the development and maintenance of school publications, merchandise, prospectuses, display and exhibition materials
- Manage the school's photography library

**DIGITAL MARKETING**

- Manage the Digital Marketing & Content Officer to ensure all aspects of Digital Marketing are effectively delivered in line with the annual Marketing Plan
- Oversee the management and development of the school’s website with the objective of ensuring that it is an effective source of enquiries; reflects the school’s ethos and objectives and is a useful source of information for existing and prospective families. Ensure that content within the site is up to date and relevant and is optimised for search engine positioning across a range of target search terms
- Oversee the delivery of Social Media activities and the development of the social media content calendar across all areas of school
- Oversee management of Paid Search and Paid Social advertising campaigns
- Utilise Google Analytics to measure and report the effectiveness of the school’s Digital Marketing activities

**PR**

- Manage the Digital Marketing & Content Officer to ensure all aspects of the school’s PR programme are delivered effectively and align to the school’s core messages and values, including media relations, press releases, extended news articles, opinion pieces and blogs
- Assist the Director of Marketing and Admissions in the management any Crisis PR situations that may occur

**DATA MANAGEMENT**

- Ensure the school’s Management Information / CRM system is an effective tool for communicating with prospective families and international agents
- Ensure that the school’s marketing activities are in line with current GDPR policies and regulations

**MARKET ANALYSIS**

- Stay abreast of the latest trends and developments within the independent and state schools sectors
- Stay abreast of the latest trends and innovations in marketing
- Undertake competitor analysis
- Disseminate market and competitor intelligence to key stakeholders across the organisation.

**PERSON SPECIFICATION**

	<b>ESSENTIAL</b>	<b>DESIREABLE</b>
<b><i>EXPERIENCE AND QUALIFICATIONS</i></b>	<ul style="list-style-type: none"><li>• CIM Marketing qualification or a degree level equivalent</li><li>• Broad based background in marketing (covering all</li></ul>	<ul style="list-style-type: none"><li>• Line management experience</li><li>• Experience of working with children / in an educational setting</li></ul>

	<p>areas referenced in the Responsibilities section)</p> <ul style="list-style-type: none"> <li>• Extensive experience of event marketing and end to end management of customer facing events</li> <li>• Experience of managing external marketing agencies</li> <li>• Experience of managing advertising campaigns</li> <li>• Experience of analysing and reporting on marketing ROI</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Knowledge of digital marketing including social media, SEO management, Paid Search and Paid Social advertising, in order to oversee the effective implementation of the school's Digital Marketing plan</li> <li>• Knowledge of PR and media relations in order to oversee the effective implementation of the school's PR plan</li> <li>• Understanding of and empathy with, the independent schools' sector;</li> <li>• PR crisis management</li> </ul>
<b>PERSONAL SKILLS</b>	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills</li> <li>• Excellent organisations skills, the ability to manage multiple projects and meet deadlines</li> <li>• Strong attention to detail and proof reading skills</li> <li>• Ability to analyse and evaluate information and present clear findings</li> <li>• Creative thinker who is results and targets focused</li> <li>• A strong team player who is also able to work independently</li> </ul>

***IT SKILLS***

- Microsoft Office
- Website CMS systems
- Google Analytics
- Photography Skills
- Google Adwords
- Facebook Advertising
- WordPress
- MailChimp