



## SCARBOROUGH COLLEGE JOB DESCRIPTION

<b>Job Title:</b>	Marketing & Events Manager	<b>Reports to:</b>	Director of Marketing and Admissions
<b>Date Last Reviewed:</b>	September 2023		

### Role Overview

Reporting to and working closely together with the Director of Marketing and Admissions (DMA), the Marketing and Events Manager (MEM) is responsible for the implementation of Scarborough College's marketing plan, branding and events.

### Key Responsibilities

#### Marketing

- With the DMA's oversight, delivering key marketing collateral including the school website;
- Developing marketing campaigns aligned with Scarborough College's marketing strategy;
- Assisting with the marketing of the College's recruitment activities;
- Assisting the DMA with editing The Owl newsletter.

#### Events

- Delivering a consistent and relevant communications and events programme with feeder schools (with the assistance of key members of staff in the Sports, Performing Arts and Academic Departments);
- With the DMA's oversight, organising and managing Scarborough College events, including Open Days and Scarborough Scholar;
- Representing the College at internal events
- Actively seeking new, creative and innovative ways to communicate Scarborough College's values through external and internal events.

#### Brand Management

- Promoting brand guardianship to ensure that all communication materials consistently reflect the College's identity and values;
- Guiding and assisting all staff in the application of brand guidelines and corporate identity, and act as a brand ambassador;
- Creating and maintaining a brand asset library.

#### Other

- Assisting the College's team Admissions Department as required;
- Assisting the HR department with recruitment by preparing application support materials;
- Any other tasks, as required by the DMA;
- Representing the College at external and international events.

PERSON SPECIFICATION		
	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"><li>• Experience of working within a marketing and/or communications environment</li></ul>	<ul style="list-style-type: none"><li>• Familiarity with design software (Adobe products, Canva or similar)</li><li>• Cross cultural competence</li><li>• Affinity and/or experience in the independent schools sector</li></ul>
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Educated to degree level or equivalent</li></ul>	<ul style="list-style-type: none"><li>• Qualification in marketing or equivalent professional experience</li></ul>
<b>Specialist Knowledge</b>	<ul style="list-style-type: none"><li>• Familiarity with digital marketing platforms</li><li>• Ability to manage multiple projects simultaneously and meet deadlines</li><li>• Attention to detail</li><li>• Comfortable working independently</li><li>• Ability to work across different departments</li><li>• Ability to plan and prioritise</li><li>• Excellent interpersonal and communication skills</li></ul>	<ul style="list-style-type: none"><li>• Familiarity with events management, project management or similar professional experience</li><li>• Strong understanding of branding principles and the ability to maintain brand consistency</li><li>• Digital skills including photography and/or videography</li></ul>

PERSON SPECIFICATION - CONTINUED			
	Essential	Desirable	
<b>Personal Skills</b>	<ul style="list-style-type: none"> <li>• Highly creative and innovative.</li> <li>• Ability to think and plan strategically.</li> <li>• The highest standards of attention to detail.</li> <li>• Proactive problem-solver.</li> <li>• Ability to manage own workload, meet deadlines and work to pre-set timescales.</li> <li>• Professional approach and manner at all times.</li> <li>• A natural customer service champion.</li> <li>• Able to work as a member of a team.</li> <li>• Adaptability and willingness to learn.</li> <li>• Thoroughness and reliability.</li> <li>• Empathy with the aims of the college and of independent education in general.</li> </ul>		<ul style="list-style-type: none"> <li>• Application/Interview/Assessment/References.</li> </ul>
<b>Flexibility</b>	<ul style="list-style-type: none"> <li>• The successful applicant must be flexible – the nature of the post will necessitate work outside normal working hours (TOIL granted).</li> <li>• The successful applicant will embrace opportunities to learn new skills.</li> </ul>		<ul style="list-style-type: none"> <li>• Application/Interview/Reference.</li> </ul>

The College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The successful applicant will be subject to checks by the Disclosure and Barring Service. The post holder will be required to take care to safeguard their own and that of others with whom they work and co-operate with those designated with responsibility for health and safety.