



Job Description

Post title: Marketing and Communications Manager	Post No:
Department: External Relations	Date compiled: 23 November 2023
Salary: £33,000 - £38,000 depending on experience	Hours per week: 40 Weeks per year: 52

If fixed term, state duration:

Immediate line manager: Director of External Relations

Designation and grade of any staff line managed by the post holder:

- *Digital Marketing Coordinator*
- *Marketing and Brand Coordinator*
- *Content Writer and Editor*

Job purpose:

- The Marketing and Communications Manager must work to establish better awareness of Oakham School, our ethos and considerable achievements.
- The most important desired outcome is to maintain and improve pupil numbers and raise the School's profile locally, regionally, nationally and internationally in partnership with admissions staff.
- To raise our profile across a wider geographical area by managing and delivering day-to-day marketing activity, including developing and leading a positive PR strategy, writing media releases, event management, managing advertising, commissioning and liaising with designers and photographers, and other critical marketing and communication activities.

Reporting directly to and working closely with the Director of External Relations, the Marketing and Communications Manager will have line management responsibility for three team members.

Additionally, the Marketing and Communications Manager provides PR and marketing advice to everyone in the External Relations Team to make them more effective in their roles.

Principal duties and responsibilities:

The role may encompass all the following duties. The exact duties and responsibilities and workload balance will be determined in discussion with the post holder's line manager.

Principal Duties

Strategy and Planning

- Devise and deliver creative solutions for marketing Oakham School.
- Carry out research and analyse marketing and admissions data and work with the Director of External Relations to help shape the marketing strategy.
- In conjunction with the Director of External Relations and the Director of Admissions, develop and deliver a consistent, relevant communications and events programme with key feeder and prep schools.
- Lead on organising Feeder School Liaison events such as the Oakham Olympics and Crime Day.

- In conjunction with the Director of External Relations and Director of Admissions, deliver a programme of marketing and customer relations activity with overseas agents (it is not anticipated that this role will require overseas travel).
- Develop and manage the advertising campaign in line with the School's strategic aims and track its effectiveness.
- Track, monitor and evaluate all our marketing activity – both offline and digital. Regular reporting and analytics on impact, ROI and value for money.
- Proactively identify areas for improvement in the School's customer service and communications and provide support and guidance to ensure all communications meet the highest standards.

PR and Media Management

- Build and maintain good working relationships with key journalists on a targeted media list (national and local newspapers, national and regional magazines, local radio stations, regional TV and specialist education magazines). Develop a database of key editorial contacts to disseminate a regular supply of news stories representative of the wide range of activities and achievements of Oakham pupils.
- Build and maintain good working relationships with independent schools' professional bodies, e.g., HMC, ISC, BSA, etc. and establish Oakham School as a 'go to' for information.
- Identify potential newsworthy stories and milestones across a wide range of activities at Oakham School and establish a protocol to release information to the media.
- Develop and lead a positive public relations strategy. This includes writing weekly news stories promoting the work and successes of our pupils, staff and the School.
- On a termly basis, recommend a comprehensive programme for PR/Press.
- Identify topical and interesting matters for blog posts and help author them.
- Work with the Alumni and Development office to seek out press opportunities and liaise on stories for the website.
- As and when required, take photographs to support press releases and news stories for the website.
- Identify relevant stories, write copy when required and identify suitable photographs to update the school website.
- Organise and plan visits, e.g., Good Schools Guide, etc.
- Build and maintain excellent working relationships with all Oakham Staff and be a point of contact for advice and support.
- Actively pursue opportunities for Oakham School to be recognised externally by nominating the School for relevant awards to achieve external recognition and validation.
- Continue to build better awareness amongst members of staff about the value of positive news coverage. Supply and share the monthly press coverage report.
- Supply and write feature articles for the School magazine, The Oakhamian. Liaise with the Editor and have input into forward planning for each edition.
- Be available to respond and support in the event of a PR crisis.

Digital

- Ensure that Oakham School maintains a dynamic and exciting digital content programme across all platforms.
- Provide direction and support for the Digital Marketing Coordinator to assist with content, style management and design of the School website whilst ensuring it is kept up to date with news and content to reflect life at the Oakham School.

- With the Digital Marketing Coordinator, further develop and implement a Search Engine Optimisation programme, ensuring that the School consistently appears on the first page for key search terms.
- Support the Digital Marketing Coordinator in overseeing the School's social media activity, advising on the appropriate channels, messages, activities, and forward planning.
- Manage the day-to-day activity of the School's Facebook account and review this regularly for comments that may need a response.
- Manage the reporting of key digital metrics, including Google Analytics and social media statistics to inform future marketing activity.
- Support the team in producing and mailing the bi-termly newsletter.

Marketing

- Work alongside the Marketing and Brand Coordinator to ensure all adverts are on message, drive effective sales and have a specific call to action.
- Work alongside the Marketing and Brand Coordinator and Admissions team to ensure all directories are up to date, on message and have a specific call to action.
- Help and provide direction on the design and content of posters, programmes, invitations and other printed or digital documentation.
- Work alongside the Marketing and Brand coordinator to source and order branded merchandise for Open Events, including banners and promotional materials.
- Support the creation and approval of all School publications, including the prospectus and help the Content Writer and Editor update these and resupply them annually.
- Guide and assist all staff in the application of the brand guidelines and corporate identity and act as a brand ambassador.
- Play a key role in the organisation and management of all relevant School events to ensure that the audience, internal or external, has a positive experience and receives all of the appropriate information they require.
- Evaluate the success of each event.
- Represent the School at external events as required, such as open events, alumni and development events and parent events.

Signage and Wall Art

- Oversee all major signage projects across the School and support the Marketing and Brand coordinator in commissioning and installing new signs.
- Commission wall art projects across the School as and when required and work with designers to have these created and installed.

Leadership & Management of Others:

- Proactively work with the team and all staff to encourage collaboration, innovation, individual and team creativity.
- Line Management of three team members;
 - *Digital Marketing Coordinator*
 - *Marketing and Brand Coordinator*
 - *Content Writer and Editor*
- Review current procedures and practices to implement and improve efficiencies.



Other

- Uphold the values and aims of Oakham School.
- Develop and maintain excellent working relationships across the School with pupils, staff and parents.
- Attend inset days and other such meetings and events as required.
- Some flexibility of hours will be required, with occasional weekend, early morning and evening work required.

Any other duty that the line manager may reasonably request.

Special requirements:

All staff are expected to comply with the School's Health and Safety policies in performing their duties.

Job description drawn up by	Director of External Relations	Date: 23 November 2023
Approved for department by		Date: