



JOB DESCRIPTION

Marketing Manager

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| Department: | Admissions and Marketing |
| Location: | Downside School, Stratton on the Fosse |
| Reports to: | Director of Admissions and Marketing |
| Supervisory Responsibility: | Digital Marketing Assistant |
| Date of Issue: | June 2022 |

The Organisation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Role Summary

The Marketing Manager will use the full marketing mix to increase brand awareness for Downside School, to ensure that the strategic Admissions and Marketing targets are met. The Marketing Manager will work closely with the Director of Admissions and Marketing, the Head and the Development Office to deliver effective communications to prospective parents, current parents and the wider community. Supported by our Digital Marketing Assistant you will deliver and coordinate operational marketing activities and events for the school, helping to develop creative marketing strategies that reflect and build awareness of Downside School.

Duties and Responsibilities

The following list is not exhaustive, but the post holders' principal responsibilities are:

- Working with the Director of Admissions and Marketing, and the Head, to develop and implement an annual, carefully costed marketing plan, consistent with Downside School's strategy and in line with the budget.
- Brand management and development of Downside School, both on and off line and consistent with its Benedictine ethos.
- Building digital campaigns to support marketing presence and customer engagement.
- Liaising with the Digital Marketing Assistant in relation to social media promotion and advertising, SEO content and website updates.
- Competitive monitoring and regular reporting of all marketing initiatives including Google advertising and email marketing.
- Design, write, edit and proof agreed promotional materials and publications as an effective communication and pupil recruitment tool.

- Develop communications and advertising plans both on and off-line, produce content for our social channels and generate PR in line with marketing strategy.
- Develop and manage relations with local and national media to promote the School's achievements and to maximise positive reporting.
- Keep abreast of new media marketing opportunities.
- Line manage the Digital Marketing Assistant.
- Maintain and improve the School website as an effective communication and recruitment tool, as well as working as part of a team with the Development Office.
- Ensure that all web pages are kept up to date with clear, engaging and accessible material for current and prospective parents.
- Collate, edit, proof and post new information and keep existing information up to date on the School website through a Content Management System.
- With the support of the Admissions Assistant and Digital Marketing Assistant, to market and execute our Feeder School programme (annual rolling schedule of events).
- Ensure that all school directories are accurate and regularly updated.
- Liaise with all departments within the School with regard to obtaining copy for the regular newsletter, annual publications and other material; issuing timelines and deadlines, ensuring they are met.
- Build strong relationships with key stakeholders across the School to ensure collaborative working to drive marketing initiatives.
- Maintain the provision and a catalogue of good quality photographs for use in all marketing materials (hard copy and online), ensuring a well maintained digital library following GDPR guidelines.
- Maximise marketing opportunities at existing School events.
- Support the Admissions and Marketing Department by attending and assisting at Open Mornings and new pupil events.
- Be a brand ambassador for the school.
- To undertake projects commensurate with the role, under the direction of the Director of Admissions and Marketing.
- Other duties as directed by the Director of Admissions and Marketing to ensure the smooth running of the Admissions and Marketing office.

The following duties are ones which all staff are required to perform:

- Observe health and safety procedures and work safely at all times;
- To be responsible for your own continuing self-development, undertaking training as appropriate to the working environment and location, and developments in your role;
- Promote and safeguard the welfare of children and young persons for whom you are responsible and with whom you come into contact;
- Undertake any other duties as required by your manager in order to meet the changing needs and demands of the Organisation.
- Conduct yourself with professionalism, tact and diplomacy at all times as a representative of the Organisation.

Review

This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the post holder without change to the level of responsibility or remuneration appropriate to the post.

PERSON SPECIFICATION

| ATTRIBUTES | ESSENTIAL <i>These are qualities without which the applicant could not be appointed.</i> | DESIRABLE <i>This information could be used to differentiate applicants.</i> | HOW IDENTIFIED <i>(Application / Interview)</i> |
|-----------------------------|--|--|---|
| Qualifications | <p>Relevant qualification (or equivalent professional experience) to degree level, specialising in Marketing.</p> <p>Training and/or professional experience of digital marketing and social media engagement.</p> | <p>Training and qualifications in relation to Marketing, CIM or IDM.</p> | <p>Application</p> |
| Knowledge and Skills | <p>Exceptional interpersonal and communication skills (verbal and written).</p> <p>Experience of working with Content Management Systems through a blog or website, such as WordPress.</p> <p>An excellent knowledge of the core Microsoft programmes.</p> <p>Experience of photo editing and proprietary publication software. Ability to use the Adobe CS suite, in particular Photoshop and photographic editing.</p> <p>Ability to work independently and manage time effectively, without supervision.</p> <p>Ability to prioritise and organise own workload to meet agreed targets and deadlines.</p> <p>A deep understanding of what parents are looking for when they choose a school and can produce engaging and authentic communications that puts Downside at the very top of their consideration list.</p> | <p>A background in graphic design.</p> <p>Have a good understanding of marketing communications within education.</p> <p>A working knowledge of Facebook, LinkedIn, Instagram, Twitter and social media campaigns.</p> <p>Experience of handling press and media relations</p> <p>Audio editing.</p> | <p>Application / Interview</p> |

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| Experience | <p>A proven track record of success in marketing communications.</p> <p>Proven experience in creating meaningful digital campaigns.</p> <p>Experience of proof reading and copy-editing.</p> <p>Experience of successfully using a range of digital content and social media.</p> | <p>Some experience of the Roman Catholic, Benedictine culture.</p> <p>Experience of working in a School environment, within a key marketing role.</p> | <p>Application / Interview</p> |
| Personal competencies and qualities | <p>A creative flair with plenty of energy and ideas.</p> <p>Willingness to learn and adapt to change.</p> <p>Willingness to keep up to date with new developments in Marketing.</p> <p>Able to work with minimum supervision and remain calm whilst working under pressure.</p> <p>Smart, presentable and a mature, responsible approach.</p> <p>Confident and friendly manner.</p> <p>Discreet and confidential.</p> <p>A flexible approach to duties undertaken and working hours.</p> | | <p>Application / Interview</p> |

Received by (print name): _____

Signature: _____

Date: _____