

Job Description



Job Title:	Marketing and Communications Manager	
Department:	Admissions and Marketing	
Business Unit:	Admissions, Communications and Development	
Grade	Grade 5 - £35,955 to £38,255 (based on 36.25 hours per week/52 weeks)	
Line Manager:	Head of Admissions and Marketing	
Job Purpose:		
<p>The role holder is responsible for the design and implementation of effective marketing and communications strategies that continuously raise the school's profile and reputation; and that support the medium and long-term growth strategy of the school.</p> <p>The role holder will establish clear measures of success for marketing tactics and campaigns, including monitoring and evaluation, and reporting on outcomes.</p> <p>The role holder will ensure that the internal and external communication channels are fit for purpose and that they allow for consistent and timely messages to a range of stakeholder groups.</p> <p>Responsible for managing the marketing team, ensuring staff develop and support the school's communication channels, including advertising, social media, website content, video, publications and events.</p>		
Main Responsibilities:		
1	<p>Strategy Development and Implementation</p> <ul style="list-style-type: none"> Develop and deliver a marketing and communications strategy which supports the objectives outlined in the school's overarching Strategy, including community outreach and educational partnerships Support the Principal, Governors and other senior staff in promoting the school's public profile to key external stakeholder groups Establish clear measures of success for school wide projects and campaigns, including monitoring and evaluation of outcomes Prepare Communication Plans for school wide strategic priorities and prepare content to maximise success Establish a programme of research that provides customer and competitor insights Work with colleagues to develop the school's USPs, covering curriculum and academic outcomes, sport, enrichment, art and music, values and ethos, and value add. 	20%
2	Brand and Marketing Content Management	10%

	<ul style="list-style-type: none"> ● Responsible for the school brand and guidelines, ensuring they remain fit for purpose and that compliance processes are in place ● Review and draft high-quality communications, as required, including staff and parent communications, printed publications and outward-facing messages delivered through social media channels and web ● Provide editorial direction, design and production advice for <i>The Watsonian</i>, <i>Prospectus</i> and other publications as necessary ● In collaboration with colleagues, ensure staff understand and apply the house style to all communications; where appropriate, providing training, toolkits, and templates ● Responsible for providing a photography and video service to colleagues, for external facing marketing and communications, which could include utilising internal resources, or hiring external photographers. This includes securing and briefing photographers and ensuring that all images adhere to school policies and GDPR. This service includes establishing and overseeing the management of an image library. 	
3	<p>Internal and External Stakeholder Communications</p> <p>External:</p> <ul style="list-style-type: none"> ● Support the Principal’s Office and colleagues to deliver programmes that enhance the school’s relationship with parents, prospective parents, feeder schools, partners, local businesses and the local community ● Support colleagues who are responsible for developing external partnerships, by positively promoting mutual benefits and identifying activity that will enhance the school’s reputation through community engagement. ● Support the marketing of the school’s facilities and digital and in-person events to drive additional revenue and enhance the reputation of the school. <p>Internal:</p> <ul style="list-style-type: none"> ● Support PLT and the HR Team with the development and delivery of internal communications that supports the culture, ethos and values and enhances employee engagement ● Design and deliver, in collaboration with the Heads of the Junior School and Senior School, an engaging annual communication plan that keeps parents engaged in and informed about life at Watson’s. 	20%
4	<p>Integrated Marketing Campaigns</p> <ul style="list-style-type: none"> ● Work closely with the Head of Marketing and Admissions and senior colleagues on revenue-generating marketing campaigns including recruitment, events and lettings, outreach and partnerships and fundraising ● Collate, write and edit content, as necessary, for marketing collateral across all platforms, including print and digital ● Lead and guide marketing staff with storyboarding, script writing for video production and marketing campaigns ● Manage the school’s Google and social media paid for advertising campaigns. Including monitoring and reporting impact and outcomes 	20%

	<ul style="list-style-type: none"> Brief and manage agencies, content writers and freelancers, as required, to deliver strategic campaigns and initiatives that meet marketing objectives, within set budgets and timelines. 	
5	<p>Website, Intranet and Digital Media</p> <ul style="list-style-type: none"> Ensure the website and portal are regularly updated with informative and engaging content that meets the needs of our key audiences and stakeholder groups Identify opportunities to improve digital communications (where appropriate) with key audiences, particularly current and prospective parents Be the school's social media expert; reviewing, implementing and evaluating the social media strategy and policies and managing all key content for social media, providing training, help and support to other users of these media channels, as required. 	10%
6	<p>Media Relations and Reputation Management</p> <ul style="list-style-type: none"> Develop and deliver relevant PR strategies that enable Watson's to become a market leader and that maximises opportunities for positive PR Develop strong relationships with key contacts in the media, independent education sector and local government Explore opportunities and improve media coverage to strengthen the reputation of the school Monitor media coverage, industry trends, competitor activity, and compile media monitoring reports as required Identify opportunities for the Principal and other key staff to offer opinion/comment pieces on matters of educational interest, or that promote the school's USPs. 	5%
7	<p>Line Management and Team Work</p> <ul style="list-style-type: none"> Line management responsibility for two members of staff (Graphic Designer and Content Officer), supporting their development and training through 1:1s and professional review meetings. Support the Heads and Director to develop the wider Admissions, Marketing and Development Team by actively participating in activity that builds the team ethos and supports a can do attitude in all members of the team. 	10%
8	<p>Other</p> <ul style="list-style-type: none"> As requested by the line manager, carry out any other relevant duties as required. This is a full time, year round post with the requirement for some evening and weekend work, as well as being on call from time to time. Flexibility is therefore required. 	5%
<p>Key Contacts and Working Relationships:</p> <ul style="list-style-type: none"> Build and maintain effective relationships with a wide range of internal and external individuals and stakeholder groups to support the delivery of department and school strategies. Establish and maintain positive relationships with colleagues, including the Principal, Principal's Leadership Team, PAs to Heads of School, Finance Team, Principal Teachers, Support for Learning Team, Development Office and IT Team. 		

- Build sector relevant networks with PR agencies, local government, partners and other key stakeholder groups.
- Represent the school at relevant external meetings.

Planning and Organising:

- The role holder leads the annual planning, implementing, monitoring and review of the annual marketing recruitment campaign. This includes developing the key messages and themes.
- Responsible for developing strategies and plans for own areas of work, as well as supporting others - particularly colleagues responsible for revenue generation. This includes monitoring and tracking of achievements against overall goals and targets.
- Manage and prioritise own area of work and that of others.
- Through 1:1s ensure direct report understands their role and personal objectives; and that they adhere to the school's overarching values and behaviours.

Problem Solving and Decision Making:

- Resolve complex problems, by analysing requirements and using your own knowledge and expertise to find solutions. In particular, this will relate to developing marketing strategies that support our external income revenue streams such as recruitment and commercial income opportunities.
- Manage people and financial resources, within set parameters, to ensure communications and marketing projects are delivered on time.
- Support colleagues by providing advice and expertise to help them achieve their key objectives. This will relate, in particular, to external marketing opportunities and improving communications channels and content.
- The marketing and communications service supports all colleagues across the school, so the role holder requires a high degree of organisation skills to meet print, event and other deadlines.
- In some circumstances, issues may be escalated to the Head of Admissions and Marketing, or the Director.

Resources and Requirements:

- As part of their annual planning process, the role holder will input into the annual budgeting process to ensure sufficient funds are available to deliver their planned activity.
- Direct line management for two members of staff.

Knowledge, Skills and Experience:

Essential:

- A degree in marketing. Candidates without this, but with a degree in a related subject and considerable relevant work experience may be considered.
- Substantial experience in a marketing role, which should include previous experience of developing and successfully delivering marketing campaigns.
- Excellent organisational and planning skills with proven ability to prioritise and use initiative.
- Excellent written, verbal and presentation skills with the ability to engage confidently and effectively with a range of people to deliver the school's marketing and communications objectives.
- Clear and demonstrable understanding of how communications and marketing is delivered across a variety of channels, including print, digital and face-to-face.
- Ability to work in a busy environment, respond to fast-moving situations and give

trusted advice to colleagues at all levels.

- Previous experience of developing magazine flat plans, editing and print production.
- Previous experience of developing content for the web and an advanced understanding of search engine optimisation (SEO).
- Clear understanding of paid for advertising across a range of digital platforms. This should include an ability to interpret and report on engagement.

Desirable:

- Demonstrable experience of writing PR stories and working with the Press.
- Previous line management experience.
- Previous experience in an education environment. In particular within educational recruitment.
- Photography and video skills or experience.