



Job Description

Job Title:	Marketing Manager
Grade	Band I (Points 23-26) (salary details at appendix 2)
Hours:	37 hours per week, 42 weeks per year - includes some out of hours working (evenings and some holiday working)
Reporting to:	Director of HR and Administrative Services

Main Purpose of the Role

- To lead the development, delivery and evaluation of the school's internal and external marketing, communications and engagement-programme, enhancing the school's reputation and supporting student and staff recruitment and retention and stakeholder engagement.
- To develop and maintain a strong and effective digital presence across all online platforms, ensuring that the school's website, social media channels and digital communications promote the school's values, achievements and educational offer.
- Create and oversee compelling written, visual and multimedia content that celebrates school life and supports communication, recruitment, engagement and promotional activities, through photography, image selection and editing, video filming and editing..
- To oversee key school events and promotional activities, ensuring a professional, consistent and high-quality experience for prospective families and other stakeholders.

Key Responsibilities

Communications, Content and Reputation

- Develop and deliver an integrated marketing, communications and engagement strategy aligned to the school's priorities and to aid student and staff recruitment
- Lead the day-to-day delivery of internal and external communications, ensuring content is accurate, timely, engaging and consistent with the school's values & marketing/communications plan
- Adapt communication styles and messaging to meet the needs of different audiences.
- Proactively identify opportunities to build the school's profile and secure positive coverage through local, regional, specialist and education media.
- Prepare press releases, media statements and promotional communications.
- Maintain a forward-planned communications calendar, coordinating activity across departments and school events.
- Develop the use of internal displays to facilitate a consistent brand and message, including reinforcement of positive student messages and daily communication to staff and students.
- Support senior leaders with sensitive, significant or reputational communications, helping to ensure messaging is timely, accurate and well-coordinated.

Marketing, Brand and Recruitment

- Work closely with school leaders, Admissions and other colleagues to communicate the school's educational offer and engage prospective students and families.
- Produce or commission high-quality promotional materials including prospectuses, brochures, advertising, campaigns and event materials ensuring important information is presented in an accessible, audience-focused and engaging way.
- Use audience insight, recruitment trends and campaign results to shape communications and improve their effectiveness.
- Data and trend analysis such as demographic and feeder school numbers and stakeholder feedback to support future targeting of marketing activity.

Digital Communications

- Keep abreast of new communications platforms, creative tools and emerging technologies, identifying useful opportunities for the school.
- Plan, create & manage the school's social media and email communications as part of the wider communications mix, ensuring content is fresh, relevant, accessible and engaging.
- identify and develop stories that celebrate school life, student achievement, staff expertise and the wider school community, identifying the best channels and formats through which to share them.
- Write, edit and proofread engaging copy, adapting style, tone and messaging for different audiences including students, parents, prospective families, staff, alumni and the wider community.
- Create and manage high-quality photography, video and multimedia content for digital and promotional use.
- Maintain website content and work to continuously improve usability, accessibility and search visibility.
- Monitor audience engagement and use relevant analytics and feedback to understand what works and inform future content and campaigns

Events and Community Engagement

- Lead the communications and promotion of key school events including Open Evenings, Open Mornings and other major public-facing activities, supporting their successful delivery.
- Support the successful planning and delivery of events that enhance recruitment, engagement and community relations.

Governance, Resources, Safeguarding and Health & Safety

- Ensure all marketing and communications activity is undertaken responsibly and in accordance with relevant requirements for safeguarding, health and safety, accessibility, data protection, copyright and consent, including the appropriate use of student photography and video.

Financial Management

- Manage the marketing and communications budget effectively, ensuring value for money and achievement of agreed objectives.
- Contribute to income generation through student recruitment, partnerships, fundraising initiatives and alumni engagement.

Health and Safety

The post holder must have the moral courage to insist on appropriate safety standards within their area of influence, whilst not using Health and Safety as an excuse to water down the educational experience for the students.

ENTITLEMENT:

The Marketing Manager is entitled to:

- A clear management line and access to the Director HR and Administrative Services
- An annual development review, which includes the setting of individual performance targets in line with the established school procedure.
- Time and opportunity for professional development, in an appropriate form.

GENERAL REQUIREMENTS

- The postholder is expected to comply with the provisions of the Data Protection Act 2018 and other relevant legislation. Any information they have access to, or are responsible for, must be managed appropriately and any requirements for confidentiality and security observed. Information must not be disclosed to any person or Authority, for example a parent or the Police, without observing the correct procedure for disclosure as set out in the school's Data Protection Policy and Procedure.
- Knowledge of and compliance with relevant school policies and procedures e.g. Health & Safety Policy, Staff Code of Conduct, Acceptable Use of the Internet policy, procedure to gain authorisation for expenditure, privacy policies, Child Protection Policy, etc.

- Any other duties commensurate with the post, including supporting evening events where appropriate
- A willingness to undertake training and professional development either in-house or externally.
- Participation in the development review system in force for all staff.

NOTES

- The school reserves the right to alter the content of the job description to reflect changes to aspects of the role, without altering the general nature of the role or level of responsibility.
- The responsibilities detailed are subject to the terms and conditions laid down in the Contract of Employment for Administration and Support Staff.
- The job description summarises an indicative range of duties and responsibilities but does not seek to imply the relative priorities or the proportion of time to be spent on each.

Appendix 1

Support Staff Management Posts

Strategic

Provide the management of the Marketing Function, including:

1. Ensure the effectiveness of the function to maximise the positive impact on teaching and learning, student wellbeing and extended services provision
2. Establish standard operating procedures
3. Maximise efficiency
4. Develop and maintain an ongoing customer focus
5. Production of area development plans (as part of overall School Development Plan) including identification of needs, costs and prioritisation of works.
6. Ensure compliance with health and safety, safeguarding, data protection and other regulatory requirements
7. Develop and share good practice across the team and the school and into such partnerships as may be existing, or be appropriate for development, with other schools, businesses and other relevant bodies
8. Provide advice and guidance to partner and cluster schools and organisations within area of responsibility
9. Ensure effective procedures for the recruitment, appointment, induction, review and development of staff within your working area, in line with school policy and within overall guidance by HR
10. Develop and implement procedures to identify impact measures, evaluate the effectiveness of your responsibility area and feed directly into development planning.
11. Provide and act upon management information as required, by agreement with the Director HR and Administrative Services

Corporate

1. Be a member of the Business Development Team to contribute to the leadership, management, development and effective operation of support services
2. Take a full and active part in the operational management of the school
3. Contribute to system leadership through purposeful collaboration with partner schools and other organisations
4. As a member of staff in a school that works in partnership with other organisations, contribute to the development and sharing of good practice into partnership with other schools and relevant bodies. This may include undertaking duties and work in other schools and at other locations
5. Be prepared to carry out staff duties, and be a presence round the school at key times and at key school events
6. As a member of staff working in a school setting, have a duty to help keep young people safe and to protect them from sexual, physical and emotional harm and to take reasonable steps to ensure the safety, welfare and wellbeing of children and young people

Working with Students

1. As part of a team of support staff, provide assistance with a variety of other provision if required, such as supervision of private study, accompanying school visits
2. Be prepared to engage in elements of guidance or instruction to pupils in line with specific job role, area of interest or expertise.

Membership of Groups

1. As a senior member of support staff, membership of the Business Development Team
2. The post holder may wish to become a member of the Staff Health and Safety Committee.

Appendix 2

Marketing Manager - Terms and Conditions of Employment specific to the post

Working Hours

The post is for 37 hours per week, 42 weeks per year. The actual timings will be by agreement with your line manager, in line with general policy agreed by the Director HR and Administrative Services.

There is not usually specific provision for overtime payment for more senior staff posts which are graded at Band I or above. However, where significant and sustained additional hours are required in pursuit of a specific agreed development, agreement will be made to allow some time in lieu to be taken at a mutually convenient time or, occasionally, for an element of payment to be made.

Holidays

- a) Term-time staff are paid for a pro-rata proportion of holidays applicable to the grading of the post and the length of their service.
- b) All holidays are deemed to be taken within school holidays.
- c) The allocation of holidays against which pro-rata payment is made is 23 days for new entrants to schools, academies, or local government. 26 days after 4 years' continuous service, plus 8 Bank Holidays and 4 Statutory days

Other Benefits

- Free lunch if undertaking a lunchtime staff duty
- Wellbeing employee assistance programme
- Contributory pension scheme
- Free car parking, subject to availability

Remuneration

Starting salary for full time post at Band I (Points 23-26) in the range £35,570 to £38,510 starting point depending on experience and qualifications. Actual pro-rata salary based on 37 hours per week and weeks worked is calculated as £33,182.71 to £36,740.02 per annum, subject to any continuous service.

The School is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. All positions at Stratford-upon-Avon School are subject to the Disclosure Barring Scheme.

This role is exempt from the Rehabilitation of Offenders Act 1974 and is therefore subject to an Enhanced DBS and requires a children's barred list check.