



## **JOB DESCRIPTION - MARKETING MANAGER**

Rydes Hill is looking to appoint a Marketing Manager to provide marketing management for our busy and successful School. The post holder will be responsible for the planning and co-ordination of the marketing campaigns, managing the social media channels, maintaining brand reputation and driving brand awareness to attract pupils and build on the excellent reputation of the School. This job description is intended to act as a guide and not as an ultimate definitive or exhaustive list.

Our aim is to work to the strengths of the successful candidate and adapt the job description accordingly.

### **Duties and responsibilities**

- Promote Rydes Hill to current and prospective parents, building upon the School's considerable reputation and successes
- Work closely with the Headmistress, Registrar and Marketing Committee to develop and implement the School's marketing strategy
- Communicate the School's core values and ethos across a range of platforms including social media, website, print media, PR and key promotional literature
- Create, manage and evaluate a marketing communications strategy for the recruitment and retention of pupils from Nursery to Year 6
- Be involved with daily school life and activities and promote all that the School has to offer with engaging photography, video and copy
- Generate engaging content to post across our Social Media channels including Facebook, Twitter, Instagram and LinkedIn
- Manage Facebook advertising and Google Pay Per Click campaigns in partnership with an external specialist, if necessary
- Manage the school website, and continually update to reflect the Schools core values, messaging and successes to fully reflect life at Rydes Hill
- Develop, design and manage all school publications, including the School prospectus, welcome letters, information booklets and newsletters
- Build relations with appropriate press, prepare press releases, editorial and advertising copy and maintain press archive
- Manage the school's brand and identity, liaising with staff and implementing standards across the whole School
- Attend appropriate external events and networking opportunities as an ambassador of the School
- Provide guidance and training to the Marketing Apprentice , including the provision of feedback to their tutor, if required.

- Prepare commissions and tenders and act as a client for external agencies, providing services in relevant areas, e.g. website, School signage, advertising design, communications, research and photography
- Design and prepare for Open Days (physical and virtual) in close liaison with the Admissions Registrar
- Manage and attend a weekly Toddler Time with prospective Nursery families
- Foster links with online mum sites and Facebook groups and local businesses such as Estate Agents
- Organise School photography and videos for use in promotional materials
- Take the minutes at the Marketing Committee meetings which periodically includes marketing reports for Governors
- Any other duties which may, from time to time, be reasonably assigned by the Headmistress or Bursar. Where such duties amount to more than a temporary adjustment to the main responsibilities of this job description, it will be amended accordingly. It will always be subject to periodic amendment whenever circumstances or appraisal processes dictate changes in the post holder's role within the School. Please note, this post is term time plus 4 weeks.

### **Person Specification**

#### **Skill set**

- Educated to A-level or higher, with minimum GCSE English and Maths
- Have a minimum of 3 years marketing experience in a customer focused industry. Experience of marketing of schools would be an advantage
- Experience in developing and implementing all aspects of marketing communications, including copy writing, PR, advertising and producing marketing collateral
- Desirable to have experience of website content management, familiarity with Google Analytics and SEO
- Familiarity with Facebook advertising and Pay-per-click Google Advertising
- Creative flair with an eye for photography and design and excellent copywriting skills
- High level IT skills, management of social media and website content
- Market awareness; knowledge of schools in the Guildford area an advantage
- Strong communication skills both face to face and over the telephone
- Excellent planning skills including high level of attention to detail and accuracy
- High standard of literacy, including grammar and spelling

#### **Personality**

- A team player with a positive, cheerful attitude and a willingness to become involved in the life of the School and engage with a wide variety of stakeholders
- Ability to work on own initiative and be a team player
- Effective multi-tasker, able to prioritise work efficiently and effectively

### **Remuneration / Package**

- Competitive salary commensurate with experience
- Generous employer pension contribution
- Fee remissions if appropriate
- Flexible working hours

The Marketing Manager will report directly to the Head and liaise closely with other key staff, including the Bursar and Admissions Registrar.