



The Marist School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.

Title of Role: Marketing Manager

Reporting to: Assistant Head: Recruitment and Development

Line Managing: Marketing Officer

Purpose of Role: Integral to the successful development of the school, this role works closely with the Principal, creating and implementing innovative recruitment and retention activities and campaigns that support the growth and development of the school

Status of Role: Permanent, Full-time

Key Tasks and Accountabilities:

- Design and deliver recruitment campaigns that support the pupil recruitment cycle e.g. admissions events such as open mornings, induction events, workshops and communications
- Utilise admissions data to inform the strategic plan for marketing
- Develop a rigorous, dynamic and diverse media content, with timely, regular updates across all channels, including the School's website
- Source and develop school, teacher, student stories to design compelling marketing content
- Develop and promote the employer brand of the School
- Manage all aspects of Alumnae engagement
- Manage and develop the Principal's communication strategy so that both external and internal communication is effective
- Work closely with the Marketing Officer, delegating where possible, so that the incumbent's skills are developed
- Report monthly to the Executive Team on marketing effectiveness

Feet on the ground. Reaching for the stars.

Specific Areas of Responsibility:

Social Media

- Create and deliver an impactful social media marketing plan in support of the School's overarching strategy
- Manage and assess the school's social media accounts and calendars across multiple platforms, working closely with multiple stakeholders to create exciting and consistent content
- Liaise and communicate with staff and pupils to increase awareness of the schools media platforms and to ensure that a steady flow of data, news, photographs and video are provided to these platforms
- Engage appropriately with our social media audiences and use the medium to engage proactively with our feeder schools and partner organisations
- Report monthly on social media performance

Website & Digital Media

- Website administration including creating and updating copy, our latest news, images, creating new pages, booking forms, and other content to promote events and projects
- Monitor functionality, assess performance and maximise SEO
- Update information/news about The Marist on third-party and educational websites
- Produce a monthly report on website performance, campaigns via G4, and heatmap

Publications

- Manage the design and production of key publications including, the prospectus and school newsletters
- Co-ordinate the production of marketing materials such as brochures, other collateral, and digital banners including using Adobe suite and Canva
- Coordinate the production of design material for the Nursery, Prep and Senior Schools including internal artwork, displays, signs, programme, maps, booklets and presentations for various stakeholders
- Write and edit content for a variety of articles and media releases

Content Creation

- Photography, video-shooting and editing; uploading of images and other material onto the website, social channels and Digital Asset Management system to support impactful storytelling
- Organise and coordinate event photography/videography with external suppliers
- Produce digital newsletters, and email communications including writing copy
- Develop and execute end-to-end email marketing campaigns, template design, and tracking
- Maintain The Marist photo, video, and digital asset library ensuring compliance with UK Data Protection Law

Events

- Contribute to the planning and delivery of key events such as Open Days, interviews, and assessment days
- Attend and promote the School's Open Days, assessment, interview days, school visits and other marketing/recruitment events including pre- and post-event work and live-tweeting during events
- Attend external events such as Future Schools/Which School Next and fairs to promote the School

Reporting

- Monitor, analyse, and report on social media channel performance, email communications, website, and advertising campaign performance
- Conduct competitor analysis and benchmark against our performance, reporting to the Executive Team on a termly basis

Other

- Diligently review all pupil, parent and staff facing communications to ensure that they deliver Marist consistent brand messages
- Proofread content for print and digital media
- Adhere to the school's brand guidelines and brand style guide to ensure consistency across all marketing and communications
- Write and distribute press releases and news stories
- Lead on school award submissions
- Keep abreast of the latest digital marketing and social media trends and best practice
- Contribute to the overall design of digital marketing and communications and content plan to include search (paid and SEO), digital advertising, videography/photography, listings, and social media
- Undertake any reasonable duties as requested to meet the needs of The Marist School

Person Specification

Personal Attributes

- Exceptional people skills, self-motivation, and the ability to relate quickly and easily to pupils, parents, staff, feeder schools, and other stakeholders
- Team player with professional appearance and manner
- A genuine interest in social media, trends, hashtags, memes, innovations, and social best practice
- Proactive with a can-do attitude, motivated to deliver work with great attention to detail
- Willingness to innovate, to learn and build on skills, to ensure the School's content is dynamic and evolving

Skills

- Strong social media, photography, and video creation skills
- Excellent copywriting and proofreading skills with a keen eye for design and layout
- Strong attention to detail, creative thinker
- Ability to work both independently and as part of a team within a busy high-pressure environment and to juggle multiple deadlines.

Experience & Knowledge

- Educated to degree level or equivalent
- Minimum of 4 years in a similar role
- Deep knowledge of social media/digital media production/digital marketing
- Experience in managing multiple accounts across a range of social media platforms including Facebook, Instagram, Twitter, LinkedIn, YouTube, etc
- Proficient in Adobe Creative Cloud (Premier Pro, Illustrator and /or InDesign, Photoshop) and Canva.
- Experience with website content management systems and experience of SEO and digital best practice
- Proficiency in MS Office Suite, including Outlook, Office 365, Word, Excel, and PowerPoint
- Understanding of UK Data Protection Law
- Experience in creating print publications and in email marketing
- Knowledge and interest in the Independent Schools sector
- Experience of using social media management tools such as Hootsuite
- Experience in managing paid digital marketing including the use of Google Analytics, Search, and Ads, plus PPC and Ad Manager

Ad Hoc Tasks

- Any other tasks as may be required by the Principal or Executive Team from time to time in support of the overall activities and smooth running of the School
- Undertake any additional training considered appropriate for the better performance of the role

This job description is representative and not necessarily a comprehensive definition of the post. Other reasonable duties may be allocated from time to time commensurate with the general character of this post and its scale point.

Safeguarding and Child Protection

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Child Protection and Safeguarding Policy at all times. If in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, s/he must report any concerns to the School's Designated Safeguard Lead (DSL) or to one of the Deputy DSLs. All Marist staff must have an enhanced DBS disclosure.

Policies

All staff are expected to read and abide by the requirements of the School's policies and risk assessments which are found in the Policies & Risk Assessment Team.

Health and Safety

In accordance with the provisions of the Health and Safety at Work Act 1974 it is the responsibility of the post holder to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and to co-operate with the Bursar, Operations Manager, Principal and Governors to enable them to perform or comply with their duties under statutory health and safety provision.

Appraisal

The post holder will be part of the school's appraisal scheme and will have agreed objectives for each year of service. Their Line Manager will monitor and review performance.

Professional Development

The School will support the continuing professional development of all staff. Staff are responsible for their own continuous professional development and must participate fully in training and development opportunities identified by the School.

Data Protection

The Marist School processes information about its current, past or prospective employees, applicants, current, past and prospective pupils; and their parents, carers or guardians and others who are defined as data subjects under UK Data Protection law.

Anyone who works for, or acts on behalf of, the school (including staff, volunteers, governors and service providers) should also be aware of and comply with the school's Data Protection Policy, which also provides information about how personal data about those individuals will be used.

The School takes the protection of all personal information extremely seriously and is committed to a policy of protecting the rights and freedoms of individuals with respect to the processing of their personal information.

Review and Amendment

This job description will be reviewed regularly and may be subject to modification and amendment from time to time, and the post holder may be required to undertake additional duties, as required, by the Principal.