

ST MARGARET'S

SCHOOL

Marketing & Communications Manager – Full Time

Required as soon as possible

Salary £40-45,000 per annum dependent on experience

We have an exciting new opportunity for a Marketing and Communications Manager. The successful candidate will raise the profile of the School by managing and delivering day-to-day marketing activity, including developing and leading a positive PR strategy, writing media releases, event management, managing advertising, commissioning and liaising with designers and photographers, creating content and other critical marketing and communication activities.

Attention to detail, strong interpersonal skills, and a proactive and target-driven approach is essential. You will be a strong communicator but also have creative skills with experience and knowledge of graphic design, photography and filmmaking, as well as technical skills in digital marketing and website management.

For further information and to apply for this vacancy, please visit our website: <https://www.stmargarets-school.org.uk/work-with-us>

Closing date for applications: Friday 26 April at 5:00pm

Interview date: Friday 10 May

Suitable candidates may be interviewed before the closing date and St Margaret's School reserves the right to withdraw the position if an early appointment is made.

St Margaret's school is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. St Margaret's School is an equal opportunities employer.

ST MARGARET'S

SCHOOL

Marketing and Communications Manager – Job Description

The Role

Working closely with the Director of Marketing & Admissions, the Marketing and Communications Manager will be responsible for overseeing the use of the St Margaret's School brand, identifying and targeting prospective families, and raising the profile of the School through innovative and creative campaigns and engaging content. Priorities will be to maintain and improve pupil numbers and raise the School's profile locally, regionally, nationally and internationally in partnership with admissions staff.

Reports to: Director of Marketing & Admissions

Hours: Fulltime, 08:30 - 17:00

Weeks per year: 52

Marketing

- Support the Director of Marketing & Admissions in creating and then implementing marketing and social media strategies.
- Responsible for the design and production of the School's marketing and promotional material and publications both print and digital.
- Provide branded graphics for print and digital collateral and support departments across the School with design requests.
- Develop, manage and implement the School's advertising campaigns across a wide range of media including digital advertising.
- Responsible for the ongoing development and maintenance of the School's website ensuring accuracy at all times.
- Undertake regular market and competitor research and analysis to inform plans. Build and manage relationships with external marketing and creative agencies and consultants, ensuring value for money.
- To support the Admissions Team at points of peak interest and undertake other duties as assigned.

ST MARGARET'S

SCHOOL

Communications

- Lead on a positive PR strategy and manage communications with national, local and trade press and monitor all media activity.
- Develop content for use on all platforms including media releases and features.
- Develop compelling written and visual content for the School's social media platforms, which include X, Facebook, Instagram and LinkedIn.
- Support the Admissions Team with prospective parent communications for event invitations, offer letters and feedback surveys.
- Responsible for weekly parental communications, liaising with colleagues to create one timely, informative newsletter.
- Lead on internal communications, ensuring all staff are aware of brand values, school aims and key messages.
- Work with the Director of Marketing & Admissions to respond and support in the event of a PR crisis.
- Management and creation of the alumni programme, including a database, to ensure that alumni audiences have a range of opportunities to engage with the school.

ST MARGARET'S

SCHOOL

Person Specification – Marketing and Communications Manager

Person Specification	Essential	Desirable
QUALIFICATIONS		
Educated to degree level, or significant relevant professional experience	✓	
A commitment to continuous professional and personal development	✓	
EXPERIENCE		
Evidence of devising and implementing effective multi-media communications, marketing and brand strategies and plans	✓	
Experience of developing and implementing creative and compelling social media and advertising campaigns	✓	
Demonstrable experience of managing websites and writing and designing content for them	✓	
5-8 years' experience working in marketing and / or communications	✓	
KNOWLEDGE & SKILLS		
Outstanding communication skills in all forms, written and verbal	✓	
Photographic and film skills to enable production of images and video for websites, campaigns and social media		✓
Working knowledge of Adobe Creative Cloud		✓
Excellent organisational and administrative skills with a thorough attention to detail	✓	
Ability to work under pressure, to multiple priorities and strict deadlines prioritising own workload	✓	
Excellent IT skills to include MS Office, Facebook, Twitter, LinkedIn, Instagram and Vimeo	✓	
Strong interpersonal skills with the ability to develop effective working relationships with others and in all	✓	

ST MARGARET'S

situations including with the media SCHOOL		
PERSONAL COMPETENCIES AND QUALITIES		
Self-motivation and skills and drive to motivate others	✓	
Professional appearance and attitude	✓	
A willingness to work flexibly, including working evenings and weekends when required	✓	
The ability and willingness to undertake national and international travel when necessary	✓	