



Head of Marketing

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.	
Summary of the role:	To promote the School through the development and implementation of appropriate marketing strategies and Public Relations activities.
Reporting: to:	Director of External Relations
Line management responsibility for:	Responsible for the line management of the Marketing and PR officers.
Main Duties and Responsibilities:	<p>Strategy</p> <ul style="list-style-type: none">• Work with the Director of External Relations on strategies for marketing St Benedict's for prospective pupil recruitment.• Conduct/commission market research, as appropriate, to inform and direct the school's marketing and development activity.• Develop the school's marketing plan together with the Director of External Relations, including a strategic high-awareness digital campaign and implement agreed strategies as appropriate• Develop further and update the 'school brand' based on an understanding of the school's ethos and aims, requirement of current and prospective families and perceptions of the school.• Produce regular management reports for the Director of External Relations on the marketing programme.• Manage effectively the annual budget for Marketing including revising yearly spending trends and merchandising requirements.



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- Ensure all budget costs are coming from competitively priced suppliers.

Public Relations

- Develop, manage and evaluate proactive Public Relations campaign to maximise media coverage.
- Manage all media contact, acting as the school's media spokesperson as agreed with the Director of External Relations.
- Engage effectively with academic staff, acting as an ambassador with them to promote their active support of and involvement in the crucially important task of presenting the school well and of recruiting suitably qualified pupils to the school.

Advertising

- Plan, evaluate & deliver a digital marketing & advertising campaign for the school ensuring it is seen as the top destination co-educational School in West London.
- Prepare and place entries in school directories (printed & electronic).

Branding and Presentation of the School

- Act as 'brand guardian' for the development and use of school logo and identity.
- Guardian of school's identity/logo.
- Co-ordinate and commission as appropriate high quality photography of the school and of school events.

Admissions and Recruitment

- Work, with the support of the Head of Admissions, to meet recruitment targets as agreed with the Director of External Relations.



- Promote and manage Open Events with the assistance of the Director of External Relations and Admissions team.
- Develop a Feeder Schools Strategy and action plan as agreed with the Director of External Relations, oversee implementation, prioritize developing relationships and improve numbers coming from selected schools.
- Identify, in collaboration with the Head of External Relations and the Leadership Team, opportunities for promotion of the school.

Event Management

Organise and coordinate with close attention to detail a programme of recruitment events as agreed with the Headmaster. These will include:

- Open Events
- Exhibitions (ISC and other)
- 'Feeder School' events at St Benedict's

Publications and Promotional Material

Responsible for the design and production of all promotional material, including:

- Prospectus
- Parents' Handbook
- GCSE and Sixth Form options handbooks
- Open Day promotional material
- Direct and evaluate use of all marketing materials
- Responsible for editing and copywriting St Benedict's Review 'From the smallest beginnings...' (school termly magazine)
- Responsible for design of the website and other electronic media used by the school in collaboration with external consultants as appropriate
- Manage and update school website and other electronic media used by the school on a regular basis



	<p>Marketing Communications</p> <p>Develop and implement a communications plan to include prospective, current, past parents, Old Priorians (alumni), with the objective of keeping them involved in the St Benedict's community.</p> <p>General</p> <p>Undertake, from time to time, any other duties as may reasonably be required by the Headmaster.</p>
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Person Specification			
	Essential <i>These are qualities without which the applicant could not be appointed.</i>	Desirable <i>These are extra qualities which can be used to choose between applicants who meet all the essential criteria.</i>	Method of Assessment
Qualifications	Educated to A level standard or equivalent	Educated to degree level	<i>Production of the applicant's certificates. Discussion at interview. Independent verification of qualifications.</i>
Experience:	<ul style="list-style-type: none"> • Proven track record in marketing and communications. • Strong leadership and team management skills. • Experience in developing and executing successful marketing campaigns. • Proficiency in digital marketing and social media platforms. 	<ul style="list-style-type: none"> • Preferably worked in the education sector 	<i>Contents of the application form. Interview. Professional references.</i>



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Skills	<ul style="list-style-type: none">• Creativity and innovation in developing marketing strategies.• Understands the needs of customers• Excellent written and verbal communication skills• Able to work independently and as part of a Team• Strong analytical and problem solving skills• Flexible		<i>Contents of the application form.</i> <i>Interview.</i> <i>Professional references.</i>
Knowledge	<ul style="list-style-type: none">• Understanding the independent sector and it's target audience.		<i>Contents of the Application Form.</i> <i>Interview.</i> <i>Professional references.</i>
Personal competencies, qualities, attitude and behaviours	<ul style="list-style-type: none">• A passion for education and a commitment to the school's mission.		<i>Contents of the Application Form</i> <i>Interview</i> <i>Professional references</i>