



Barfield School

Post: Marketing Manager

Responsible to: Headmaster and Director of Marketing, Cothill Trust. The post holder will work closely with the Registrar/Admissions Officer.

Job purpose: Marketing of the school including raising numbers on roll and raising the profile of the School.

Key Responsibilities:

1. Strategy and Planning

- Produce, develop and deliver the annual marketing strategy and budget in conjunction with the Headmaster, Bursar and Director of Marketing
- Submit termly reports on activity and expenditure to the Bursar and Director of Marketing
- Promote and monitor the use of the School's brand
- Lead and develop a whole-school communications programme to ensure highly effective communication with pupils and families
- Undertake research to inform future marketing strategy
- Identify and develop new ways to attract and recruit pupils.

2. Public Relations

- Develop and lead a positive public relations strategy. This includes writing weekly news stories (promoting the work and successes of our pupils, staff and the school)
- Update, develop and coordinate the school's use of social media and digital marketing
- Gather information each week from the staff and produce a newsletter for parents
- Develop strong relationships with local/regional/national journalists and with key influencers (e.g. IAPS, Good Schools Guide and Tatler)
- Promote the School externally, attending events such as schools and other exhibitions, networking events etc.
- Leverage all media coverage, where possible, by communicating widely to all stakeholders
- Archive all media coverage

3. Marketing

- Create, develop and deliver effective advertising campaigns
- Develop, lead and deliver a pro-active online presence – including the website and all social media
- Work closely with the Admissions Registrar to co-ordinate the marketing of events e.g. open mornings
- Organise, produce and update the School's marketing materials such as prospectuses, newsletters, concert programmes and production programmes
- Support, where needed, with mail shots and email campaigns for admissions events
- Liaise with and support the Admissions Registrar in monitoring the admissions figures, to use in the development of all marketing activities.
- Produce the annual Speech Day programme

4. General

- Liaise with the marketing and admissions teams across the Cothill Trust to share best practice and contribute to the Trust marketing strategy
- Support teaching and non-teaching staff in their roles as marketers of the School
- Uphold and enforce School rules and work in co-operation with colleagues to promote the high standards of behaviour and concern for others
- Attend INSET sessions and other such meetings as may be necessary
- Be fully aware of and implement the School's policy on Health and Safety
- Develop and maintain excellent working relationships with children, staff and parents
- Undertake administrative duties in the main School office as necessary
- Undertake any other duties, which the Head or Director of Marketing may reasonably request.

Duties

The following job description covers the principal tasks required for the Marketing Manager. It is not necessarily a complete list of everything required for the full professional discharge of duties. The duties outlined in this job description may be modified with your agreement, to reflect or anticipate changes in the job.

Person Specification

The School is looking to appoint a person with PR and marketing experience who would relish the opportunity to play a significant part in the future success of this highly regarded independent Prep School.

Essential Criteria

- Empathy with the ethos and aims of the independent school sector and of Barfield School in particular
- An understanding of the motivations, attitudes and aspirations of parents, children and other stakeholders in the community, interested in independent school education
- A sound knowledge of marketing practices and principles
- A marketing qualification and/or experience
- Educated to degree level or equivalent
- Excellent communication and presentation skills, both verbal and written
- Strong attention to detail, particularly copywriting and proofreading
- The ability to work as part of a team and sometimes under pressure
- Exceptional people skills, self-motivation and the ability to relate quickly and easily with pupils, parents and staff
- A sense of initiative, creativity, a sense of humour and a calm and unflappable manner
- Excellent organisational skills
- The ability to build strong working relationships with teaching and support staff.

Salary, Hours and Benefits

This is a part time role, 20 - 24 hours per week, ideally spread over a minimum of 4 days. The role is mainly term time only with 2 working weeks in the holidays, therefore working 33 weeks of the year and 7 Inset Days.

A free staff lunch is provided during term time.

Start date – November 2019 or earlier

How to apply

Please send a completed application form and covering letter to Sarah Grantham, HR & Administration Manager, Barfield School, Guildford Road, Runfold, Farnham, Surrey, GU10 1PB or by email sarah.grantham@barfieldschool.com by Monday 16th September at 12noon.