

Marketing Manager

Start Date:	September 2019
Accountable to:	Head of Marketing
Salary:	£25,000 pa
Hours:	40 hours per week term time plus 15 hours per week during school holidays

Description

The role of the Marketing Manager within Copthorne Prep School is vital in promoting the school within the South East. This person will have creative flair, enjoy an extremely varied, challenging and hands-on role and be the brand guardian to continue strengthening our market position.

The Marketing Manager will be responsible for leading the development and implementation of the Copthorne Prep School marketing strategy which is crucial to supporting the school's image and reputation within the local market. Central to the role is the ability to understand the needs of current and prospective parents, and to identify strategies and initiatives which enable Copthorne Prep to meet these needs in the short and long term.

Proven on and offline marketing experience would be a distinct advantage, as would experience in digital content creation (including video), website management and the Adobe Creative Suite. The role requires good project and time management skills, the ability to prioritise and the confidence to work independently. The role holder will need to pay close attention to detail and have a commitment to producing high-quality work.

There will also be regular opportunities to assist the Registrar, helping ensure that all areas of the admissions process and entry into the school, are welcoming, thorough and professional. This will involve contact with both national and international families and agents.

Summary of Duties

By the nature of the responsibility, the following Job Description is not exhaustive, but is a guide as to the main requirements of the role.

Marketing Role

- The role holder will, under the direction of the Head of Marketing, be responsible for the implementation of Copthorne Prep's online and social media strategy across all platforms. This will include:
 - o Creating engaging content to support the school's messaging and positioning
 - o Responsibility for the day to day management of the website ensuring content is up to date, as well as sourcing, writing and publishing new content in line with the School's strategic objectives
 - o Responsibility for the management of the school social media platforms
- Develop knowledge of parent needs and of local market trends and developments to inform school marketing strategies
- Define effective parent engagement strategies and own the overall parent experience across all marketing and admissions touch points
- Set agenda, chair and minute fortnightly internal strategic marketing meetings with the Head of Marketing, Headmaster & Registrar
- Implement advertising, communications and event activities to support recruitment and retention
- Develop and manage production of all printed marketing materials
- Develop and execute effective PR initiatives across digital and off-line channels which build positive brand awareness
- To provide administrative support in managing the departmental budget
- Develop and manage relationships with feeder schools to support enrolment growth
- Other duties as reasonably required by Head of Marketing

Admissions Role in conjunction of the Registrar

- Organise the annual 'Where next after Copthorne?' future schools event
- Assist in the preparation and organisation of termly Open Days and all events relating to recruitment, including marketing materials

- Follow up new Copthorne families with a post-admission survey
- Use surveys, in conjunction with the Registrar, to establish parental plans for transition between Nursery and Pre-Prep and into the Prep school
- Deputise for the Registrar in her absence, particularly over holiday periods – answering emails, organising tours and sending out literature as required
- Tier 4 applications on behalf of international pupils in the Registrar's absence
- Promote Copthorne Prep to overseas agents
- Other duties as reasonably required by Registrar

Person Specification

- Excellent strategic thinker with the ability to translate insight into strategies
- A creative thinker, able to bring new ideas to established processes
- Excellent visual and written judgement for the development of creative marketing material
- Highly digitally and social media literate, experience of working across key social media channels and using website CMS
- Good knowledge of PR and branding
- Excellent written and verbal communication skills with the ability to write high quality marketing copy
- Excellent attention to detail with the ability to effectively quality control one's own work output
- Ability to prioritize and use own initiative
- A willingness to work flexibly as the needs of the role dictate (including weekends and evenings on occasion)
- Enthusiasm, self-motivation and consummate interpersonal skills are key to this role, as is a sense of humour, a team building approach and a passion for independent education
- The ability to build relationships quickly and to interact in a pleasant and professional manner with staff and parents
- An understanding of the value placed on high quality education in the independent sector is important.

Terms and Conditions

- Holiday entitlement is 28 days holiday pro rata (which includes Public Holidays) per holiday year which is 1 September to 31 August. Bank holidays are treated as normal working days if they fall during term time and the school is in session but time off will be given in lieu
- Contributory pension scheme
- School Fees remission
- The employee will be entitled to receive company sick pay
- In accordance with school policy, this appointment will be subject to a probationary period, being one year
- One week's notice is required on each side to terminate this contract during the probationary period, after which one week shall be required for each complete year of service but with a minimum of four weeks and maximum of twelve weeks
- The successful applicant will be subject to an enhanced check with the Disclosure and Barring Service.

The application process

If you would like to apply for the post of Marketing Manager and feel you have abilities and skills we are looking for at our busy and thriving school, you should complete the application together with a covering letter explaining why you believe yourself to be an excellent candidate for this rewarding yet demanding role. Copthorne Prep is a wonderful place to work and we are committed to developing the successful candidate's career.

Applications should be sent electronically to mmarsh@copthorneprep.co.uk

Closing date is Friday, 19 July. Interviews will be 25/26 July.

All applications will be acknowledged by email. If you have not received an acknowledgement within 48 hours of submitting it, please contact Mrs Mandy Marsh, HR, Copthorne Prep School by telephone on 01342 712311.

We reserve the right to withdraw this vacancy at any time ahead of the closing date if there is a good level of response. Therefore we recommend you submit your application as early as possible.

Copthorne Prep School is committed to safeguarding and promoting the welfare of children and young people and expects all staff, visitors and volunteers to share this commitment. All successful applicants are required to complete an enhanced disclosure application with the DBS (Disclosure and Barring Service). More details on the disclosure process can be found on www.gov.uk/disclosure-barring-service-check. Copthorne Prep School is an Equal Opportunities employer.