



Cothill House School

Job Description: Marketing Manager

Post: Marketing Manager

Responsible to:- You will report to the Headmaster and Director of Marketing and work closely with the Senior Management Team.

Job purpose: To develop and implement effective, timely, multi-channel marketing and admissions strategies in order to ensure that the profile of Cothill remains strong and that the school attracts pupils of a high calibre.

Key Responsibilities:

Strategy and Planning

- Produce, develop and deliver the annual marketing strategy and budget in conjunction with the Headmaster and Director of Marketing
- Submit termly reports to the Headmaster 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.

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 boys and the staff for online reporting and create a newsletter for parents to be produced termly

- 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
- Alumni – database, newsletter & events
- Promotion through the forces, civil service and business
- Develop strong links with junior schools as potential feeders

Marketing

- Develop, lead and deliver a pro-active online presence – including the website and all social media
- Work closely with the Registrar to co-ordinate the marketing of events e.g. open mornings
- Organise, produce and update the School's marketing materials such as prospectuses and newsletters
- Create, develop and deliver effective advertising campaigns
- Liaise with and support the Registrar in monitoring the admissions figures, to use in the development of all marketing activities.

General

- Liaise with the marketing and admissions teams across the Cothill Trust to share best practice
- Support teaching and non-teaching staff in their roles as marketeers of the School
- Uphold and enforce school ethos and work in co-operation with colleagues
- Undertake annual Safeguarding training
- 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 Headmaster 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 extensive PR and marketing experience who would relish the opportunity to play a significant part in the future success of this highly regarded Boarding prep school, situated just 8 miles from Oxford.

You will provide expert advice and propose new techniques and approaches to drive marketing and admissions initiatives forward. You should also have excellent organisational and analytical skills and be able to manage multiple projects and deadlines.

Essential Criteria

- Empathy with the ethos and aims of the independent school sector and of Cothill in particular
- An understanding of the motivations, attitudes and aspirations of parents, children and other stakeholders in the community
- 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
- Excellent organisational skills

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 with 2 working weeks in school holidays, therefore working 36 weeks of the year.

The post will attract a salary equivalent to a full time salary of between £28,000 and £35,000, depending on experience (which would then be pro rata for the number of hours and weeks worked). A free lunch is provided during term time.

How to apply

Please send a completed application form and covering letter addressed to the Headmaster. Duncan Bailey or email Jane Woodcock, School Secretary at jane@cothill.net

The deadline is Monday 23rd April. Interviews will be week commencing Monday 30th April. Start date – as soon as possible.