

Job Description

Job Title:	Marketing & Communications Manager
Group:	UK Independent Schools
Dept/Project/Service:	Oakfield Preparatory School
Reports to:	Headteacher
Responsible for:	N/A
Usual office base:	Oakfield Preparatory School. In order to provide a strong school community and the best experience to pupils, there is an expectation that Oakfield staff are school based.
Grade:	5

Job Purpose:

Support the school's Head to develop and implement a marketing strategy and communications plan that builds brand awareness, raises the school's profile and drives pupil recruitment. To own all of the school's marketing activities, developing and delivering creative and impactful marketing communications strategies across a range of online and offline channels to support the achievement of the school's admissions targets.

Job Objectives:

1. Support the school's achievement of pupil recruitment KPIs through the planning, implementation and evaluation of a multi-channel marketing strategy with a particular focus on no/low-cost campaigns, ensuring all activities reflect the school's ethos
2. Manage the school's PR and communications activities, taking a proactive approach to identifying newsworthy stories and writing and distributing press releases. Maintaining a database of editorial contacts to disseminate news stories to.

3. Ensure consistent application of the Oakfield brand across all marketing materials and act as the internal 'brand guardian', providing the primary point of contact for staff seeking advice and guidance on marketing support and the correct use of branding.
4. Plan and execute all digital marketing, including Search Engine Optimisation (SEO), newsletter, website management, social media, and display advertising campaigns.
5. Design, and deliver the school's social media presence ensuring the school has an appropriate image and tone in line with our values and ensuring that content is relevant, up to date and engaging, and is compliant with safeguarding and GDPR policies.
6. Create a style guide for school content contributors to follow.
7. Lead the development of an annual marketing budget that supports the achievement of school recruitment targets, working in collaboration with the School Business Manager and the Deputy School Business Manager to ensure appropriate spend between marketing and admissions activities.
8. Assess the impact of marketing activities and analyse marketing and admissions data to ensure decisions are guided by evidence and informed by data.
9. Collaborate and build relationships with stakeholders across all school functions to understand how digital experience can positively influence and support broader school objectives.
10. Support the Deputy School Business Manager with the optimisation of the admissions process, ensuring the school has impactful communication with prospective parents throughout the applicant journey.
11. Work with the Head to plan and deliver the annual calendar of marketing, admissions and significant school events; including, but not limited to Open Mornings, taster days, tours, stay and play sessions, Carol Service, Celebrating Success.
12. Evaluate and make recommendations to the Head on the use of new technologies to support the automation of marketing activities and communications across the school community.
13. Collaborate and share best practice with wider Education Development Trust (EDT) marketing colleagues, including those in EDT's other independent schools i.e., St Andrew's in Rochester, to ensure effective cross-promotion and wider awareness of Oakfield activities across the Trust.

14. Develop strong professional relationships with the Oakfield PTA, alumni, feeder and senior schools, local businesses and the media to ensure that Oakfield's presence is maintained with key stakeholders.
15. Work with the Head and Head's PA to plan and deliver a parent communication strategy that engages current families with school life and provides the information needed in a timely, clear, concise and accessible manner.
16. Take a proactive approach to identifying opportunities for the school to be recognised externally, including providing support the Head to produce written submissions for sector awards.
17. Maintain oversight of educational and national news stories, providing advice to the Head and supporting with the creation of articles and press releases to enhance the school's profile.
18. According to the School Critical Incident plan, act as the school's communications lead in the event of a critical incident, managing communication directly with the media and support Oakfield's Senior Leadership Team with liaising with relevant stakeholders.
19. Any other reasonable duties as deemed appropriate by the Head.

Person Specification:

Knowledge

Essential:

- » A relevant qualification in marketing, business or communications
- » Good knowledge and understanding of marketing and communications tools, channels and techniques
- » Up to date knowledge of the latest trends and best practice in online marketing and measurement
- » Excellent understanding of working with multiple stakeholders to generate a consistent narrative
- » Excellent understanding of how to optimise copy for SEO, website, social media and email
- » Good understanding of using Google Analytics and other social media analytics functions required to effectively measure user engagement on website, social media and via email marketing
- » In depth knowledge of using MS Cloud platforms and suite of tools
- » Commercially aware and able to demonstrate sound budget management

Desirable:

- » An understanding of how to effectively manage change
- » A working knowledge of marketing and communications within an independent school setting

Experience**Essential:**

- » Strong experience and track record of marketing and communications on target-driven projects
- » Experience of identifying target audiences, developing and implementing digital campaigns that engage, inform and motivate, including paid and low/no cost acquisition campaigns
- » Experience of developing and delivering high performing paid and organic lead generation/acquisition campaigns
- » Evidence of analysing data from multiple sources and synthesising effectively to share with non-specialist audiences to inform decision making
- » Developing brand identity and graphic design to support brand identity
- » Experience of using design tools such as Canva and Adobe creative suite to create professional content with specific experience in the creation and editing of promotional videos
- » Setting up and optimising GoogleAds that support acquisition strategies
- » Experience In using a website content management system (CMS)
- » Writing for a range of external audiences and undertaking PR activities, Including writing press releases and news stories
- » Experience of working in a commercial, target driven environment
- » Managing events and gathering feedback to Inform future event plans

Desirable:

- » Working in an education environment, ideally within an independent school
- » Experience of using a CRM system to manage engagement activities

Skills**Essential:**

- » Wide ranging marketing and communications skills, including a good understanding of, and experience using, digital marketing platforms and channels to drive action
- » Strong analytical, solutions focussed skills combine with data-driven thinking
- » Highly creative with an exceptional control of language, both written and verbal
- » Excellent interpersonal and communication skills

- » Excellent organisational skills to include self-management of own time and prioritisation of tasks
- » High degree of accuracy and ability to meet deadlines
- » Ability to communicate clearly and liaise with education sector and non-education sector professionals from a range of discipline, using plain English
- » Ability to think and plan strategically, including sound financial skills to plan and manage budgets
- » High levels of accuracy and attention to detail
- » Confident public speaking skills

Our Values



Education Development Trust is committed to safeguarding and promoting the welfare of children and adults whom we work with and come into contact with around the world. All applicants are subject to thorough screening and successful candidates are subject to the relevant level of criminal record checks with national police authorities or the UK's Disclosure and Barring Service (DBS). This will be at minimum a basic DBS check.

Education Development Trust also participates in the Inter Agency Misconduct Disclosure Scheme and we may request information from relevant job applicants' previous employers about any findings of sexual misconduct, including harassment, during employment, or incidents under investigation when the applicant left employment. By submitting an application, the job applicant confirms their understanding of these recruitment procedures.