



Saint Felix School
Job Description – Head of Marketing and Communications

*Please note that this non-contractual Job Description is not fully inclusive
and tasks may change according to operational needs*

Role Purpose

The Head of Marketing and Communications requires a combined marketing and publishing mind-set, with the most important aspect being to think “customer first”. The successful candidate will be the School’s storyteller and must be empathetic toward our target audiences.

The aim is to increase the reach and impact of Saint Felix School’s profile and visibility through the delivery of high value and influential marketing, communications and PR in the UK and internationally, thereby significantly contributing to the recruitment of new pupils. To be in charge and oversee all internal and external communications, ensuring messages are consistent and engaging. Preparing detailed media reports, press releases and marketing materials.

To achieve this, you will work with the Headmaster and the Senior Leadership Team (SLT) to develop and implement an agile and far-reaching marketing and communications strategy, on budget and to meet defined KPIs. You will deliver high quality work and will have an active role in implementing marketing and communication activities.

Line management

Reports to: Headmaster

Key Interfaces: Bursar, Deputy Head, Registrar

Staff Reports: Nil

Duties and Responsibilities

- a) Website and other e-marketing communications.
 - i) Collating material and editing copy for the e-newsletters, circulated to internal and external audiences
 - ii) Updating the School’s Facebook and Twitter accounts on a regular basis
 - iii) Updating information about the School on external websites and directories
 - iv) Regularly create and upload fresh and up-to-date web content
 - v) Providing ideas and input into the development of new e-marketing materials

- b) Marketing collateral and publicity material
 - i) Writing and producing marketing material (brochures, posters, flyers, etc.) for the School’s programmes, liaising with the relevant academic staff to update content as necessary; sourcing student and alumni testimonials; liaising with in-house and external designers for all production issues
 - ii) Preparing marketing collateral for the School’s corporate relations activities, working with the Registrar

- iii) Preparing PowerPoint presentations for senior academics at recruitment events and conferences
 - iv) Co-ordinating and writing the School's entries into University prospectuses - both hard copy and online, including liaison with Postgraduate and Undergraduate admissions
 - v) Compiling media plans
 - vi) Responsible for the School's publicity stands and other event support material- ordering new stock as required and ensuring the supply of stock to events
 - vii) Selection and ordering of promotional merchandise for exhibitions
 - viii) Managing the stock of all marketing collateral i.e. brochures; creating systems to identify when stock needs to be replenished.
- c) Public Relations
- i) Liaison with academic and administrative staff to request and collate information for in-house publications
 - ii) Proactively search out information for PR purposes and writing press releases
 - iii) Liaison with, and providing information to, the media and arranging interviews with members of staff where necessary
 - iv) Maintaining a photo library and arranging external photo shoots and filming with placement students and alumni as well as in-house photo shoots with School staff and students
 - v) Updating the School's PR notice boards.
- d) Advertising (printed media, outdoor and new media)
- i) Book, design and track advertising for the School as required
 - ii) Creative input into new advertising campaigns
 - iii) Liaison with the School's advertising agency, designers and printers (in-house and external)
 - iv) Assistance with proofreading, copy writing, editing copy and information collection
- e) Exhibitions and recruitment visits
- i) Coordinating the School's presence at exhibitions, nationally and internationally
 - ii) Representing and promoting the School at national and international exhibitions and providing market analysis post-event
 - iii) Managing the supply of literature and collating and dispatching literature and other display material to exhibition venues worldwide
 - iv) Ensuring prompt follow-up of exhibition enquiries/ leads
- f) Events
- i) Assist and coordinate Open Days
 - ii) Coordinate the School's annual prize giving
 - iii) Coordinating School events in relation to major accreditations and audits
 - iv) Assist with other School events: speakers' events, gala dinners, change management forum, masterclasses etc.
- g) Market analysis & planning, and new programme development:
- i) Input into the School's marketing plans
 - ii) Gather market intelligence to analyse results in relation to the School's marketing plans
 - iii) Plan, research and coordinate the school's overseas recruitment, liaising with relevant parties both internal and externally
- h) Market Intelligence
- i) Gathering information on competitor schools and programmes
 - ii) Gathering information on our programmes for use in rankings and other forms of market analysis

General

- Contribute to the overall development of Saint Felix School strategies and plans
- Ensure the values of participation, partnership, sustainability, social responsibility, cost effectiveness, transparency and accountability are reflected in your work
- Undertake any other responsibilities as may reasonably be required from time to time

Person Specification

Requirement	Essential	Desirable	Method of assessment
Qualifications	Bachelor's degree in English, Journalism, Public Relations or related communications field	Masters qualification (preferably in marketing, Media Communications)	Application
Knowledge	<p>Have an excellent understanding of how to use marketing tools and techniques to increase the visibility, profile and reputation of the School</p> <p>Have a good understanding of social media and the impact technology is having on communications and collaboration</p>		Application Interview
Skills and knowledge	<p>Proven editorial skills</p> <p>The ability to inspire and create innovative products to achieve the stated goals</p> <p>Experience of creating compelling messages for different target audiences</p> <p>The ability to think like an educator, intuitively understanding what the target audiences need to know and how they want to consume it</p> <p>Experience of working in international development</p> <p>Experience of managing websites</p> <p>Experience of measuring the impact of communications products</p>	<p>Crisis communications experience</p> <p>Multilingual abilities (specifically Spanish and Chinese)</p> <p>Experience of working in small teams</p> <p>Experience of acting as a spokesperson for an organisation</p> <p>Experience of contributing to fundraising plans</p>	Application Interview

	<p>Experience creating a resource library of content including SEO, translations and version control</p> <p>Excellent project management skills to manage editorial schedules and deadlines</p> <p>Proficient in the use of IT Systems including Microsoft Office packages</p> <p>Excellent verbal and written communication skills and an ability to communicate clearly with a range of people from diverse backgrounds</p> <p>Experience of representing an organisation at external events</p>		
Attributes	<p>The ability to multi-task in a complex and demanding environment</p> <p>The ability to build and maintain highly effective working relationships with a range of people (both internally and externally)</p> <p>Strong attention to detail, and excellent time management skills</p> <p>A commitment to team-work and working in a collegiate manner</p> <p>Enthusiastic, diplomatic and calm under pressure</p> <p>Ability to develop creative ideas and transform them into practical reality</p>		Application Interview
Other	<p>This post will involve travel up to 40 days per year within the UK and Internationally</p> <p>There is an expectation that there will be occasional out of hours travel and attendance at external/internal events</p>		