



Glenalmond College

Head of Marketing

The Position

The College is seeking to appoint a new Head of Marketing. This is a crucial role in promoting Glenalmond College to current and prospective staff, pupils, parents, and feeder schools both nationally and internationally along with the local community and the wider public. This position represents an excellent opportunity for a highly skilled and motivated individual to contribute to the day-to-day running of a busy and exciting boarding school.

Alongside a new Head of Admissions and reporting to the newly created post of Director of Marketing, Admissions and Communications, this is a vital role at an exciting time for Glenalmond College.

Responsible to: Director of Marketing, Admissions and Communications (MAC)

Responsible for: Marketing and Events Support

Key Duties

- To advise and support the Director MAC on the formulation, management and development of the College's marketing strategy.
- To implement and deliver effectively all aspects of the College's marketing and communication functions as agreed with the Director of MAC.
- To work collaboratively and effectively with the Head of Admissions and the Admissions Team.
- To work collaboratively with the Director of Development and the Development Team.
- To advise all members of staff on marketing matters.
- Creatively, tirelessly and imaginatively seek out and pursue new ways and opportunities for marketing Glenalmond.

Strategic Leadership

- To implement and deliver effectively all aspects of the College's marketing and communication functions as agreed with the Director of MAC and in support of Glenalmond's strategic aims.
- Enhancing the reputation of Glenalmond College as a leading school of choice at Scottish, British and global levels.
- Monthly analysis of marketing performance with metrics and support in the delivery of management reports with key marketing data and statistics.
- Collaborating with the Head of Admissions, ensure that the marketing and admissions strategies are fully aligned.
- Collaboration with the Director of Development and OG Club to develop and strengthen the relationship with the OG Network.

Communication

- Developing and managing an annual programme of communications across digital, social and traditional media channels, with monthly analysis and reporting.
- Responding to press enquiries and other external individuals and organisations with sensitivity and suitable judgement, knowing when to manage up.
- Raise the profile of the Warden and his vision for the school through events, media opportunities and digital content.
- Undertaking market and competitor research, audit, benchmarking and analysis.
- Ensuring that the image library is regularly updated and has a fresh stock of images, photos and videos.

Brand Guardian

- Building, maintaining and driving the College's brand in terms of image and narrative and overseeing agencies and other third-party service providers to ensure effective delivery and value for money.
- To design brand guidelines for use in all external communications.
- Ensuring that brand consistency is maintained throughout all marketing activity in ethos, style and content and that the school community adheres to the Glenalmond College Brand Guidelines at all times.
- Overseeing the production of all branded materials, including but not limited to prospectuses, open day literature, welcome packs, event brochures, academic publications and newsletters, working with colleagues to ensure consistency and quality control.

Website, social media & Customer Relationship Management

- Act as liaison between the College and the agency responsible for the launch of a new web site and lead the project management of the contract leading to its launch. Deliver proactive and effective social and digital content strategy. Ensure consistency in social media use and messages across the staff.

Print, Press & Digital News

- Writing effective and engaging press releases and liaising with local and national media to increase awareness of Glenalmond College and promote its values and recruitment aims.
- Manage the College's print and online advertising campaigns, and overseeing the schedule to ensure assets are supplied on time.
- Manage the provision of regular parent, agent and prospective digital newsletters to meet our recruitment and retention aims.
- Drive the improvement of the Glenalmond College parent digital user experience, i.e. parent portal, intranet, and calendar.
- Sharing of articles online.
- Production of the school's print and online materials, including the *Chronicle*.

Events

- Assist with organisation and promotion of key marketing events (on-site and virtual), such as Open Days, Taster Days, Commemoration Days, Results Days, College productions and concerts.
- Developing events and engagement programmes with the local community, feeder schools and other partners, in order to promote the College.

Photography & Videography

- Oversee the production of relevant photography and video to provide content for website, social channels and marketing campaigns.
- Ensure pupil permissions are adhered to in accordance with the data protection rules.

Advertisement, Sponsorship and Strategic Partnership

- Overseeing relevant sponsorships to ensure they deliver value and drive brand awareness.
- Nurturing strategic partnerships which amplify brand awareness with target audiences.

Skills and experience required

- Excellent leadership, planning and communication skills.
- Experience of running successful marketing campaigns
- Solid knowledge of web analytics.
- Ability to set and prioritise goals.
- Good understanding of marketing principles, industry trends and consumer behaviour.
- Experience with software such as ISAMS, Mailchimp, Canva, Indesign and photoshop (desirable).
- Willingness to be part of the life of the school community, attending events and being visible.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Terms

This is a full-time, permanent position with a working pattern of Monday to Friday, 9 am to 5 pm, equating to 35 hours per week, but with the flexibility required to cover certain events (e.g. concerts, plays, dinners) and sports fixtures during evenings and weekends.

This position attracts:

- A salary between £38 – 44k per annum.
- Workplace pension scheme where your minimum payment is 2.67%. Glenalmond College will make an employer contribution rate to 5.34%, which makes total contribution 8.01% - this is set up with The Pensions Trust Retirement Solutions.
- 30 days holiday entitlement and 10 bank/public holidays.
- Employee Assistance Programme - Health Assured.
- Occupational sick pay

Applications for the post

Glenalmond is committed to safeguarding and promoting the welfare of children:

Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers/Disclosure Scotland at enhanced level. Appointments will be conditional on references acceptable to the College and sight of original qualification certificates.

All applicants must register with our *School Talent* website to apply for this position.

Closing date for this post is 5 pm on Wednesday 1 November. Interviews will take place week commencing Monday 13 November. We reserve the right to interview and appoint at any time in the recruitment process.

Equal Opportunities

- Maintain an up-to-date knowledge of Equality and Diversity legislation and the College's Equality and Diversity policies and procedures, regarding the recruitment and retention of staff.

Safeguarding

- Maintain an up-to-date knowledge of Safeguarding legislation, and the College's safeguarding policies and procedures.

Health & safety

- Ensure that an up-to-date knowledge of Health and Safety legislation as applicable to the role is maintained and that the College's Health and Safety policies and procedures are fully implemented and adhered to.

Professional development

- Maintain and update your own knowledge and skills in line with legislation and the needs of the role and the independent schools' sector.