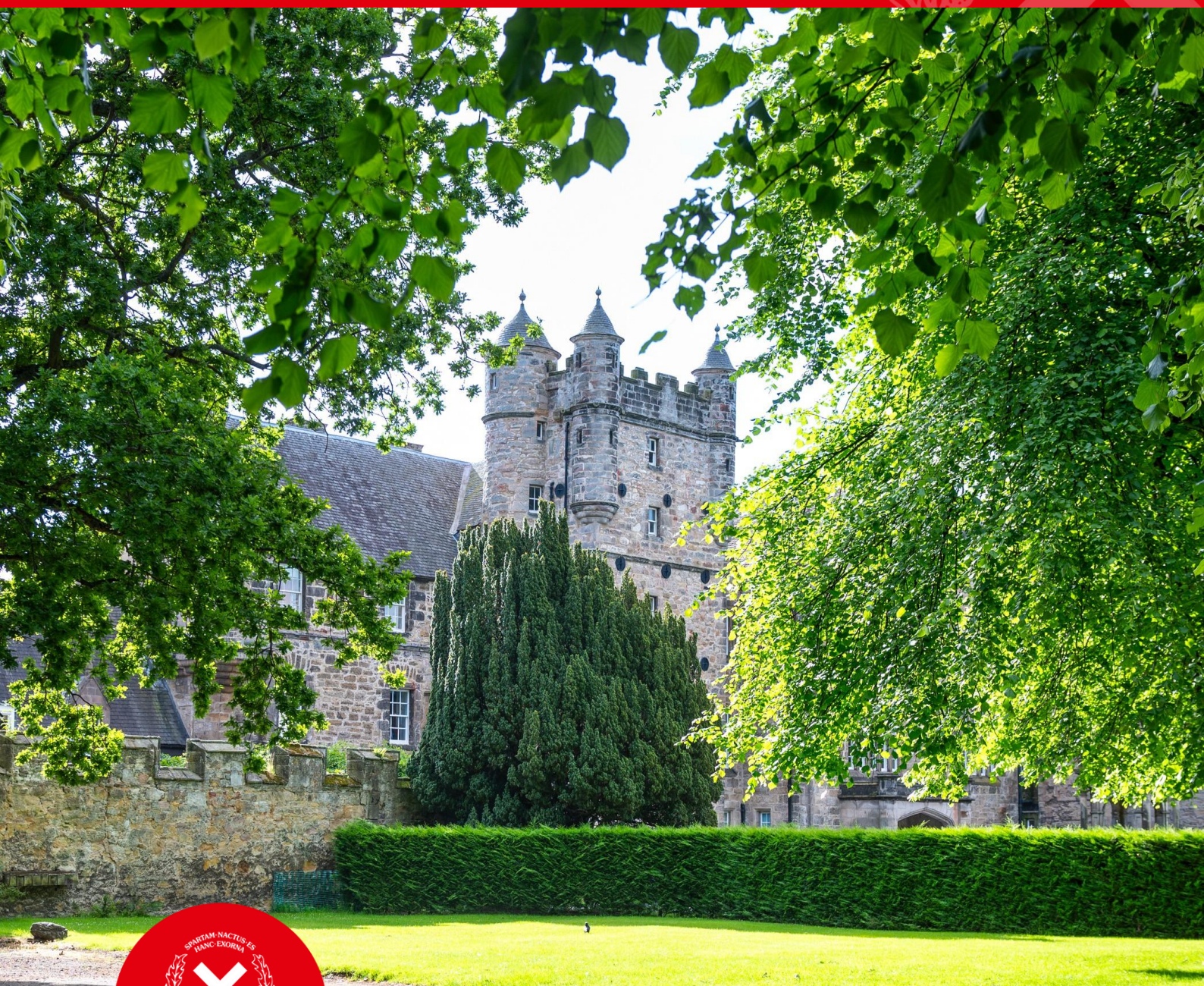


Marketing and Communications Manager

Job Information Pack



Loretto

Loretto School is a leading independent boarding and day school located on the outskirts of Edinburgh. We are seeking an exceptional and creative Marketing and Communications Manager.

Purpose of the role

The Marketing and Communications Manager will play a key role at Loretto, supporting our Senior Leadership Team and Admissions Team in driving pupil growth both in the domestic and international markets, as well as delivering our marketing and communications strategy for the whole school.

You will be a champion of our School's values, ensuring every marketing interaction reflects our commitment to delivering a 5* Loretto customer experience.

You will also manage and inspire our passionate Marketing Team and external agencies, nurturing a culture of creativity and top performance. Teamwork and collaboration are key skills, as you will be working closely with many colleagues across our school community to ensure a cohesive and consistent approach to external communications across all channels. No day will ever be the same whether evaluating our website analytics to improve the customer journey, reviewing the success of our social media campaigns, brainstorming new ideas with your team or collaborating with the Admissions Department on new recruitment initiatives.

To thrive in this role, you will need a proven track record of bringing your team with you to develop and deliver successful marketing campaigns, and you will possess exceptional communication skills with the ability to mentor the team to create compelling content for diverse audiences. Although we have external agencies to assist us, you will have a deep understanding of digital marketing including SEO, social media, content marketing, data analytics, and email marketing.

Finally, you will have a collaborative and supportive leadership style and possess the ability to build strong relationships and inspire your team and others to achieve ambitious goals together.



Main responsibilities

Strategic Marketing and Communications

- Deliver a comprehensive marketing and communications strategy that aligns with the School's overall strategic plan and drives student recruitment and retention (already in place).
- Implement Loretto's multi-channel marketing plan, promoting the School, the pupil experience, and its leading Golf Academy to diverse audiences locally, nationally, and internationally.
- Manage the School's brand identity and ensure consistent messaging across all communication channels.
- Implement our robust social media strategy, capitalising on emerging opportunities to promote the School and engage with key stakeholders.
- Contribute to the School's overall marketing action plan, focusing on pupil growth.
- Manage the marketing budget effectively, ensuring maximum return on investment.
- Line manage the Marketing team, setting objectives, providing training, and fostering a collaborative and high-performing environment.

Digital Marketing Expertise

- Work with our external agency collaborating, briefing and evaluating digital campaigns.
- Lead the School's digital marketing efforts, staying abreast of the latest trends and technologies to ensure an innovative and engaging online presence.
- Manage website content to optimise user experience and drive conversions.
- Establish email marketing best practice, ensuring integration with wider digital content.

Content Creation and Brand Storytelling

- Work with internal and external stakeholders and the Marketing Coordinator to manage a suite of compelling promotion materials, case studies and testimonials that showcase the School's strengths and achievements.
- Oversee the production of all marketing materials, ensuring editorial accuracy, brand consistency, and a compelling tone of voice.
- Oversee the School's photo library and contribute to the creation of new photographic and video content.

Data Analysis and Reporting

- Provide regular data analysis and insights to inform decision-making and measure the effectiveness of marketing campaigns.
- Assist in the collation and presentation of key performance indicators, using creative data visualisation techniques to communicate successes and areas for improvement.

Communication and Collaboration

- Maintain effective communication with the Head of Operations and the wider External Relations Committee, providing regular updates on progress and contributing to weekly priorities updates.
- Work closely with colleagues to ensure the timely production of high-quality written, photographic, and video content tailored to specific stages of the applicant journey.
- Assist in maximising the potential of Veracross (our CMS) and other systems to target communications and messaging to prospective pupils and their families.
- Work with our external agency to help identify opportunities to promote the School in local and national media.

Additional Responsibilities

- Develop a strong understanding of the School's curriculum, sports offerings, boarding opportunities and other key programmes and initiatives to identify new marketing opportunities.
- Contribute to the School's ethos and values, fostering positive relationships among staff, parents, and pupils.
- This role may require work outside normal office hours, including weekends and some travel to support school events e.g. Loretto Day, open days, performances, etc so you will be expected to be flexible in regard to working hours. Additional work would be recompensed either as time off in lieu or paid.



Knowledge, Skills and Experience

Attribute	Essential	Desirable
Education, Qualifications & Training	Undergraduate degree or equivalent	Postgraduate degree or professionally recognised accreditation
Knowledge & Experience	• Line management of a small team. • Experience of working in a fast-paced marketing environment • Experience of working with external agencies and managing relationships to deliver campaigns and projects on time and within budget. • Detailed understanding of how media, creative and messaging work together across the full marketing mix to achieve shifts in brand awareness, consideration and advocacy. • Be an excellent communicator with an ability to work across portfolios and teams internally and with external stakeholders to bring everyone on board and generate a shared vision for the School marketing.	• Experience of social media digital platforms and tools across global markets. • Proven success in managing targeted social media campaigns with reporting/analytics insights. • Strong business acumen with ability to identify gaps in the market and take advantage of arising opportunities at pace. • A willingness and ability to quickly adapt and pivot marketing approach to meet a shift in market demand or other unexpected event.

Terms of the post

This is a permanent, full-time post. Salary band £41,600 to £47,400 dependant on relevant experience and skills.

Application

If you think that this is the right opportunity for you, please apply through the [School Talent website](#). As part of the application process, you will be asked to submit a CV and provide a statement outlining why you would be suitable for the post.

You must have the right to work in the UK to apply for this post. Visa sponsorship is not available.

If you have any questions about the application process, please contact jobs@loretto.com

Closing Date: Sunday 16 November 2025 at 11:59pm.

Interviews are expected to take place week commencing 24 November 2025.



Our School

The first thing you notice when you enter the Loretto campus is the warm and vibrant atmosphere. Welcoming around 500 pupils across the Junior and Senior School, our small size means that every child is known and nurtured and feels part of our community.

Taking a holistic approach to education, every child is developed in mind, body and spirit. This ground-breaking educational philosophy was introduced by our most famous Head, Hely Hutchinson Almond. No matter where pupils' passions lie, a Loretto education ensures they will be supported to explore and develop these.

From wrap-around care in Pre and Junior School and day, flexi, weekly and full-boarding options in Senior School, Loretto offers flexibility to modern families. Pupils can board from age 12. The School has two boys' boarding houses, two girls' boarding houses, and one co-educational house – each welcoming boarding and day pupils, ensuring everyone feels at home at Loretto.

Our pupils

The Lorettonian community is diverse and inclusive. We welcome pupils from 25 different countries, expanding the horizons of all our pupils. In addition, our bursaries and scholarships mean that no matter a child's financial background, a Loretto education is accessible.

Loretto pupils are well-rounded and determined. With a 99% A Level pass rate in 2024, pupils at the school perform exceptionally well academically. However, as every pupil is encouraged to pursue their individual interests, excellent achievements are evident everywhere – from the arts to the sports pitches and golf courses.



Our values

Underpinning all that we do at Loretto are our values:

Kindness – fostering empathy

Integrity – promoting honesty

Loyalty – building a sense of support

Tenacity – empowering pupils to strive for excellence



Through opportunities that nurture mind, body, and spirit, these values will be instilled in Lorettonians, so that each achieves their potential whilst also ensuring they grow into responsible and considerate citizens.

The School is committed to equal opportunities for all its pupils and staff.

Loretto is committed to safeguarding and promoting the welfare of children. Loretto meets the requirements in respect of exempted questions under the Rehabilitation of Offenders Act 1974, all applicants who are offered employment will be subject to Disclosure Scotland Protecting Vulnerable Groups (PVG) Scheme checks before the appointment is confirmed. This will include details of cautions, reprimands or final warnings, as well as convictions. The cost of this application will be met by the School. Annually, every member of staff at the School is required to undergo, complete, and sign to confirm that they have received child protection training and will uphold it.