

Marketing Manager

Department:	Admissions, Marketing & Communications
Hours:	35 hours per week, all year round
Working Pattern:	Monday - Friday, 9am – 5pm with one-hour unpaid break. There will be an ongoing degree of flexibility required with working hours to meet the requirements of the role
Salary:	£45,000 – £50,000 per annum
Contract Type:	1-year fixed term contract
Probationary Period:	6 months
Reporting to:	Rector
Direct Reports:	Digital Content Creator
Location:	Euclid Crescent Campus

OBJECTIVE:

The objective of the Marketing Manager is to raise the School's profile through strategic promotion of its values, successes, and opportunities. The Marketing Manager will be responsible for providing a highly effective and professional marketing service to support and assist the development of the School.

JOB DESCRIPTION

Under the direction of the Rector, the Marketing Manager will need to liaise closely with the Head of Admissions and the Communications Manager to ensure a cohesive and robust approach to the Marketing program at the School. The responsibilities outlined give a clear indication of the nature of the post but are not necessarily exhaustive.

GENERAL MARKETING MANAGER RESPONSIBILITIES

1. Work with staff at all levels to promote high standards of customer service during the marketing process.
2. In relation to all marketing activity, prepare and circulate reports with relevant information to the Rector, COO, Deputy Rector, Deputy Heads, Head of Admissions and any other relevant departments.

3. In consultation with the Rector and the Head of Admissions, develop a cohesive approach to obtaining customer service feedback relating to the marketing process and determine reasons for selecting the School.
4. Assist with the organisation of and attend strategic school events relating to marketing such as Open Morning; Information Evenings; Sports Day; Sports Awards Evenings; Music Concerts; Murrayfield for Scottish rugby finals involving HSD etc, as may be determined from time to time.
5. Liaise with the Rector and SLT on forthcoming events where the presence of the Marketing Manager is appropriate (e.g. induction events).
6. Produce reports on a monthly basis for the Rector/Board on progress and projected outcomes for marketing activity.

EXTERNAL RELATIONS

Strategic Planning

7. Carry out market research and analysis to maintain an ongoing understanding of the wider local and national picture.
8. Develop and implement promotional campaigns, including those in conjunction with 3rd party Marketing Agency.
9. Monitor effectiveness of campaigns and 3rd party Marketing Agency, and utilising analytics, provide strategic insight to future campaigns and marketing spend.
10. Manage budgets for advertising and marketing, promotional items, the school website, and the 3rd party Marketing Agency.

Advertising and Marketing

11. Direct advertising/design agency in planning and delivering a targeted advertising campaign.
12. Booking of all advertising and the signing off/approval of adverts.
13. Create, organise and run campaigns to promote the School and ultimately drive pupil recruitment, using a full range of marketing tools and channels, and including devising the content and messages of the campaign work.
14. Work alongside Marketing Agency to manage, design and set up all aspects of the School's Social Media advertising campaigns
15. Manage and develop a library of photography and videos for use in publicity materials.
16. Contact parents of pupils to be featured in advertising images to request permission.
17. Manage the application of multiple categories of publicity consents to photographs in respect of pupils.
18. Handle staff requests for images for a range of purposes.
19. When professional photographers are employed by school, devise programmes for them and direct the photographers, alongside the external marketing agency.
20. Create and run effective campaigns to promote and drive sign-ups for the School's Sports Camps at Mayfield, working with the Sports Camps organiser to determine marketing requirements.
21. Assist Mayfield Sports Centre with the running of their social media channels.
22. Assist with advertising School lettings

External Links/Profile Raising

23. Forge and maintain links with relevant external organisations.
24. Promote the School's community involvement.
25. Attend business community meetings and events.
26. Be responsible for securing sponsorship and advertising for events and publications
27. Provide updated information to online school's guides, surveys etc. as required.

Online activities

28. Liaise with the School's web development agency as required and ensure appropriate and consistent branding and development of the existing website.
29. Monitor website SEO and analytics, reporting into the Rector and external marketing agency with relevant information relating to SEO
30. As directed, direct and manage web development agency on the creation of a new or improved school website.
31. Edit and update the School website as required, including day-to-day development of the website structure and production of copy. Management of all areas of the site, including the "shop" function, as well as the uploading of all documents required on the site, working with the Communications Manager, updating copy on the website so that it remains up-to-date and promotes the school and its offering effectively; promotion of events such as Open Morning and Open Doors Day.
32. Alongside the Communications Manager, manage the upkeep/updating of Parent Portals.

Liaison with the Admissions Office

33. Develop a positive relationship with the Head of Admissions and Admissions Administrator.
34. Have an appreciation of activities being undertaken by Admissions Office.
35. Provide input to the Admissions Office programme as may be appropriate.
36. Order HSD-branded promotional goods, including overseeing design, required by Admissions, such as stress balls, notepads etc

STAFF MANAGEMENT

37. Line manage the Digital Content Creator, including training as appropriate, direction, supervision, review and absence management.

CHAMBER OF COMMERCE ENGAGEMENT

38. Actively participate in Chamber of Commerce events to promote the school's mission and programmes.
39. Identify and evaluate relevant events that align with the school's objectives, focusing on those that present opportunities for collaboration and community engagement.
40. Plan and coordinate attendance with a forward-looking approach, creating a calendar of events that key staff might be interested in attending and follow up to ensure networking opportunities are pursued.
41. Where possible submit entries for the annual Chamber of Commerce Champion Awards to raise awareness of our pupil and staff achievements.

42. Engage with staff to identify initiatives that can be showcased at annual Chamber networking events.
43. Identify potential 'In Your Shoes' candidates that can be showcased on the Chamber's portal to raise awareness of the school's staff and their attributes.
44. Prepare quarterly reports summarising event participation, leads generated; pupil recruitment successes; networking opportunities pursued; insights gained, and recommendations for future engagements.

GDPR

45. In the event of a GDPR Subject Access Request encompassing photographs, mentions of names in marketing materials, on the website etc, provide assistance to the Data Protection Officer in conducting checks.
46. Assist the COO with the development and update of GDPR policies in relation to Website Privacy, Cookie Policy and Accessibility.
47. Advising staff and sometimes drafting letters required to seek parental approval for pupils to appear in filming/photographs/marketing activities by external organisations.

ADDITIONAL RESPONSIBILITIES

48. Produce reports and strategic planning documents for the Rector to present to both SLT and Board meetings.
49. Any other reasonable duties as commensurate with the postholder's skills, qualifications and experience as directed by the Rector or COO.

PERSON SPECIFICATION

Essential:

- Educated to degree-level in Marketing or a related discipline OR equivalent experience in employment is essential.
- Proven track record of experience and success in a similar Marketing role
- Experience engaging with prospective parents and pupils.
- Compelling and accurate copy writing and sub-editing skills with a creative flair
- Attention to detail
- IT skills in Microsoft Office packages and content management systems (CMS)
- Excellent verbal and written communication skills.
- Ability to use initiative, work unsupervised with excellent organisational skills
- Ability to problem solve.
- Ability to manage multiple projects, work to tight deadlines under pressure and react to rapidly evolving events.
- An approachable personality with an ability to liaise with a wide range of people in a Marketing related context.
- Flexibility in recognising that teachers and pupils work to timetables
- A team player.
- Ability to keep calm under pressure.
- Creative with a willingness to put forward new ideas.

- Determination to succeed.
- Reliability and flexibility.

Desirable:

- Experience of working in a School or other educational establishment

The School requires all newly appointed staff to undertake a check with the Scottish Criminal Records Office in line with the Protection of Vulnerable Groups ('PVG') Scheme. Offers of employment are conditional upon satisfactory registration with the PVG Scheme.

Please note we are unable to provide sponsorship for a work visa so candidates should ensure they already have or are able to obtain the right to work in the UK before applying.

The job description is written as an indication of the nature and scope of duties and responsibilities. It is not intended as a fully descriptive or definitive list and jobholders will be expected to carry out other duties assigned which are appropriate to the role.

How your information will be used

To progress your application, for administrative purposes, High school of Dundee will record, keep and hold the personal data which you have provided in this application stored in our HR files. Your data will not be transferred to any third parties outside of High School of Dundee. If you are successful High School of Dundee will retain this data as part of your employee record which will be stored based on our [Staff Privacy Notice](#). In the event your applications is unsuccessful, we will hold the application and the data contained for three months in case of a future vacancy which we may invite you to apply for, following which we will delete it.

If you have any questions about High School of Dundee's use of data please contact us.