Job Description for Marketing Manager

Full time, term time + 3 weeks

The position

The Marketing Manager oversees the day to day running of the marketing function, managing the workflow of the Marketing team. They will lead campaigns, content and events that bring Prior's Field values to life and engage prospective families, current parents and the wider community.

Reports to the Director of Admissions and Marketing

Specific responsibilities of the role include:

Strategy and Campaigns

- Developing and delivering marketing strategies and campaigns that increase awareness and support pupil recruitment
- Leading on the promotion and delivery of key events including Open Days and taster sessions
- Working closely with the Admissions, Events and Development teams to align marketing activity with recruitment cycles
- Monitoring the effectiveness of campaigns using data and insight, and providing regular reporting
- Managing the production of promotional materials, including the prospectus and admission packs
- Ensuring post event and follow up communication are delivered with warmth, care and attention to detail
- Tracking campaign performance using analytics and admissions data
- Leading alumnae and fundraising campaigns and communication

Content and Storytelling

- Overseeing the creation of high-quality content for social media, the school website, newsletters and printed material
- Managing a content calendar that reflects the rhythm of school life and supports key milestones such as Open Days and taster events
- Ensuring every touch point is intuitive, seamless and on brand

Leadership and Collaboration

- Overseeing the day to day work of the Marketing team, setting clear priorities and supporting their professional development
- Fostering creativity and teamwork across the marketing function

- Partnering with colleagues across the school to source stories and celebrate achievements

This Job Description is not necessarily a comprehensive definition of the post. It will be reviewed and may be subject to modification at any time after consultation with the post holder.

Prior's Field is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

PERSON SPECIFICATION

	Essential	Desirable
Experience and qualifications		
Experienced in marketing or communications, with a proven track record of managing campaigns	x	
Confident in digital marketing including social media, websites and analytics	x	
A strong writer and storyteller able to adapt tone and style for different audiences	x	
Enthusiastic about education	x	
Proficient and experienced user of the key components of the MS Office Suite (training will be provided for the specialist software)	x	
High standard of written English, excellent proof-reading skills and a strong eye for detail	x	
Understanding of the UK independent education industry		x
Previous work experience in a UK independent school with a boarding element		x
Event management, particularly for recruitment or community events		x
Familiarity with CRM systems and email automation		x
Fundraising experience		x
Experience of alumnae relations		x
Knowledge of GDPR	x	
Skills and competencies		
Ability to work confidently with a wide range of internal and external stakeholders with due regard to their potential level of influence on the school and its operation	x	

Ability to manage a busy workload with sometimes rapidly shifting priorities	x	
Strong communication skills, both oral and written, and customer focus – excellent telephone manner	x	
Strong organisational and planning skills	x	
Effective time management skills and the ability to multi-task and prioritise work	x	
Ability to communicate complex or sensitive information and to draft complex or sensitive emails, letters and other documents to a professional standard	x	
Ability to identify problems with your own and others' work within the school, and to correct or report these issues as necessary	x	
Ability to have an awareness of activities taking place across the school to draw links and communicate and plan work accordingly	x	
Ability to solve problems that may significantly impact on others and for which the correct solution is not obvious	x	
Good work attendance record	x	
Personal qualities		
Positive, proactive, willing, flexible, calm, reliable, reactive, friendly, hard-working, helpful and professional in attitude	x	
An aptitude for and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges	x	
Enthusiastic and self-motivated – will actively seek to further the school's best interests	x	
Good sense of humour	x	
A creative mind with an ability to suggest improvements – problem-solving skills	x	
A passion for the transformational impact of education and an empathy with the school's aim and vision	x	

Terms of employment

Hours
• 37.5 per week

- Term time + 3 weeks
- Some evening and weekend work for school events (time off in lieu provided)

Remuneration

- Salary is based on experience
- Basic pay + performance related element linked to admissions conversion

Benefits

- Catering at Prior's Field is five star. Lunch, morning and afternoon break is available to all staff during term time.
- Staff have access to school facilities such as the gym and swimming pool.
- Free on-site parking is available.
- Eye care voucher scheme – all members of staff are eligible for a free eye test and a contribution towards glasses required for VDU use
- Group Private Health Care Plan – paid for by the employee, but the group plan allows us to facilitate better rates for our staff
- Cycle to work scheme
- Generous contributory defined contribution pension scheme
- Staff fee discount of 50% FTE (eligible after passing probationary period)
- Access to 24-hour counselling helpline
- The school supports professional development and training will be provided in specialist areas

Conditions

- The position is subject to DBS certification and satisfactory references being obtained