



Stormont School

## JOB DESCRIPTION

Job Title:	Head of Marketing
Hours:	Term time, Mon-Fri, 08:00-17:00 (with 60 mins unpaid for lunch) plus 5 weeks during the holiday periods with days/weeks to be worked in consultation with the Headteacher; the pattern is likely to be two days prior to and two days following the published term dates with a further one week (5 days) during the Easter holiday and two weeks (10 days) during the summer holiday, although flexibility in working arrangements outside of core working hours may be required to meet deadlines.
Salary:	£27,000 pa pro rata for the hours above (£30,000 FTE)
Benefits:	Lunch (during term time) Contributory pension scheme. Continuous Professional Development (CPD) opportunities paid for by the School. Thirty days holiday per year (pro-rated) plus public holidays which Will normally be taken during school holidays and is included in the salary.
Responsible to:	Headteacher
Overview:	This is a new role created by the separation of the current Marketing and Admissions Manager role in order to focus maximum effort on these two important functions. The Head of Marketing will be responsible for assisting in the development of and sole responsibility for implementing a marketing strategy that significantly enhances the profile of the School across all media platforms and promotes the opportunities of a Stormont education.

**Role will include but not be limited to the following duties:**

### Responsibilities

#### General

- To be responsible for promoting the school in all marketing activities, including publications, digital platforms and social media and in communications with prospective parents and feeder settings.
- Liaise closely with the Headteacher on all aspects of the marketing strategy.
- Support the Head of Admissions on the marketing of Open Days and new parents' events.

- Establish and maintain effective working relationships with colleagues, both teaching and support, in accordance with the Staff Code of Conduct

### **Policy and Strategic Development**

- Lead on the development of a five-year marketing strategy with the objective of:
  - Increasing pupil numbers
  - Raising the profile of the School in the region
  - Celebrating achievements of the School throughout the year
- Assist the Headteacher in developing and implementing the annual marketing and communications plan as part of the School's strategic planning.
- Keep the plan under review to ensure that it meets the School's objectives.

### **Marketing and External Links**

- Prepare marketing materials and communications materials (newsletters, brochures, press releases and articles) to ensure these present an appropriate image of the School.
- Plan and deliver advertising and promotional campaigns and events, including support to the Stormont Parents' Association (SPA) for fundraising initiatives where relevant.
- Work with Head of Admissions to keep admissions procedures and communications under review. Ensure appropriate messaging at every stage of the prospective parent journey and all enquiries are tracked and followed up appropriately.
- Responsibility for proactive management of all media relations activity and press liaison, including updating all social media channels with events and news
- As required, support with public relations events and engagement programmes with the local community, feeder schools and other partners, to promote the School.
- Work with the Stormont Old Girls' Association (SOGS) to foster alumni relationships and ensure that former pupils remain in contact with the School and potentially support its future development.
- Lead on marketing and promotion of the School's main external events, eg; Open Day, Taster Days, including promotional materials and merchandise to support these activities.
- Building relationships with local estate agents and monitoring housing development in the area.
- Arranging coffee mornings for key groups (eg nurseries, estate agents etc.)
- Maintaining the school website so that it is current, exciting and informative
- Working with staff to promote key subjects/areas at various times across the year and working with the Headteacher and Deputy to draw up a timetable for this ensuring key events are included in the calendar.
- Attending the Monday evening staff briefing & sharing updates/asking staff for social media opportunities for the week.
- Sourcing a photographer for key times of the year.
- Working with the school's media agents on all advertising campaigns.
- Writing newspaper articles.
- Working with other schools/nurseries to invite them to key events.
- Responsibility for reviewing and updating the prospectus & other marketing material and making recommendations to the Headteacher.
- Maintaining the marketing budget
- Preparing a report and attending the termly Governors PR & Marketing Committee.

## **Monitoring and Evaluation**

- Monitor and evaluate the effectiveness of marketing campaigns and PR initiatives to ensure that they are meeting agreed objectives; as required, prepare reports to the Headteacher/SLT/Governors on the operation and effectiveness of the services provided.
- Organise and manage regular school marketing/PR committee meetings to plan, progress and review initiatives.

## **Liaison**

- Liaison with Head of Admissions to coordinate marketing and admissions activities
- Liaison with the Headteacher and SLT

## **Person Specification**

### **Qualifications and Experience**

- Significant experience in marketing, PR or communications, in particular digital media (essential).
- Experience of working in a charity or educational setting (desirable).
- Working knowledge of copywrite and content production regulations (desirable).

### **Skills**

- Excellent written and spoken English.
- Outstanding IT skills and familiarity with the full range of Microsoft products.
- Attention to detail and the ability to cope with conflicting demands, deadlines and interruptions.
- Outstanding organisational and time-management skills.
- The ability to influence and promote.

### **Attributes**

- Ability to communicate effectively and build effective working relationships with all members of the School community.
- The ability to seek out and find solutions to a problem.
- Flexibility in approach to people and working arrangements.
- Ability to work independently and as part of a team.
- High standards of 'customer service'.
- Enthusiastic and willing to go 'above and beyond'.
- Patience and good humour.
- Empathy with children and young people.
- Fully supportive of the aims & ethos of an independent girls' day school.

### **Safeguarding, Discipline, Health & Safety**

- Be aware of the safeguarding requirements in place in the School and always abide by them.
- Assist with the promotion of good order and discipline among the pupils.
- Be responsible for taking reasonable care of personal safety and that of pupils, parents, colleagues, visitors, volunteers and contractors.
- Co-operate with the Headteacher, Bursar and members of the SLT to enable the Governors to comply with safeguarding and health and safety duties, reporting any risks or defect to the Bursar.

## The School

Stormont School is a highly successful, independent girls' preparatory day school in Potters Bar, Hertfordshire for girls aged 4 to 11 years. Girls are prepared for many of the best senior day and boarding schools in Hertfordshire and London reflecting the high quality of teaching and learning and the opportunities the girls have to flourish. The School has approximately 140 girls and 50 staff.

The Head of Marketing will join the School at an exciting time as we seek to grow and implement a new school development plan; the successful candidate will work very closely with the Headteacher and Head of Admissions and will play a significant part in helping to promote the School and the outstanding educational opportunities we have to offer for girls aged 4-11 years.

Working as part of a small team in the Main House this is a rare opportunity for a marketing professional to be creative by developing and implementing the marketing strategy that will help shape the School's future.

*Stormont School is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.*