



# ST EDMUND'S SCHOOL

CANTERBURY

## Senior Marketing Officer

### THE POST

Job Title:	Senior Marketing Officer
Salary:	£25,462 FTE
Hours:	Full-time
Weeks:	52
Responsible to:	Director of External Relations

### THE DEPARTMENT

The School has recently brought together admissions, marketing, pupil recruitment, alumni development and events to create a dynamic External Relations department. We are looking for inspiring and diligent people to join the team during this exciting time and help us to deliver our ambitious objectives and respond to an increase in demand within these areas.

St Edmund's today is a vibrant co-educational 3-18 day and boarding school, where a family atmosphere is fostered, individuals are valued, and pupils enjoy a rich academic and cultural experience. A broad academically rigorous curriculum and an extraordinarily diverse co-curricular programme enables pupils to find their path and grow to 'be all they can be'. The External Relations team is responsible for developing the school brand in innovative ways and delivering an excellent customer journey.



# ST EDMUND'S SCHOOL

## CANTERBURY

### **JOB DESCRIPTION**

As Senior Marketing Officer, you are responsible for the design, development and implementation of the marketing and communication strategy to support local, national and international recruitment at St Edmund's School Canterbury. Working in close partnership with the Director of External Relations and with support from Admissions staff and Events staff, you will lead on the design and implementation of initiatives and activities that drive recruitment and promote word of mouth and parent satisfaction.

### **KEY DUTIES**

- To implement and lead on the marketing strategy to ensure effective channels of communications and timely executed activities/campaigns
- To drive pupil recruitment and retention through marketing and communication initiatives to ensure targets are met
- To oversee the marketing budget and track ROI to ensure good channel investments
- To improve the digital footprint and SEO ranking of the school
- To lead the digital strategy through website, social media, listings and online campaigns
- To implement the Public Relations strategy to promote the school by developing good relationships with all media and managing press activity
- To ensure the school website effectively promotes the school and all content is up to date
- To work closely with staff on parent communication and regular newsletters
- To support the international recruitment strategy through working closely with the Director of External Relations and Admissions Manager on geographic targeting, agent management and recruitment trips
- To promote and build good relationships with outside institutions or groups such as nurseries and relocation agencies
- To promote school events such as open days, induction events, school tours and parent events
- To draft, collate and edit copy for marketing materials including newsletters, prospectus, parent handbooks, flyers and adverts
- To liaise with printers, designers and suppliers for marketing collateral and digital requirements
- To conduct research and analysis through annual parent and pupil surveys and focus groups, to ensure parent and pupil satisfaction are maintained and issues are identified and dealt with appropriately
- To maintain an up-to-date image library by arranging photography in a cost effective way
- To comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person



# ST EDMUND'S SCHOOL

CANTERBURY

- The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of this post

## PERSON SPECIFICATION

	CRITERIA
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"><li>• A degree in marketing/business related subject or recognised marketing qualification</li><li>• GCSE in English – min B grade</li></ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"><li>• Minimum of 5-6 years' work experience in marketing, PR and communications. Previous experience in international education recruitment is desirable but not essential.</li></ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"><li>• Excellent communication skills, written and verbal, with fluency in English</li><li>• Social media marketing experience</li><li>• Website content management experience</li><li>• Creative flair and strong interpersonal skills</li><li>• Experience of working with creative agencies, printers and other suppliers</li><li>• Proven track record of leading and executing successful campaigns and marketing initiatives</li><li>• Organised and able to keep on top of many details and prioritise effectively</li><li>• Creative with excellent writing, editing and proof-reading skills, with the ability to produce well formatted newsletters, programmes and presentations</li></ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"><li>• Understanding of the independent school sector</li><li>• Awareness of the schools system and demographics of the local area</li><li>• Working knowledge of using online content management programmes</li><li>• Proficient use of standard office software</li><li>• Use of Wordpress</li><li>• Use of Indesign and Photoshop</li></ul>
<b>BEHAVIOURS</b>	<ul style="list-style-type: none"><li>• Professional and self-motivated</li><li>• A team player with strong communications skills</li></ul>



# ST EDMUND'S SCHOOL

## CANTERBURY

	<ul style="list-style-type: none"><li>• Act with integrity</li><li>• Sales-minded, energetic and positive</li><li>• Flexible approach to working hours with the ability to work some evenings and weekends</li></ul>
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### THE SCHOOL

St Edmund's School is a co-educational day and boarding school with c. 550 pupils from the ages of 3 to 18. From September 1996, the school has been completely independent. Its assets, including its properties and trust funds, are owned by an independent charitable company, limited by guarantee. The directors of this company are the School Governors.

The Pre-Prep, Junior, and Senior Schools are on the same site and are closely integrated, using the same Chapel, music and art facilities, dining hall, science laboratories and sports hall. The school prides itself on its friendly, family environment where every pupil and staff member is known and valued.

Although the majority of children are day pupils, one quarter of the school's pupils are boarders, from a wide range of backgrounds. The school operates a five-day teaching week, but also runs a Saturday morning activities programme which is optional for Senior School day pupils. All boarders participate in both Saturday and Sunday activities programmes.

The school adjoins the University of Kent and is able to make use of many of the University's facilities: the Templeman Library, the Gulbenkian theatre and the public lectures amongst others. London's West End is within easy reach.

Further information about St Edmund's may be found on the School's website: [www.stedmunds.org.uk](http://www.stedmunds.org.uk).

### CONDITIONS OF SERVICE

- Lunch is offered free-of-charge for all staff
- Free parking on the School site for all staff
- St Edmund's School Canterbury 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 (DBS).



# ST EDMUND'S SCHOOL

## CANTERBURY

- Personal information provided by candidates will be kept on a secure file in the school and will not be released to third parties outside the school without the permission of the person concerned, except where there is a legal requirement so to do.

### **APPLICATIONS**

Applications must take the form of a full curriculum vitae and a concise covering letter outlining the candidate's suitability for the post. The names and contact details (including email addresses) of two referees are required (one of whom must be your current or most recent employer and neither referee should be a relative or someone known to you solely as a friend).

The deadline for receipt of applications is 09.00am **Monday 4<sup>th</sup> January 2021** with 1<sup>st</sup> round interviews taking place that week. Applications should be emailed to:

[slh@stedmunds.org.uk](mailto:slh@stedmunds.org.uk)

Mrs Sarah Hudson  
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