



The New Beacon

Ex Fumo • Dare • Lucem

Job description

Marketing Manager

Report to:	Director of Finance and Operations
Hours of Work:	8am to 4pm, 35 hours per week, 52 weeks per year. . In addition, some evening and weekend work will be required to cover events.
Salary:	£27,500 to £31,500
Other Benefits:	Lunch is provided each day during term time, Contributory Pension scheme with 9% employer contribution, 23 days holiday per year plus statutory bank holidays.

Purpose of the Post

1. Ensuring that the school's reputation is conveyed in all communications, platforms and external interactions.
2. Support the Admissions' function
3. Support the school's events and activities.
4. Act as brand guardian in managing the suite of marketing collateral when working with external designers and agencies as appropriate.

The person appointed will:

Creative and Digital

- Manage the suite of marketing collateral, working with external designers and agencies as appropriate, and ensuring that all publications are correct and up to date
- Continuously review the Schools' website ensuring that webpage content, news stories, and imagery is appropriate and up-to-date
- Manage integrated brand communications across all channels, ensuring all creative work is consistent and accurately reflects the School's brand
- Provide publications and branding assistance to all staff as required, for example in the production of in-house posters and publications, and liaising with external designers as appropriate
- Manage school photography, including taking photographs and working with professional photographers, identifying what imagery is lacking, and maintaining a user-friendly and clearly labelled image library

- Produce displays both within the school and for external admissions events

Social Media

- Manage the School's social media channels, including the implementation of a regular and meaningful publishing schedule in line with the School's agreed messages
- Create and publish interesting, high-quality content for all school communications channels, specifically social media, and the website
- Ensure all creative work is consistent and accurately reflects the school's brand
- Manage all paid digital marketing campaigns
- Track, monitor, analyse and report on the success of social media posts and digital campaigns
- Provide support and guidance for staff concerning the most effective use of social media channels

Admissions

- Collaborate with the senior management team to develop and implement strategies for attracting and retaining students.
- Support the Admissions function in undertaking any market analysis and competitor benchmarking as appropriate to ensure The New Beacon remains the School of choice
- Compilation of relevant communications to key stakeholder groups (prospective parents, feeder school engagement etc.)
- Organise prospective parents school tours and Open Days

Person Specification

Essential

- Significant experience of social media management
- Awareness of trends and best practice in digital communications and marketing
- Proven experience in an administrative role
- A capable photographer, with photo-editing skills being an advantage
- Proficient in the use of MS Office, especially Word and Excel
- Experience of working to tight deadlines
- Ability to write well with a good command of written and spoken English and grammar
- Ability to proof read with excellent accuracy and attention to detail
- Strong organisational skills and the ability to work independently
- Discretion and the ability to deal with confidential information appropriately
- A commitment to the School's values and ethos

Desirable

- Working knowledge of Adobe InDesign, Adobe Illustrator and Adobe Photoshop would be an advantage
- Video / photography editing experience
- Working knowledge of principles of SEO
- An understanding of the UK educational system, including independent education
- Experience of working in an Independent School Marketing Department.

OTHER BENEFITS, SAFEGUARDING AND HOW TO APPLY

Safeguarding

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and always ensure compliance with the School's Safeguarding and Child Protection Policy Statement. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School s/he must report any concerns to the School's Designated Safeguarding Lead or, if he/she is the School's DSL, to the Head and relevant agencies.

The New Beacon is committed to the safeguarding of children. In addition to normal pre-employment checks, this appointment will be subject to an enhanced DBS check and a safeguarding interview.

Equal Opportunities

The New Beacon is an equal opportunity employer and we welcome the unique contributions that everyone can bring to The New Beacon in terms of education, opinions, culture, ethnicity, race, sex, gender identity and expressions, nation of origin, age, languages spoken, colour, religion, disability, sexual orientation and beliefs.

Other benefits include

- Remission of fees for a son attending the school, in line with the current policy of the Governors, subject to the usual standards and procedures for admission (currently 25%- pro rata for part time staff)
- Sports and Leisure – free use of the swimming pool and tennis courts (subject to availability).
- 'Cycle to Work' scheme
- Free parking on site

How to Apply

Applicants must complete the application pack and return it to apply@newbeacon.org.uk or via post to Alison Harrison, The New Beacon, Brittain Lane, Sevenoaks TN13 2PB.

Please note that CVs are not accepted.

If you have any questions about the role, please email Alison Harrison in the first instance - apply@newbeacon.org.uk

Closing date for applications is 9am, 14th July 2023.

Due to the need to appoint quickly, we reserve the right to interview and appoint at any stage of the process.

This job description may be reviewed from time to time in light of changing circumstances and if it is necessary to amend/alter this, those concerned will be consulted.

The School does not have a licence to sponsor migrants under the worker or temporary worker routes. Individuals who wish to work at the School will therefore need to hold or establish immigration status that allows them to work in the UK. The School is legally required to check that all successful job applicants hold the right to work in the UK before work can commence.