



www.cumnorhouse.com

## JOB DESCRIPTION

<b>Job Title:</b>	Marketing Manager
<b>Reporting To:</b>	Direct report: Headmaster Cumnor House Boys', Head Mistress Cumnor House Girls' Dotted Line report: Cognita UK Marketing & Admissions Manager
<b>Department:</b>	Marketing
<b>Working hours:</b>	Full time, Monday – Friday 8.15am to 5.15pm. Some occasional evening and weekends working required.
<b>Checks:</b>	Enhanced DBS, Overseas Checks and Employer References

*The job holder's responsibility for promoting and safeguarding the welfare of children and young person's for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services. The School is committed to safeguarding and promoting the welfare of its pupils and expects all staff to share this commitment. The successful applicant will be subject to an Enhanced DBS check.*

## Training and experience

<b>Training Requirements</b>	Customer Experience Training. Word Press Content Management System
<b>Languages</b>	English
<b>IT knowledge</b>	Microsoft Office Suite/ Social Media Platforms
<b>Experience</b>	Strategic Planning/ Consumer Marketing / Digital Marketing / Events management / PR/ Content Marketing

## Working with us

Cumnor House School has a longstanding reputation earned over many decades of excellent academic results and achievements in sports, music and the arts. Consisting of two outstanding co-educational nurseries, an IAPS preparatory boys school in South Croydon and an ISA preparatory girls' school in the Purley area it educates children between the ages of 2 and 13 years. Cumnor House School is part of Cognita Schools Limited. Achieving more than you believed possible – that's what constitutes a quality education. At Cognita it is what we strive for in our schools. We want it for our children, and we want it for the people who work for us. Since Cognita's launch in 2004, we've built an international network of 67 schools that serve some 30,000 pupils across seven countries in the UK, Europe, Latin America and South-East Asia. Our international network of schools and regional offices, combined with our ongoing investment in the professional development of our people, means we can offer first-class career opportunities with a global dimension. If you want to take your career further, we want to support you in achieving that goal within Cognita.

## Job Summary

The Marketing Manager is responsible for leading the development and implementation of the Cumnor House marketing strategy which is crucial to supporting the school's image and reputation within the local market. Central to the role is the ability to understand the local market, needs of current and prospective parents, and to identify strategies and initiatives which enable Cumnor House to meet these needs in the short and long term. Through the implementation of creative and customer focused multi-channel marketing campaigns, the Marketing Manager supports both parent recruitment and retention and works closely with the Schools Senior Leadership team and Admissions Manager to deliver a highly effective customer experience which meets or exceeds parent expectations.

## Key Responsibilities

### Strategic Marketing

- Develop the whole school marketing strategy including product development, fees structure, multi-channel communications plans, community engagement programmes, business to business networking, event management and parent engagement programmes to support enrolment growth across the whole school
- Develop an in-depth knowledge of parent needs and of local market trends and developments to inform school marketing strategies
- Apply customer and market insights, combined with creative thinking, to define and shape the school proposition and marketing plan to maximise appeal and relevance within the local market
- Monitor and report on competitor activity
- Define effective parent engagement strategies and own the overall parent experience across all marketing and admissions touch points
- Liaise with Admissions Manager regarding all matters pertaining to recruitment and retention of pupils
- Manage the marketing budget and ensure activities are planned within agreed budgets

### Marketing execution

- Implement the termly marketing plan to deliver on the Marketing strategy to support optimum pupil recruitment, conversion and retention utilising the appropriate marketing mix
- Develop and execute effective PR initiatives across digital and off-line channels which build positive brand awareness
- Responsible for the proactive communication and advertising of all school recruitment events and open days
- Manage the school website and social media platforms; ensuring accuracy, reporting on traffic, running campaigns and exploring opportunities for school enquiry generation.
- Responsible for the content and images used across the school's offline, online and social media platforms as well as the running of digital marketing campaigns (recruitment and retention) working closely with the Cognita School Support Centre Digital Marketing team

### Relationship Management

- Develop effective parent engagement programmes and regularly interact with parents to build insights and positive relationships
- Identify relevant community-based initiatives in which the school can play a relevant part, to support awareness / positive brand perception etc.
- Work collaboratively with school colleagues and Cognita central marketing and admissions team, contribute to sharing of best practice with other schools in the Cognita group
- To be the key point of contact for school staff with regards to advice on best-practice parent communications, school branding, content generation and photography.
- Attending Cognita meetings and training days, where required, often involving travel to Milton Keynes or other UK sites

## People Management

- Recruit and line manage the Digital and Content Marketing Executive
- Jointly with heads, set annual, monthly and weekly targets for the Digital and Content Marketing Executive, monitor performance and take appropriate action where performance fall below expected levels
- Devise appropriate training for the Digital and Content Marketing Executive to enable the department to function at the highest possible level in all areas of responsibility
- Ensure that the Digital and Content Marketing Executive is fully engaged with all aspects of school life

## Other

- Set agenda, chair and minute fortnightly internal strategic marketing meetings with the Senior Leadership team
- Any other duties, as required regularly or occasionally, to ensure the smooth running of marketing, admissions and the Schools

## Principal working relationships

### Internal

- Headmaster, Cumnor House Boys School and Nurseries
- Headmistress, Cumnor House Girls School
- Admissions Manager, Cumnor House School
- Business Manager, Cumnor House School
- Cognita UK Marketing & Admissions Manager & Marketing & Admissions Director
- Digital and Content Marketing Executive

### External

- Prospective and current Parents/Carers
- Community groups
- Local businesses and International Agents
- Local Media
- Creative Agencies

## Person Specification

Excellent strategic thinker with the ability to translate insight into strategies	Essential
Excellent visual and written judgement for the development of creative marketing campaigns	Essential
A creative thinker, able to bring new ideas to established processes	Essential
Have an excellent standard of spelling, punctuation and grammar, and a keen eye for detail with the ability to write in a clear, concise and engaging way for the target audience.	Essential
Excellent interpersonal and communications skills including the ability to relate well to people on all levels with sensitivity, tact and diplomacy	Essential
Evidence of a pro-active approach to planning and prioritising work, with the ability to use initiative appropriately. Demonstrating strong organisational skills	Essential
Ability to work calmly under pressure and within a small dynamic team.	Essential
Excellent ICT skills e.g. confident and adept in use of Microsoft applications e.g. Word, Excel and Outlook	Essential
Excellent command of written and spoken English	Essential
High levels of accuracy and attention to detail	Essential

**Qualifications/Attainment**

Educated to at least "degree" level standard or equivalent with a Marketing qualification preferred	Essential
Excellent IT and database skills (e.g. Word, Excel, PowerPoint) and social media platforms	Essential

**Experience**

Experience working in a senior level marketing role in a consumer, service driven environment	Essential
Previous experience of working in a complex, busy, service-driven environment	Essential
Digital and social media literate, experience of running social media channels and a practical knowledge of Word Press CMS although training will be given	Essential
Good knowledge of PR and ability to write targeted Press releases	Essential

**Attitude/Approach**

Personal integrity, honesty, energy, stamina, enthusiasm, resilience, creativity	Essential
Commitment to personal development and life-long learning	Essential
The ability to work unsupervised and to prioritise work during peaks of commitment	Essential
The ability to work as part of a team and to assist others where required	Essential
Well-presented appearance and professional manner	Essential
Understanding of the importance of confidentiality	Essential
A willingness to work flexibly as the needs of the role dictate (including weekends and evenings on occasion)	Essential

**The post holder is expected to:**

- Ensure a thorough awareness and practical application of the policies and procedures for Cumnor House School
- Operate safely in the Cumnor House School workplace and at external facilities, maintaining a high standard of Health and Safety practice
- Behave professionally at all times and maintain confidentiality of information

**Values Based Behaviours** - The behaviours associated with our company values

- Excellence
- Respect
- Integrity
- Collaboration
- Accountability

**Remuneration**

- Competitive Salary
- Contributory Pension Scheme
- Professional development
- School fee discount
- 25 days Holiday plus Bank Holidays

**Signed:** ..... **Date:**.....

**Printed Name:** .....