



## JOB DESCRIPTION

### Marketing and Communications Manager

Candidates are expected to spend time looking at the College website [www.stclares.ac.uk](http://www.stclares.ac.uk) which provides information about St Clare's and the courses we offer.

| JOB SPECIFICATION           |   |
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| <b>Title of Post</b>        | Marketing and Communications Manager  |
| <b>Purpose of Role</b>      | <p>This is a varied and exciting role that uses multi-channel marketing techniques to promote St Clare's to students, staff, parents, alumni, and external partners around the world.</p> <p>The Marketing and Communications Manager is accountable for the development, planning and delivery of all creative marketing and communication activities across the college.</p> <p>Main areas of responsibility are:</p> <ul style="list-style-type: none"> <li>• line management of the Marketing and Communications Officer and the Alumni Marketing Officer</li> <li>• annual overall marketing strategy for the college</li> <li>• development, editorial control and management of the website</li> <li>• management and implementation of all social media, advertising and PR</li> <li>• design and implementation of print and digital materials</li> <li>• brand reputation management, positioning and messaging</li> <li>• copywriting and proof-reading</li> </ul> <p>An integral part of this role is to be able to talk about each course in detail and with conviction. You will need to develop a comprehensive knowledge of the structure and content of our courses, so you can promote them to a variety of audiences / and at a variety of venues.</p> |
| <b>Department</b>           | The Marketing Department plays a vital role in recruiting and maintaining the maximum numbers of students for the various courses on offer at St Clare's, Oxford. Marketing, Student Recruitment, and Admissions are centralized functions which serve the three main business streams (IB World School, International College, Summer School) and the Marketing Department develops strategies in partnership with these functions. Alumni Relations and Development are growing areas within the central Marketing Department.  |
| <b>Reporting Structure</b>  | <p>The Marketing and Communications Manager reports to the Director of Marketing, Admissions and Development (DMAD) and works closely with other members of the marketing, student recruitment and admissions teams.</p> <p>This post line manages the Marketing and Communications Officer and the Alumni Marketing Officer.</p> <p>The Marketing and Communications Manager deputises for the DMAD and provides leadership for the department when the DMAD is away from the office.</p>  |
| <b>Key Responsibilities</b> | <p><b>Marketing and Communications</b></p> <ul style="list-style-type: none"> <li>• Lead, develop and manage all marketing activities across the college to budget, to help achieve the student recruitment targets in all business</li> </ul>  |

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|  | <p>streams. Ensure the marketing engages with all stakeholders (prospective students and families, current students and parents, agents, alumni, staff etc.)</p> <ul style="list-style-type: none"> <li>• Lead on the creation and implementation of all marketing activities, to include digital, social media, video content, email campaigns, and print for the college in our key target markets - measuring the impact of these activities</li> <li>• Lead on the development and implementation of an annual Marketing Strategy to include a digital marketing plan</li> <li>• Manage and have oversight of the St Clare's brand, positioning, messaging and reputation. Consistent implementation of the corporate brand guidelines, providing overall editorial and design control across communications and advertising media</li> <li>• Produce, develop, and assume editorial control of the prospectus for each business stream and other college promotional and advertising materials, using external photographic, design and print companies when required</li> <li>• Support internal stakeholders with student recruitment activities by ensuring they have the collateral they need; this includes the creation of banners, flyers, videos, presentations etc.</li> <li>• Manage the relationships with key publications, listings, and directories (e.g., Oxford Times, Good Schools Guide, British Council etc.)</li> <li>• Lead on events across the college including Open Events, graduation, reunions etc. which will include the evolution and tracking of the effectiveness of events</li> <li>• Manage and implement the college's press and public relations operation and act as the college's Press Officer, responsible for liaison with the media</li> <li>• Responsible for day-to-day CRM management ensuring it achieves its objectives for student recruitment and the delivery of marketing campaigns</li> </ul> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>• Manage and develop the website to ensure up-to-date content and accurate communication of the college's key messages</li> <li>• Overall website design and editorial control ensuring the website continues to evolve and increases St Clare's online visibility, reviewing the websites functionality and efficiency</li> <li>• Maximise the effectiveness of content marketing through the website such as blogging and video content</li> <li>• Use analytical tools to report on web and social media performance especially with regards to the user experience</li> </ul> |
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|                             | <ul style="list-style-type: none"> <li>• Perform keyword research to be able to create and manage effective PPC campaigns</li> <li>• Liaise with our appointed digital agency and other external providers when required</li> </ul> <p><b>Development</b></p> <ul style="list-style-type: none"> <li>• Work with the DMAD to develop and maintain the St Clare's friend raising strategy with the long-term goal of raising funds from alumni for scholarships and bursaries</li> <li>• Support the development and ongoing use of the College's Graduway software platform – St Clare's Connect</li> </ul> <p><b>Leadership and Management</b></p> <ul style="list-style-type: none"> <li>• Line management of the Marketing and Communications Officer and the Alumni Marketing Officer</li> <li>• Deputise for the DMAD and provide leadership for the department when the DMAD is away from the office;</li> <li>• Any other tasks that the Principal or the DMAD may reasonably assign</li> </ul> |
| <b>TERMS AND CONDITIONS</b> |  |
| Terms of Employment         | Full time, permanent contract  |
| Place of Work               | 131 Banbury Road, Oxford, OX2 7AL  |
| Hours of Work               | Indicative hours are 9am to 5pm (35 hrs a week), Monday to Friday in both term time and school holidays. However, some flexibility may be required to fulfil the needs of the role. There may be occasional requirements for weekend or for out of hours attendance, to be agreed in advance with the DMAD. Attendance at all open events is expected.   |
| Probationary Period         | 6 months   |
| Notice Period               | 3 months   |
| Salary                      | Salary is £39,537.00 per annum. This is Point 39 on the APTC scale at St Clare's   |
| Holidays                    | 25 days per annum, plus normal public holidays and the period between Christmas and New Year when the College is closed. Work may be required on some of the bank holidays with time off in lieu (TOIL).   |
| Pension                     | A contributory pension is offered through St Clare's group personal pension scheme, following a 3-month deferment period. The employer pays double the contribution of the employee, up to a maximum of 10% of gross salary, i.e., the employer pays up to 10%, and the employee pays up to 5%. Employee's contributions above 5% may be made, but do not attract a matching contribution from the employer.   |
| Life Assurance              | Death in service benefit is four times annual salary   |
| Meal                        | A free lunch is provided in the College dining hall on working days and when students are in residence.  |

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| <b>PERSON SPECIFICATION</b>  |   |
| <i>Essential / desirable attributes and skills of the successful candidate</i>   |   |
| Education and qualifications   | <ul style="list-style-type: none"> <li>• Degree educated or equivalent (E)</li> <li>• Professional Marketing qualification or significant work-related marketing experience (E)</li> </ul>  |
| Knowledge, skills and experience   | <ul style="list-style-type: none"> <li>• Knowledge and experience of all areas of the marketing and communications mix (E)</li> <li>• Excellent content planning and creation skills for the production of both digital and printed marketing materials (E)</li> <li>• Experience of marketing, planning and report writing and the ability to analyse the effectiveness of campaigns through data analysis and evaluation (E)</li> <li>• Ability to manage multiple projects and deliver to agreed deadlines and budgets (E)</li> <li>• Excellent IT and database skills including thorough knowledge of WordPress and Adobe Creative Suite (E)</li> <li>• Good marketing and evaluation skills using service providers such as Google Analytics (E)</li> <li>• Experience of operating PPC and other online advertising campaigns (E)</li> <li>• Experience of website management and updating web content(E)</li> <li>• Experience of managing a wide range of stakeholder relationships (E)</li> <li>• Excellent communication skills, both verbal and written, including copy writing for publication and the web with the ability to create compelling messages accurately and effectively(E)</li> <li>• Commercially focused with the ability to measure impact and results (E)</li> <li>• Experience of CRM systems, including analysis of data for campaign management (D)</li> <li>• Experience of drafting press articles (D)</li> </ul> |
| Personal skills and attributes   | <ul style="list-style-type: none"> <li>• Flexible and hands-on attitude to work (E)</li> <li>• A combination of attention to detail and creative ability (E)</li> <li>• Strong interpersonal skills and stakeholder management skills with the ability to work effectively as part of a core Marketing team and matrix structure (E)</li> <li>• Ability to manage relationships with internal clients and external agencies and suppliers (E)</li> <li>• An excellent networker among marketing professionals in the various education sectors and beyond (D)</li> <li>• A good eye for design (E)</li> <li>• Self-motivated and proactive with excellent organisation skills (E)</li> </ul>  |
| <b>References and Pre-employment Checks</b><br><p><i>St Clare's is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All offers of employment and contracts are issued subject to satisfactory references and outcomes on all necessary pre-employment checks including DBS records and establishing the right to work in the UK. Some or all of these checks may have been undertaken before an offer is made.</i></p> <p><i>Under the National Minimum Standards for Boarding Schools, we are required to follow the guidance in Keeping Children Safe in Education and undertake additional checks on employees.</i></p> |   |

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| References                                 | Full written references and phone references on quoted references may be obtained before or after interview. One referee must be your current or most recent employer. References must also include the last place of employment where you worked with children or vulnerable adults. References from friends or relatives will not be accepted. Please ensure referees know they will be contacted and will respond promptly. |
| Identity, right to work and qualifications | Original documents confirming proof of identity, right to work in the UK and relevant qualifications will be required.   |
| Police checks / DBS                        | Police checks / Disclosure and Barring Service checks will also be undertaken for which employees / prospective employees are required to provide information and consent. <b>Candidates who have lived and worked abroad in the last five years will be required to seek good conduct references, or the equivalent, from the countries in which they worked, as a pre-requisite of employment.</b>                           |
| Health questionnaire                       | Satisfactory completion of a health questionnaire.   |
| Prohibition order checks                   | Prohibition order checks will be carried out for all teaching positions, including a check of any EEA sanctions or restrictions, and for senior management positions as appropriate.   |
| <b>HOW TO APPLY</b>                        |  |
| Applications                               | Applications must be made using the College's standard application form which can be found on the College website at <a href="https://stclares.ac.uk/contact-us/recruitment-and-careers/">https://stclares.ac.uk/contact-us/recruitment-and-careers/</a><br><br>CVs and a covering letter will also be accepted.   |
| Email                                      | Applications should be submitted by email to <a href="mailto:recruitment@stclares.ac.uk">recruitment@stclares.ac.uk</a>  |
| Post                                       | Alternatively, send to:<br>Recruitment, HR Department, St Clare's, Oxford, 139 Banbury Road, Oxford, OX2 7AL   |
| Contact us                                 | Email: <a href="mailto:recruitment@stclares.ac.uk">recruitment@stclares.ac.uk</a><br>Tel: 01865 552031   |
| Deadline for applications                  | 10am Friday 19 August 2022   |
| Interviews                                 | Thursday 1 September 2022  |