

Marketing and Digital Communications Manager

Job Description

We are seeking to employ an enthusiastic and creative Marketing and Digital Communications Manager to help deliver The King's School's marketing and communications strategy.

This is a fantastic opportunity for an ambitious individual with the relevant marketing experience and skills to take responsibility for all digital communications and related marketing activity.

Purpose of Position

The Marketing and Digital Communications Manager is responsible to the Director of Marketing, Communications & Partnerships for the delivery of the school's marketing and communications strategy.

Key Responsibilities & Accountabilities

- to help deliver the communications to support the integrated marketing strategy for each part of the school: Infants, Juniors, Seniors and Sixth Form
- to take ownership of all website management, social media activity and associated digital communications
- to implement all strategies for advertising and media relations to ensure a highly positive profile for King's and to communicate the school's key messages and vision
- to work closely with the Admissions Manager and to co-ordinate and support recruitment events
- to help provide excellent standards of parental communication

The Marketing and Admissions Department

The King's School established a Marketing and Development Department in 2008 (now Marketing and Admissions), it is a vibrant, busy and exciting place to work with responsibility to the Director of Marketing, Communications & Partnerships. We are a small team looking after all aspects of the marketing mix including admissions. The team is now being enhanced at an exciting time for the school as it embarks on some new projects.

Knowledge/Skills/Abilities /Personal Qualifications and Qualities

- Degree level or equivalent
- Professional Marketing qualification and/or relevant experience of at least 1 year
- Excellent written skills
- You will have a passion for digital technologies and have a good understanding of what works and doesn't work when presenting content online
- Strong communication and influencing skills, able to adapt style in relation to differing stakeholder groups
- Proven record of innovative marketing initiatives
- A dynamic and independent self-starter with the ability to work well in a small team
- Empathy with the organisation's vision and aims and enthusiastic about Independent education

- Well organised, ability to prioritise tasks effectively and meet the changing demands of the workload
- Clear vision and an innovative approach and open to new ideas and being flexible

Additional skills

- Some experience of photography and videography
- Professional presentation skills

Responsibilities of the Role

To assist the Director of Marketing, Communications & Partnerships with all aspects of King's marketing and communications:

- Delivery of all online and print publications and communications and marketing collateral
- Responsibility for the advertising plan – both digital and print
- Responsible for sourcing and creating content for PR, social media channels and website stories
- Organising internal and external events for all constituencies of the school, including open days
- Working in conjunction with external agencies
- To work well and collaboratively with other members of team to maintain excellent working relationship and build team spirit

If you have the initiative, creativity and passion to make a difference to our organisation and are interested in making this role your own, please send a completed application form to

The HR Officer,
The King's School,
Chester,
CH4 7Q
Or email: recruitment@kingschester.co.uk

Hours

This is a full-time post (including school holidays) within the core hours of 8.30 am – 5.00 pm. Some occasional out of hours work at evenings and weekends will be required when events are being held and will be compensated with time off in lieu.

Pay

Pay commensurate with experience

Holidays

27 days per annum, plus eight additional bank holiday days. The holiday year runs from 1st April.