

Job Description

The Marketing Manager will be responsible for driving the visibility and reputation of both Mount St Mary's College and Barlborough Hall Prep School. You will lead on the development and execution of marketing campaigns, manage our digital presence, and creatively promote the values and achievements of our schools to a local and global audience.

Key Duties and Responsibilities

- **Strategic Planning:** Develop and implement an effective marketing strategy aligned with the ethos and objectives of both schools.
- **Digital Marketing:** Manage the schools' websites, social media channels, and online advertising campaigns to enhance our digital presence.
- **Content Creation:** Create engaging content, including photography and video production (iPhone or equivalent standard), to showcase the life of our schools.
- **Design:** Work with tools like Canva, Adobe Photoshop and/or Lightroom to produce high-quality promotional materials.
- **Events Management:** Coordinate marketing for school events, ensuring maximum visibility and engagement.
- **Analytics:** Track, analyse, and report on the performance of marketing campaigns and initiatives, adapting strategies for maximum impact.
- **Collaboration:** Work closely with other departments, including Admissions, to align marketing efforts with enrolment goals.
- **Stakeholder Engagement:** Foster relationships with key stakeholders, including parents, alumni, and international partners.

Perks and Benefits

- **International Travel:** Opportunities to represent the schools abroad.
- **Competitive Salary:** Reflective of experience and expertise.
- **Health and Wellness Benefits:** Comprehensive support for your wellbeing.
- **Salary Sacrifice Car Scheme:** Access to a cost-effective car leasing option.

Skills and Experience

We are looking for an enthusiastic and creative professional who brings the following:

- **Experience:**
 - Minimum of 3 years' experience as a Marketing Manager or in a similar role.
 - Experience in the education sector is preferred but not essential.
 - Proven experience in photography and video creation (at least on an iPhone or equivalent device).
- **Qualifications:** A relevant qualification in Marketing and/or Public Relations.
- **Technical Skills:** Proficiency in Adobe Photoshop and/or Lightroom.
- **Communication:** Excellent written and verbal communication skills.
- **Creativity:** A strong sense of aesthetics and the ability to tell compelling stories through multimedia.
- **Organisation:** Exceptional ability to manage multiple projects and meet deadlines.