



## **Marketing and Communications Manager**

### Job Description & Person Specification

#### **Overall responsibility & accountability**

The role of the Marketing and Communications Manager role is operational and hands-on:

- The Director of Communications will drive the overall Marketing & Communications Strategy for Dulwich College and the Marketing and Communications Manager will assist in its formulation.
- The Marketing and Communications Manager will, on the basis of the agreed strategy, devise and be responsible for the delivery of the Annual Marketing & Communications Plan. This will include plans for the marketing and communications budget, demonstrating value for money and return on investment.

#### **Reports to:**

- The Director of Communications

#### **Line manages:**

- Marketing Assistant (part time)
- Designer (part time)

#### **Additional Key relationships:**

- Registrars
- Head of Schools
- Digital Planning & Communications Manager
- Applications and Intranet Development Manager
- Development team
- Marketing & Communications teams at partnership schools

#### **Key responsibilities:**

##### **Marketing & Communications**

- Support the Director of Communications in helping to devise and implement the external and internal Marketing & Communications Strategy to ensure that the College communicates in a consistent, accurate, professional and prompt fashion with all its stakeholders: parents; pupils; staff, governors, feeder schools, partnership schools and the wider community in Dulwich and beyond
- Update the Marketing & Communications Plan on an annual basis, including activities for: the use of social media and the opportunities presented by mobile technologies; admissions' activities; advertising; production of prospectuses; departmental marketing (e.g. drama, art, sport and music); support for Website, Intranet, Admissions and Development activities; print management; copy-checking management; management of the filming of an agreed portfolio of College activities

- With the Marketing Assistant and Designer and working alongside other colleagues, deliver the activities set out in the approved annual Marketing & Communications Plan
- Keep a watching brief on and make recommendations with regards brand development. Following strategy guidelines, create clear brand messages and USPs which are promulgated across all marketing campaigns.
- Draft high quality communications ensuring appropriate content, tone, brevity and consistency
- Together with College colleagues, act as a public face for the College in communicating with parents (both existing and prospective), the local community, media and other interested parties
- Act as Sub-Editor for The Alleynian
- With regards Public Relations:
  - Under the direction of the Director of Communication, contribute to the management of media relations and media coverage to strengthen the reputation of Dulwich College
  - Identify the publicity/news value of pupil achievements/operational developments and promote them accordingly
  - Systematically monitor formal and informal broadcast, print and social media for Dulwich College and competitor coverage
  - Develop and manage networking and engagement programmes to enhance the College's relationship with parents, prospective parents, and the wider community
  - Commission or undertake appropriate market research including competitor analysis, demographic and economic reviews, and examination of educational trends
  - Ensure the systematic collection, review and analysis of market information to identify competitor tactics, market trends, new opportunities and challenges

### **International Marketing**

- Establish and maintain good working relationships with our partnership to ensure our activities exploit opportunities and are complementary
- Update the International Marketing Recruitment Plan on an annual basis, ensuring appropriate liaison with Admissions and Heads of School
- With the Marketing Assistant and other colleagues deliver the activities set out in the approved International Marketing Recruitment Plan

## **Events**

- Help shape key College events which exemplify and communicate brand values (e.g. Open Days, Founder's Day, Prospective Parents evenings etc)
- Advise on event planning to improve audience experience and ensure the communication of key messages and appropriate brand values
- Help shape the College's preparations for its 400<sup>th</sup> anniversary, which will bring significant educational, marketing, charity and development benefits

## **Management**

- Ensure that both members of the marketing team have clear roles, responsibilities and goals
- Manage staff performance and implement staff development needs
- Oversee the management of the Marketing and Communications budget to ensure appropriate and effective spend and report on its effectiveness
- Ensure that reasonable care is taken at all times for the health, safety and welfare of staff and to comply with policies and procedures relating to Health and Safety within the College

## Person Specification

### Essential

- Educated to degree level and evidence of further study and/or additional qualifications in marketing and/or communications
- At least 5 years experience of marketing and communications with a brand or brands of reputable standing
- A knowledge and understanding of media, including social media
- A track record of proven delivery, demonstrating both creative and analytical skills
- Successful line management of at least one team member
- An ability to manage projects with two or more stakeholders using a collaborative and professional approach and to operate well under pressure
- An ability to work independently and take decisions – but know when to seek guidance - and deliver to deadlines
- Experience of managing budgets and maximising their effectiveness
- Proven skills in the following areas:
  - Communication and literacy, including writing creative and engaging copy, proof-reading and correcting content, presentation and public speaking skills
  - An understanding of the briefing and design process, demonstrated by the production of marketing campaigns, including promotional materials
  - An understanding of filming events
  - Relationship management
  - Negotiation and influencing
  - Personal organisation and time management: an ability to prioritise, to work flexibly, to work to tight deadlines; to complete tasks

### Outline Terms and Conditions

**Salary:** Up to £40,000 per annum depending on experience

**Working Year/Hours:** All year round working 37.5 hours per week. Normal working hours are from 8.30 am to 5.00 pm with an hour's unpaid lunch break.

**Holiday Entitlement:** 20 days per annum, increasing to 25 days per annum after five years of continuous service. Holiday will normally be taken during College holidays.

**Benefits:** Membership of the Dulwich College Sports Club; Defined contribution pension scheme; A free meal is usually available at lunchtime in the College dining hall on weekdays.

**References:** The appointment is subject to receipt of two references satisfactory to the College.

**Police Clearance:** The appointment is subject to police clearance as required by law for the protection of children and to compliance with proof of identity and addresses over the last five years in accordance with the stipulations laid down by the Disclosure and Barring Service.

**Probationary Period:** Six months. In case of illness during the probation period, statutory sick pay only will be applicable.

**Period of Employment** (if applicable): Permanent

**Start Date:** Immediate