

Job Description:

**Marketing Manager - Interim
Cranbrook College & Glenarm College Ilford**

Reporting to: The School Business Manager and Cognita Marketing Director
Hours: Mon – Fri : 9am – 5pm (part time could be considered)
To start: From October 2010
Term: Contract position – 12-month fixed term contract

APPLICATION DEADLINE: **Monday 6th September 2010**

About the schools

Cranbrook College is a small and friendly school for children aged 4-16, located in the heart of Ilford, just five minutes walk from the train station. Historically a boy's school, Cranbrook College has recently announced exciting development plans that will see the school expand onto an adjacent site, allowing it to become fully co-educational from September 2011.

Glenarm College is an independent preparatory school located in Ilford, in close proximity to Cranbrook College. One of the oldest primary schools in England, for well over a hundred years Glenarm has been providing children of all backgrounds with an excellent education in a warm and caring environment. Glenarm College will merge with Cranbrook College from September 2011 creating a single, co-education day school with provision for up circa. 500 children.

Both schools are part of Cognita Schools Limited, the country's largest provider of independent education.

Main duties

The Marketing Manager is responsible for leading the development of the marketing strategy to support the successful integration of the two schools and increase pupil numbers to optimise the newly created capacity. Driven from the strategy, they will develop and implement timely tactical marketing campaigns, generating admissions enquiries to achieve the school's ambitious growth targets. Customer retention is also a key aspect of this role and the Marketing Manager will be responsible for developing and implementing sound customer retention and parent communications programmes, to ensure maximum pupil retention during the transition period and beyond.

Key Measures of Success

This is a role with a high level of accountability and the key measures of success will be as follows:-

- the number of new enquiries generated
- the number of parent visits and registrations
- the flow-through of pupils between the individual years groups at each school
- building and sustaining strong and effective working relationships with the school leadership team and the school Registrar
- building and sustaining strong and effective relationships with the parent bodies of each school

Strategic / Relationship Marketing

- Develop 1- 5 year marketing strategy and supporting marketing plan
- Identify and target significant local organisations, which have the potential to generate multiple enquiries / admissions in to the schools. Develop strategies to approach these organisations including communications, commercial proposition etc.
- Identify (school and non-school based) feeder relationships within the local community and establish close working partnerships to generate new enquiries
- Identify relevant community based initiatives in which the school can play a relevant part, to support awareness / positive brand perception etc.

Tactical Marketing and Communications

- Develop a term-by-term marketing action plan for each school to support pupil recruitment and retention
- Implement the marketing and promotional activity for the schools (including local advertising and relations with the press)
- Manage the marketing spend and ensure activities are planned within agreed budgets
- Manage the promotion of admissions events (Open Days and Assessments) and help with the organisation in conjunction with the Headteacher and other staff

- Develop and maintain the content for School's communication vehicles e.g. the website (keep it up-to-date with recent news items on a weekly basis)
- Develop and manage production of any marketing collateral including prospectus and direct marketing activities
- Manage relevant marketing based communications with prospective and existing parents including school newsletters

Relationship Management

- Working closely with the Headteacher and Head of School, take a leading role in managing the relationship with existing parents during the transition period
- Develop relationships with local nurseries, other schools and businesses within the catchment area to raise the profile of the school and support recruitment
- Management of all PR based media relations relating to promotion of the school including proactive message placement through drafting of press releases and establishing positive relationships with representatives from local media channels to enhance the reputation of each school

Person specification

Applicants for this role should be able to demonstrate the following qualities and skills:

- Strategic and tactical marketing experienced gained within an independent school environment or a service focused organisation
- Excellent people management skills with the ability to influence and persuade across a varied stakeholder group
- Excellent written and verbal communication skills
- Excellent people skills, the ability to build relationships quickly and to interact in a pleasant and professional manner with staff and parents
- Good ICT skills (e.g. Word, Access, Excel, PowerPoint).
- An understanding of websites as a marketing and communications tool
- Ability to prioritize and use initiative
- It is anticipated that the successful candidate will be educated to at least "A" level standard; a recognized marketing qualification would be preferable.

TO APPLY FOR THIS POST: PLEASE CONTACT NICOLE LOUIS, UK MARKETING DIRECTOR FOR COGNITA SCHOOLS:

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Cranbrook College is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the job, including checks with past employers and an Enhanced Disclosure via the Criminal Records Bureau.

