



Job Description and Person Specification

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Job Title:	Marketing Manager (Maternity Leave) – 0.8 or full time (subject to discussion), 01 September 2025 – 31 August 2026, reporting to Director of Marketing and Development
Summary of the role:	<p>The Marketing Manager is responsible for:</p> <ul style="list-style-type: none">- Working closely with the Director of Marketing and Development to create a comprehensive School Marketing Plan, in line with the overall School Strategic Plan.- Managing the Marketing team activity in order to achieve the objectives set out in the Marketing Plan.- Promoting Sidcot's brand and services to progress Sidcot's commercial, academic and Quaker aims.- Planning, co-ordinating and implementing the School's marketing programme to satisfy target market needs.
Line management responsibility for	Digital Marketing Lead
Main duties and responsibilities:	<ul style="list-style-type: none">• Analysing market trends to inform strategy and planning• Overseeing the Marketing Department budget• Marketing planning/strategy – in consultation with the Director of Marketing and Development, Head and (link) Governors, develop a clear marketing strategy for the School.• Produce an annual Activity Schedule (including budget), outlining a comprehensive programme of activity for the academic year detailing the requirements from all stakeholders.• Analyse all admissions information and provide details in order to inform and advise Senior Leadership Team and other Senior Managers, as appropriate, of changes in trends which may need to be addressed. (Such information to feed in to Board Reports as required.)• To monitor and analyse conversion rates from traditional and digital media, in conjunction with the work of the Digital Media Lead.



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	<ul style="list-style-type: none">• Communications and Public Relations – oversee the maintenance and development of working relationships with the media and the gathering and distribution of content (through close contact with all stakeholders) in line with Sidcot’s brand strategy via regular weekly newsletters, Parent Planner, PR activity, and online updates via social media.• Advertising - manage the School’s advertising schedule, including the creation and implementation of an Annual Media Plan. (This involves working with any external media agencies to buy space at the best price, overseeing the development of eye-catching adverts that best fit marketing objectives.)• Digital - develop and oversee the implementation of a comprehensive Digital Marketing Plan which considers best use of online advertising to drive interest to the website (including SEO and pay-per-click); monitoring/evaluating all advertising, to ensure it provides the best return for the School. Working closely with an external providers, as necessary.• Agency Liaison – overseeing video and digital partnerships to ensure a professional and consistent communications message is maintained.• Branding – overseeing brand identity across the School, to ensure a professional and consistent image is maintained.• Attending industry events, including the annual AMCIS conference, to maintain an up-to-date understanding of the industry, as appropriate.• Marketing Collateral – manage the copy development, editing, design and production of all marketing materials and publications (in consultation with the Director of Marketing and Development and Head), ensuring all marketing collateral is aligned with the School’s strategic requirements and branding.• Events – develop and oversee the implementation of a calendar of events that offer prospective families the best experience of the School. Evaluate events (through research and feedback) to help improve and inform future event planning. To support the work of the Admissions Event Co-ordinator in order to achieve successful planning and management of such events.• Databank – develop and maintain a comprehensive databank of relevant market, industry and other external data, as well as internal statistics (particularly admissions tracking). Analysing the databank and creating timely management reports for School management and the Board – demonstrating progress against objectives, highlighting market threats and opportunities, etc. Using the data to develop the situational analysis for updating the Annual Marketing
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	<p>Plan.</p> <ul style="list-style-type: none">• Research – conduct market research, where required, to assist in the development and tracking of the marketing strategy and programme. Take the lead on the biennial stakeholder tracking study (as agreed by SLT) to address the key issues arising from the study.• Working closely with the Admissions Team to ensure that all activity and communications effectively promote the distinctive education offered at Sidcot.• Working closely with the Admissions Team for an awareness of current and future recruitment and retention position.• Working closely with the Head of International Relations to ensure specific and bespoke marketing initiatives are delivered to support the recruitment of international students and the work of international relations.• Working closely with the wider staff to promote the School's marketing strategy and messages.• Promoting and safeguarding the welfare of children and young persons for who you are responsible and with whom you come into contact.
Line management duties and responsibilities	<p>To manage the Digital Media Lead to ensure all communications are in line with agreed objectives and to ensure appropriate prioritisation of tasks.</p>

You may also be required to undertake such other comparable duties as the Head requires from time to time.



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	Essential	Desirable	Method of assessment
	These are qualities without which the Applicant could not be appointed	These are extra qualities which can be used to choose between applicants who meet all of the essential criteria	
Qualifications	<i>The professional, technical or academic qualifications that the Applicant must have to undertake the role or the training that they must have received</i> Relevant marketing experience, ideally in a customer-focused industry Evidence of continuous professional development in marketing	<i>The professional, technical or academic qualifications that the Applicant would ideally have to undertake the role or the training that they should ideally have received</i> • Degree level marketing qualification	Production of the Applicant's certificates Discussion at interview Independent verification of qualifications



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Experience	<p><i>The categories of work or organisations, types of achievements and activities that would be likely to predict success in the role</i></p> <ul style="list-style-type: none"> • Essential – Proficient use of all Microsoft Office software. Up to date experience in database management (SIMS desirable but not essential) • Essential - demonstrates good numeracy, analytical and literacy skills and detail consciousness. • Enthusiastic achiever with track record of meeting targets and getting things done. • Polite and professional manner with prospective families and other departments within the School 	<p><i>The categories of work or organisations, types of achievements and activities that would be likely to contribute to success in the role</i></p> <ul style="list-style-type: none"> • Knowledge of independent school sector • Knowledge of RS Admissions (Metis) would be an advantage to generate reports • A working knowledge of Adobe Creative Suite including InDesign • Experience of managing external agencies to deliver excellent outcomes in required services • Team management experience 	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>



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Skills	<p><i>The skills required by the Applicant to perform effectively in the role</i></p> <p>Ability to administer and track all prospects in order for us to efficiently measure outcomes of sales process. This evidence will help to inform future activity and practice.</p> <p>Excellent communication skills.</p> <p>An ability to prioritise a demanding, pressurised and variable work load.</p>	<p><i>The skills that would enable the Applicant to perform effectively in the role</i></p> <p>Excellent communicator able to empathise with local parents and overseas parents and agents.</p> <p>Ability to persuade and influence on the phone and face to face.</p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>
Knowledge	<p><i>The knowledge required by the Applicant to perform effectively in the role</i></p> <p>Experience of developing and implementing all aspects of marketing communications including writing copy, undertaking PR and advertising, producing marketing collateral and maintaining a brand.</p> <p>Up to date knowledge of digital marketing. This includes previous experience of websites and content Management systems, email campaigns and social media for business, analytical capability</p>	<p><i>The knowledge that would enable the Applicant to perform effectively in the role</i></p> <p>An understanding and appreciation of the Independent school sector and the benefits of a private education.</p> <p>Having worked in an educational establishment would be an advantage.</p> <p>Experience of event management</p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>



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	<p>(ideally including previous use of Google Analytics.</p> <p>Experience in the production and implementation of marketing plans, budgeting and use of market research.</p> <p>Experience in planning and organising – putting in place structures, plans and processes that keep people focused on priorities and clear about how to deliver the organisation's goals.</p>		
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<p>Personal competencies and qualities</p>	<p><i>The personal qualities that the Applicant requires to perform effectively in the role and to ensure that the Applicant safeguards and promotes the welfare of children and young people</i></p> <ul style="list-style-type: none"> • Motivation to work with children and young people • Ability to form and maintain appropriate relationships and personal boundaries with children and young people • Supportive of the Quaker ethos and principles, particularly around sustainability, equality and with an international mindset and outlook • A capacity to communicate with empathy and meaning to prospective parents the ethos of Sidcot School and articulating what is different about the education delivered. • Neat and efficient, presentable and flexible with a strong belief in customer service. • A proactive and confident approach with high levels of creativity, energy 	<p><i>The personal qualities that would assist the Applicant to perform effectively in the role</i></p> <p>A good team player with a flexible, industrious attitude that supports the rest of the team, shows initiative and works positively under pressure.</p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>
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	<p>and stamina, an ability to communicate with staff , pupils and parents as well as external organisations</p> <ul style="list-style-type: none">• An excellent command of written English including strong accuracy and attention to detail• A team player with a ‘can-do’ attitude• Results driven with a strong will to succeed		
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