



MARKETING OFFICER – JOB DESCRIPTION

Purpose of the Job: To plan and implement a successful marketing strategy to ensure both retention and growth of pupil numbers across the School. This will be done by providing outstanding customer service to the School's internal and external stakeholders, prospective parents and their children.

Accountability: The Headmistress

The Marketing Officer is responsible for the delivery of internal and external marketing and communication across the School.

This will involve:

- Producing engaging marketing and promotional materials for social media, the website and print
- Researching new marketing opportunities
- Developing further the PGHS brand
- Creation of adverts
- Creation of design, photography and video
- Copywriting and proofreading
- Alumni engagement
- Administration and database management
- Print and merchandise co-ordination

Key Responsibilities

Prospective Parents and School Events

- Plan, organise and co-ordinate Open Morning, Working Open Mornings and Taster Days
- Maintain an up to date prospective pupil enquiry database
- Contact and follow through on all enquiries
- Facilitate tours for prospective parents
- Contact parents after their visit to maintain contact

- Provide and analyse post-visit feedback forms
- Analyse and improve the conversion data

Feeder Schools

- Develop links with feeder and other local schools, nurseries and playgroups
- Create opportunities for the Headmistress and Deputy Head to visit
- Create opportunities for Headteachers from local schools to visit PGHS
- Produce regular mailings for feeder/local schools, nurseries and playgroups

Social Media

- Coordinate, manage and populate the School's social media platforms to maintain a regular flow of current news
- Create written content and visuals with photography and video for uploading to social media.

Email communications

- Manage all enquiries in a timely manner
- Plan and implement regular email communications to prospective parents, alumni and other stakeholders
- Research and develop new email marketing initiatives

Website

- Ensure that the School website is always up to date.
- Regularly populate news on the School website.
- Co-ordinate and maintain the PGHS profile on external websites as required.

Marketing co-ordination

- Identify opportunities to collect photography and video
- Maintain a library of high-quality up to date photography and video for all areas of the School
- Attend marketing and promotional events as required
- Welcome alumni to PGHS and gather their information for the database

Design and Print

- Create brochures for a variety of uses, ensuring that all content and branding is correct.
- Produce print and digital materials to support specific campaigns.

News and Media

- Gather newsworthy PGHS content and regularly disseminate to relevant associations, publications and the press.

Planning

- Plan marketing priorities based on assigned objectives
- Plan communications based on recruitment activities and the marketing calendar
- Conduct market research, including competitor and benchmark analysis

Miscellaneous

- Chair the Marketing Committee meetings
- Be flexible in developing skills as requirements evolve
- Attend events in the evening and at weekends as required
- Liaise with external suppliers on print and merchandise requirements
- Work within an agreed budget
- Any other duties which reasonably fall within the purpose of the post and which may be allocated by the Headmistress.

June 2021