

## JOB DESCRIPTION

**Job Title:** Head of Marketing

**Line Manager:** Principal

### Summary of Job

The Head of Marketing is a pivotal role within Esher Sixth Form College, requiring a dynamic and strategic leader who can conceptualise and execute a comprehensive marketing strategy that targets a range of stakeholders including applicants, students, alumni, and staff.

### Responsibilities

#### 1. Strategic Leadership

- Develop and implement a marketing strategy & plan for applicants, students, alumni, and staff.
- To support the Director of Human Resources in the recruitment and retention of staff.
- To support the Assistant Principal (CID) to develop collaborative activity with partner schools.

#### 2. Team Management

- Lead and manage the marketing team.
- Provide and facilitate training for team members.
- To manage and oversee the production of all promotional materials associated with the College.
- To tender and work with external agencies as appropriate.
- To organise a range of events for prospective, current, and past students and their parents/carers.
- To organise and contribute to promotional activity for specific local schools.
- To have overall and editorial responsibility for the College website and its content.
- To recruit, train and manage Student Ambassadors to support College events.

#### 3. Brand Management

- Oversee the development and management of the college's brand across various platforms.
- Ensure consistency in brand messaging and visual identity.

#### 4. Content Creation

- To assume the key liaison role with media, producing regular press releases to promote College activities.
- To oversee and manage the College's social media activity.

#### 5. Stakeholder Engagement

- Liaise with departments within the college to align marketing efforts.
- Build and maintain relationships with external organisations, including partner schools.
- To oversee the arrangement of tours for prospective students and staff.

## **6. Data Analysis**

- Utilise data analytics tools to track the effectiveness of marketing campaigns.
- Make data-driven decisions to adjust marketing strategies as needed.

## **7. Budget Management**

- To manage the marketing budget effectively.
- Ensure cost-efficiency in all marketing activities.

## **8. General**

- To demonstrate an awareness and commitment to equality and diversity and safeguarding.
- To carry out other reasonable requests as may be required from time to time by the Principal.