

**Mount St Mary's College / Barlborough Hall School**

**Job Description**

<b>Job Title:</b>	Marketing & PR Manager
<b>Department:</b>	Marketing
<b>Location:</b>	Mount St Mary's
<b>Hours of Work:</b>	40 hours per week / 52 weeks per year Some unsociable hours of work will be required to support the delivery of events during evenings and weekends.
<b>Responsible to:</b>	Bursar
<b>Responsible for:</b>	Events Officer

**Job Purpose**

The Marketing & PR Manager is responsible for the formulation and implementation of a strategic marketing plan to deliver the overall recruitment and external relations plan for the School (MSM & BHS) and its commercial trading company. This role covers responsibility for both campuses.

The Marketing & PR Manager will produce targeted and effective marketing plans and campaigns across the key admissions areas of the School to promote student recruitment, and to increase commercial lettings and associated activities. To do so the post holder will work with the Executive team and the wider management team to formulate, promote and execute strategic whole School marketing campaigns and follow up activities.

Attend all major School events to ensure marketing and PR opportunities are maximized.

**Main duties and responsibilities:**

**Marketing & Communications Plans**

The Marketing team is responsible for developing and leading the whole School marketing plan and providing support for events across the School. Working in conjunction with the Head of Admissions and External Relations, the team will lead and implement a marketing strategy for the sustainable recruitment of students (ages 3-18, boys and girls, day and boarding, UK and overseas). While the commercial work will involve a similar close working relationship with the Enterprise Manager as they look to develop and grow commercial trading opportunities through Mount Conferences Ltd, the school's trading company.

- Take responsibility for the development and implementation of a Marketing Plan covering all aspects of advertising, promotion, communications, public relations and events using both online and offline channels.
- Ensure with the Events Officer, that the operational work involved in fulfilling the Marketing Plan is undertaken.

**Headmaster:** Dr Nicholas Cuddihy B.Rel.SC., MSc.,Ed.D

Mount St Mary's College  
College Road, Spinkhill, Nr Sheffield S21 3YL

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**Headteacher:** Mrs Karen Keeton BMus (Hons) PGCE

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- Provide advice to all within the School in terms of presentation, promotion of departmental initiatives or other areas relating to any externally facing communications.
- Work with the Bursar to define the Annual Marketing Budget and oversee all spend in relation to this.

### Multi-Channel Campaigns

- Develop a comprehensive and dynamic set of multi-channel marketing campaigns which will address the specific needs of individual key stages and work to maximise the success of the admissions targets for these areas.
- Work directly with Heads of Line and Heads of School to ensure the particular characteristics of each key stage or area of the school are fully understood and appropriately addressed. With a clear schedule of actions agreed at the start of an academic year with the Marketing & PR Manager taking overall responsibility for their delivery and output.

### Advertising

- Plan and implement the School's annual advertising campaigns, ensuring that all associated costs are within the available budget.
- Ensure that a clear strategic message is delivered through each advert and that value for money is obtained.
- Provide editorial and advertorial material wherever possible, particularly at key points in the educational news cycle.
- Manage the School's profile in external guides, listings and on websites.
- Work with the Admissions team to ensure the School's profile on agency and other affiliate websites and publications is accurate, up to date and effective.

### Website and Digital Media

- Maintain, develop and oversee the School website, sourcing news stories, pictures and articles.
- Ensure the content of the School website is fully up to date and that the site showcases the School in the best possible light to a range of target audiences.
- Develop and maintain a strategy for the use of digital media for the benefit of the School, including a presence online through social media and other online forums.
- Be the owner of the School social media accounts with responsibility for ensuring that all online material is suitable for publication. Work with a range of stakeholders within the school who may each input to these accounts so the highest standards of use are maintained.
- Take responsibility for providing data from Google Analytics and securing Search Engine Optimisation.
- Work with the Headmaster on the monthly HM Blog and other senior staff who will contribute to this.

### Branding

- Ensure all members of the School community stick to the School's brand and image guidelines.
- Take responsibility for keeping a central resource area updated with the correct material such as logos, letterhead, presentation templates etc.

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- Working closely with the Head of Admissions and External Relations, act as the brand guardian across all activities of the School both internally and externally.
- Regularly review all elements of the Mount St Mary's brand to ensure they remain consistent with the aims and the ethos of the School.
- Proofread and brand all publications, newsletters and other externally facing communications.

### Public Relations

- Develop positive and strong links with key members of the local and regional media to ensure School news is promoted as widely as possible.
- Write regular press articles (typically at least three per half term) and distribute these to media contacts and via the School website and social media accounts.
- Explore and develop the use of other sources of news promotion such as radio, television (if appropriate), thought leadership interviews etc.
- Be the first point of contact for any incoming media enquiries and ensuring delivery of a response in line with School guidelines.

### Publications

- Produce and edit publications including, but not limited to, prospectuses, weekly and quarterly newsletters, handbooks, and programmes for events; ensuring the annual publications calendar is met.
- Where necessary, engage with third party design agents who can provide ad hoc, professional design services.
- Support the Foundation and Alumni Office in producing the School's annual magazine, The Mountaineer.

### Photography and other promotional material

- In conjunction with the Events Officer ensure the School has a well-stocked catalogue of photographic material for use in publications, online and to support the marketing programme.
- Ensure full compliance with School data protection and privacy policies including safeguarding, maintaining and implementing lists of students who may/may not be used in School literature.
- Liaise with relevant members of staff and third party providers of photography and videography services to ensure high quality imagery is available.
- Ensure a stock of marketing material is available at all times, including printed material, 'take-aways', exhibition stands, branded presentation material etc.
- Work to develop differentiated marketing support material which can be effective in different geographical areas or when promoting different parts of the overall School, including its commercial activities.

### Budget management and reporting

- Ensure that all marketing activities are delivered within the agreed budget and best prices are secured at all times.
- Work with the School Accountant to ensure all spend is correctly accounted for.

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- Deliver a monthly marketing report to the School's Executive Team covering: marketing and communications activity, effectiveness and costs.

### General

- Perform such reasonable duties as required by the School from time to time, including attendance at all major School events.
- To have a good understanding and knowledge of the General Data Protection Regulations (2018) and ensure personal working practices, and those of the Events team comply with the regulations.

### Health & Safety

Under Health & Safety legislation, you have a responsibility to yourself and others for ensuring adherence to the School's Health & Safety Policy by:

- Reporting all accidents and unsafe situations immediately to your line manager;
- Cooperating with others on health and safety, and not interfere with, or misuse, anything provided for your health, safety or welfare;
- Following any training you receive when using any work item provided;
- Ensuring Risk assessments are carried out for all activities.

### Training and Development

With your line manager you must help to identify your own training and development needs and co-operate with means to address these, for example by:

- Keeping up to date with the requirements of the role, with a willingness to gain knowledge where required.
- Ensuring attendance at appropriate training meetings and events, and keeping up to date with the latest procedures, regulations and the external market for each particular subject/technical area.

### All staff are expected to:

- Work towards and support the School's vision and the current objectives.
- Support and contribute to the School's responsibility for safeguarding and promoting the welfare of children and young people, adhering to all safeguarding policies and procedures.
- Value promote and advance equality and diversity.
- Work within and adhere to the School's Health and Safety policy to ensure a safe working environment for staff, students and visitors.
- Adhere to Data Protection principles and policy, ensuring confidentiality of the School's activities is maintained in order to protect the integrity of the School and its people.
- Maintain high professional standards of attendance, punctuality, appearance, conduct positive and courteous relations with students, parents and colleagues.
- Engage actively in the performance review process.
- Undertake other reasonable duties related to the job purpose required from time to time.

***Mount St Mary's College / Barlborough Hall School is committed to safeguarding and promoting the welfare of children and young people. All staff and volunteers are therefore expected to behave in such a way that supports this commitment.***

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## PERSON SPECIFICATION

Marketing and PR Manager	Ess	Des	MOA
<b>EDUCATION &amp; TRAINING</b>			
Educated to degree standard in relevant subject		X	
PRCA or CIPR membership		X	
<b>WORK EXPERIENCE</b>			
Proven track record for leading successful marketing/PR campaigns across multiple touch points	X		
Up to date knowledge of marketing best practice and an eye for creative marketing opportunities	X		
Demonstrable ability in strategic development and delivery of marketing plans	X		
Experience of collaborative working across departments	X		
Experience of creative and accurate copywriting	X		
Previous experience of working in Education		X	
Experience of creating and implementing marketing processes	X		
<b>SKILLS AND KNOWLEDGE</b>			
Ability to communicate confidently with both internal and external stakeholders	X		
Ability to work to deadlines	X		
Ability to plan and prioritise multiple ongoing tasks	X		
Ability to manage and maximizing a marketing budget	X		
Excellent verbal and written communication skills	X		
Deliver work of a consistently high standard, which is meticulously checked	X		
Strong analytical and project management skills with the ability to produce actionable, insightful reports	X		
Strong sense of brand and editorial voice; the ability to harmonise message across multiple channels and marketing vehicles	X		
Competent IT skills	X		
Ability to research and keep abreast of current affairs	X		
<b>PERSONAL ATTRIBUTES</b>			
Ability lead and motivate staff	X		
Proactive, innovative and able to use own initiative to improve processes	X		
Effective use of tact and persuasion	X		
Demonstrable interpersonal skills with a natural talent to network and build relationships both internally and externally	X		

Key: MOA = Method of Application; A = Application; I = Interview; Assessment = As; R = Reference; **C** = Certificate

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