



PORT · REGIS

Head of Marketing

Port Regis is one of the country's leading co-educational day and boarding schools for children aged two to thirteen. A school in which tradition and innovation have gone hand in hand for more than a century, we provide a thoughtful, rounded education that enables children to thrive. This education goes well beyond our beautiful buildings and outstanding facilities – it is rooted in our culture and values.

Role Profile

The Head of Marketing is responsible for overseeing all aspects of the School's marketing, communications, alumni engagement and fundraising. You will work closely with the Headmaster, Marketing Executive and Head of Admissions to deliver the School's marketing and fundraising strategies and to ensure all School communications consistently reflect our branding, vision and values.

Remuneration and Benefits

The successful candidate(s) can expect:

- Competitive salary, pension and holiday benefits.
- Generous staff school fee discount.
- An employee assistance programme with extensive support in relation to wellbeing and wellness, finance and legal, work and personal issues, as well as a wide range of rewards and discounts.
- Complimentary use of the School's staff gym and sports centre.
- Delicious meals in our Dining Hall during term time.
- To join a delightful team and exceptional working environment.

Hours of Work

Full-time, 40-45 hours a week Monday Friday, all year round with the flexibility to work reduced hours from home during school holidays. You will be required to work on Saturday mornings from time to time for and will receive a half day off in the week in lieu of this. We welcome applications from candidates wishing to job-share – please specify your preferred working arrangements in your covering letter.

Start Date

March 2023 (or as soon as possible thereafter).

Job Description

Reports to: Headmaster

Line Manages: Marketing Executive

- Provide leadership and strategic oversight of the School's marketing, communications and fundraising function. This shall include line managing the School's Marketing Executive and overseeing and supporting the wider school staff.
- Articulate, both visually and via copy across all media and platforms, a creative and integrated approach for the delivery of the School's public profile to target audiences.
- Inspire all staff and pupils to become School ambassadors using every opportunity to promote the profile of the School.
- Ensure the School's branding, Vision and Values are deployed creatively, consistently and constantly across the School through high quality internal and external communications.
- Oversee regular content across key print and digital communication channels.
- Cultivate a detailed knowledge of market trends and developments to inform the School's marketing strategies.
- Administer the School's visual and written presentation in the media and other communication channels, building positive brand awareness, and deliver advertising and communications activities which support pupil recruitment.
- Engage with staff across the School to coordinate and deliver the programme of engagement with feeder schools to promote enrolment.
- Align and coordinate timely and relevant delivery of communication with the parent body.
- Develop and maintain the School's relationships with past pupils and their parents, creating an engaged network of alumni.
- Liaise with the Admissions team to ensure recruitment events are communicated effectively across the wider School community, including the alumni, so as to enhance pupil recruitment.

Publications

- Evaluate, coordinate and manage the suite of school publications to generate a regular supply of high quality and relevant content including: prospectuses and handbooks; editorial and press releases; annual print magazines; online newsletter/ School e-bulletin; and literature to support alumni engagement and fundraising initiatives to enhance relationships and encourage support for the School.
- Research, write and/or edit articles for publication.
- Proofread and edit all branded publications produced by the School.
- Keep updated photography and video content.

Digital

- Produce, create and manage content ensuring it is up-to-date, and is sourced from and engages all elements of the community.
- Generate engaging content for social media platforms ensuring consistency of messaging.

- Develop strong and effective relationships with key media and online platforms locally, nationally and internationally.
- Keep updated photography and video content.
- Ensure the School's profile and listings for all relevant education publications and external digital platforms are maintained and up to date.
- Review Google Analytics to analyse and report on the effectiveness of the website and other digital platforms.

Events

- Manage the delivery of a range of marketing events throughout the School year, in conjunction with Admissions colleagues, and ensure the timely production of marketing materials to support these events as appropriate.
- Manage the School's external events and functions throughout the year which include music ensembles, concerts, charitable fundraising groups etc.

Development

- Delineate and implement the School's strategy for fundraising, supporting alumni engagement through our Toucan Tech platform and managing fundraising initiatives.
- Maintain and develop the Old Portregian Association (OPR), our alumni association.
- Maintain and develop the Old Portregian Parents Association (OPRP), our group of past parents.
- Oversee and manage the maintenance of the Old Portregian database ensuring professionalism and accuracy.
- Ensure all records are kept up-to-date and information is shared, with discretion, with appropriate staff, e.g. Headmaster, Bursar, Admissions etc. for the purposes of enhancing relationships and support for the School.
- Identify new members to connect with through social media, connected alumni and the wider school community.
- Generate reports, as required and requested, using information from the database to undertake research and support the School's engagement and fundraising activities.
- Design and deliver a range of events to:
 - Engage/reconnect alumni, former parents, current parents and other friends of the School e.g. reunions, concerts, lectures and fundraising events.
 - Solicit the support of alumni for a range of other school events including lectures, careers presentations and Prize Giving celebrations.

Governance

- Reporting to the Governors' Communications Committee on a termly basis and to the Chair of the

Committee more regularly as required.

Compliance

- The post holder will be required to ensure that all of the School's marketing and development activities are carried out in compliance with current legislation and regulations, including, but not limited to, data protection requirements.

Safeguarding

- All Port Regis staff are responsible for safeguarding the School's children and must comply with the School's safeguarding policies and procedures.

General

- The job description is a general outline of the role's duties and responsibilities and may be amended as the School develops and the role grows. The post holder may be required to undertake other duties as reasonably required from time to time.
- The post holder may occasionally be required to work outside of normal working hours, and to travel within and outside of the UK, to attend receptions, events and other key relationship building opportunities.
- The post holder will be required to adhere to the School's policies as contained in the Staff Handbook.

Person specification

Essential

- A commitment to promoting and safeguarding the welfare of children
- At least three years of experience in a marketing and development environment
- Sound knowledge and understanding of the independent school sector, an affinity with Port Regis' Vision and Values, and the ability to promote the School in a compelling manner
- Exceptional verbal and written communication skills, with a proven track record of creating and delivering high quality marketing materials and communications across a variety of media channels
- Innovative thinker with a proven track record of generating creative ideas and transforming them into outstanding visual and written brand messages
- Experience of using social media platforms in a creative manner and analysing their effectiveness
- Strong attention to detail and excellent copy writing and proofreading skills
- IT proficient, with experience of MS Office, Content Management Systems, CRM databases or equivalent, social media platforms and preferably online promotion tools and web technology
- The ability to work under pressure, to tight deadlines, with accuracy and creativity, and to prioritise workflow to ensure deadlines are met
- Proactive, with the proven ability to work independently, and take responsibility for actions

- Strong team player who can develop effective working relationships
- Sound knowledge of, and ability to ensure compliance with, data protection and fundraising regulations and best practice
- Ability to multi-task and to prioritise and manage a varied workload with accuracy and at a fast pace to meet deadlines
- Diplomacy and integrity
- Patience and a sense of humour
- Flexible and calm under pressure

Desired

- Proven experience of a similar role in an independent school

Application Procedure

If you feel you can meet the requirements of the post, I would be delighted to hear from you. Please complete the application form linked with this advert and send it, along with a covering letter, to our HR Manager, Mrs Geraldine White at hr@portregis.com or via post to Port Regis, Motcombe Park, Shaftesbury, Dorset SP7 9QA at your earliest convenience and to arrive **before 16 February 2023**. Early applications are encouraged.

Diversity and Inclusion

Port Regis is committed to equality, diversity and inclusion. We encourage applications from a diverse range of suitably qualified candidates, including candidates wishing to work flexibly or requiring reasonable adjustments.

Titus Mills
Headmaster

Note: The post-holder's responsibility for promoting and safeguarding the welfare of children and young persons, for whom they are responsible, or with whom they come into contact, will be to adhere to and ensure compliance with the school's Child Protection & Safeguarding Policy at all times. If, in the course of carrying out the role, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, they must report any concerns to the school's Designated Safeguarding Lead or to the Headmaster.