



## Digital Marketing Manager - Job Description

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### Responsibility:

The Director of External Relations is responsible for the Digital Marketing Manager and will be the line manager.

### Summary of the Role:

Reporting into the Director of External Relations and working with the wider External Relations team, the Digital Marketing Manager will manage the marketing strategy and grow the recruitment and retention of pupils, primarily using online and digital communication channels by creating and distributing engaging content, and delivering online events.

### Main Duties and Responsibilities:

- Promote and safeguard the welfare of children and young persons for whom you are responsible and with whom you come into contact with and maintain a positive and effective caring ethos.
- Oversee the School's marketing strategy, taking a digital-first approach and creating an annual marketing plan to support recruitment and retention of students
- Ensure the OHGS brand is effectively communicated both internally and externally.
- Develop and manage the School's digital marketing activity including (but not restricted to):
  - The School's website, ensuring accuracy, timely updating, and appropriate content
  - Social media content across all platforms
  - Targeted paid digital marketing campaigns to raise the school profile and increase enquiries and recruitment
  - SEO and online reputation management
  - International recruitment marketing
  - YouTube channel development and content
  - Video content - creative, briefing, producing, editing
  - Online events
- Produce all relevant promotional literature relating to recruitment and retention activity in line with brand guidelines.
- Manage School advertising in print and online, ensuring a coordinated approach
- Report on the effectiveness of all marketing activity against agreed metrics and provide recommendations for future activity based on web traffic and digital campaign insights

- Work closely with the Admissions Officer and the Alumni and Development Manager to ensure all admissions events, taster days etc are communicated effectively via the appropriate channels.
- Support the Alumni and Development Manager in the production of digital content aimed at alumni
- Write copy for internal school publications, e.g. The Hulmeian
- Co-ordinate and write copy for all externally facing marketing activity including content and comment for local and national media
- Cultivate strong relationships across the school community to keep abreast of, and profile, the wide range of daily activities and accomplishments of the staff and students
- Work with colleagues across all areas of the school to develop a library of content to showcase the School, for use across all digital channels
- Be the first point of contact for photography across the School
- Develop strong working relationships with external suppliers, including designers, photographers, videographers, digital agencies and printers, providing clear briefs and project managing out-sourced services
- Keep abreast of industry best practice, including emerging digital trends and technologies
- Keep abreast of wider locality trends that may influence marketing activity, e.g. the closure of a nearby independent school, the opening of a new secondary school
- Keep abreast of internal trends that influence marketing activity, e.g. school years with availability
- Keep abreast of competitor marketing activity and make recommendations informed by this.

### **Health and safety**

- Reading and complying with the employers Health and Safety Policy both for their own protection and for all other employees, pupils and visitors on site.
- If suitably qualified, act as a first aider.

### **Child Protection**

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 and may be expected to carry out the following duties:

- Child protection, discipline, health and safety
- Promoting and safeguarding the welfare of children and young persons for whom you are responsible and with whom you come into contact.

This role requires infrequent evening and weekend work to deliver events.

You may also be required to undertake such other comparable duties as the Director of External Relations requires from time to time.

<b>Reviewed:</b>	<b>April 2022</b>
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**Digital Marketing Manager - 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.**

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>● GCSE Grade C (or equivalent) or above in English and Maths</li> <li>● Good communication skills</li> <li>● Creative and presentational skills</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>● Significant experience in a digital marketing role</li> <li>● Experience of managing content across multiple social media channels</li> <li>● Experience of SEO, Google Analytics, Google Ad words, paid social media campaigns and CMS systems, FaceBook Ads Manager, Twitter Ads and LinkedIn Advertising</li> </ul>	<ul style="list-style-type: none"> <li>● Experience using Adobe Suite including InDesign, Premier Pro and Photoshop, or similar</li> <li>● Experience planning and hosting online events and webinars</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>● Demonstrate excellent communication skills, both verbal and written</li> <li>● Ability to create and re-purpose engaging and creative content for multiple communication channels</li> <li>● Ability to use a variety of data sets to influence campaign planning and management</li> <li>● Attention to detail</li> <li>● Proficient user of CMS systems (current website is on Wordpress)</li> <li>● Confident user of Google Drive and other Google products</li> <li>● Excellent time management and organisational skills</li> </ul>	<ul style="list-style-type: none"> <li>● Photography and Videography skills</li> <li>● Graphic design skills</li> </ul>

	<ul style="list-style-type: none"> <li>● Creative thinker, with the ability to develop and deliver ideas</li> <li>● The ability to influence across all levels, being responsive to changing market environments and competitor activity</li> <li>● Ability to take the initiative and be a proactive 'self starter'</li> <li>● Excellent interpersonal skills</li> <li>● Collaborative work-style with an ability to quickly engender trust from colleagues</li> <li>● Confident managing external agencies</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>● An understanding of and agreement with the ethos and values of the School</li> </ul>	
<b>Personal competencies and qualities</b>	<ul style="list-style-type: none"> <li>● Calm under pressure with an ability to juggle competing priorities and work with multiple stakeholders</li> <li>● Goal and target focussed</li> <li>● Ability to organise and prioritise workload at busy times during the school year</li> <li>● A calm approachable manner, able to deal with problems in a professional and friendly manner, displaying tact and diplomacy as required</li> <li>● Good interpersonal skills</li> <li>● Ability to work flexibly to meet changing needs</li> <li>● A proactive approach to work and problem solving and the ability to spot and deal with issues as they occur</li> </ul>	

\* Method of assessment will be via content of the application form, references, interview and the production of certificates.