



JOB DESCRIPTION

JOB TITLE	Office and Marketing Manager (Secondary School)	JOB REF NO	
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BASIC JOB PURPOSE

To manage the internal and external marketing and communications of the school by raising the visibility of the school by carrying out effective marketing and communications plans, in order to:

- Attract new students across the school
- Publicise the strengths of the school
- Promote the profile of the school as a whole to external audiences

To prioritise and oversee the work of the school's reception, cover, student services and reprographics service.

MAIN RESPONSIBILITIES	
1	Management of a high-quality Reception, Cover, Student Services and Reprographics Service for the school by ensuring visitors to our school receive excellent customer service.
2	Work with departmental colleagues to deliver content in line with the Marketing Strategy by ensuring that the school communicates in a consistent, accurate, professional, and prompt manner with all key audiences.
3	Work with the School Business Manager to keep the Marketing Strategy under review and update the Strategy Action Plan on an annual basis.
4	Lead social media channels (Facebook, Instagram, Twitter, YouTube, etc.) pushing out institutional, advertising and student generated content. Execute and manage social media campaigns to build followers, enhance visibility and drive engagement, whilst ensuring the branding of the school is consistent across all platforms.
5	Ensure that the schools social media supports the schools' strategic goals by advising on the Marketing Strategy, by ensuring the marketing and advertising requirements for all departments of the school visible to its intended audience. Conduct appropriate market research and analyse market trends to identify competitor tactics, new opportunities and challenges to remain aware of latest trends and developments in online communications to be able to assess the relevance and importance for the school's social media strategy. Ensure key stakeholders understand the role of social media channels, platforms and networks and the opportunities they provide; ensuring stakeholders understand best practice in and are aware of how to engage in social media spaces.
6	In conjunction with external agencies create/design a development content plan for the school's website to meet the changing needs of the school. Maintain and continuously improve the website by regularly updating images, news, and content. Ensure website is fully compliant and best in class. Support with setting of website KPI's, measurement and analysis. Ensure managed sections of the website represent the school to the highest standard of content authoring, brand representation and web governance.

Capenhurst Lane, Whitby, Ellesmere Port, Cheshire, CH65 7AQ

Tel: 0151 355 2373

Email: admin@epchs.co.uk www.epchs.co.uk

Headteacher: Mrs C. Vile B.Ed. Hons





ELLESMERE PORT CATHOLIC HIGH SCHOOL

'I have come so that they may have life and have it to the full' John 10.10

7	Manage the Marketing and Communications budget, in liaison with relevant colleagues, to ensure appropriate and effective spend.
8	Maintain, develop and promote the school's 'brand' and associated guidelines to ensure it remains consistent with the ethos of the school.
9	Manage the deployment of external supply teachers and cover arrangements.
10	Monitor and develop the use of technology to ensure the efficient and cost-effective delivery of the support service. Ensure the school's website is up to date and relevant.
11	Development and implementation of office procedures in consultation with the office staff.
12	To develop personal links with feeder schools, key employers, local estate agents, relocation agents and developers to maximise student recruitment opportunities.
13	Undertake other administrative duties to facilitate the smooth running of the school.
	Notwithstanding the detail in this job description, in accordance with the School's/Council's Flexibility Policy the job holder will undertake such work as may be determined by the Headteacher/Governing Body from time to time, up to or at a level consistent with the Main Responsibilities of the job.

Our school community places the highest priority on keeping children safe. Applicants for all posts will be subject to an enhanced Disclosure and Barring Service check.

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