

Role Profile: Marketing Manager

Purpose

Reporting to the Pod Head of Admissions & Marketing, the Marketing Manager is a key business partner to the Heads and school-based team(s). They will work closely day-to-day with a number of schools.

The role will drive the creation of the strategic multi-channel marketing strategy for a number of schools, in line with the agreed school aims and market positioning, to ensure the maximum number of enquires and leads are provided to the admissions teams to convert, and that also drive the highest retention of existing students. This role will also drive the execution of the offline marketing plan, management of the marketing budgets and development of the digital marketing activity campaigns.

Key Accountabilities

Marketing Management

- Develop the school marketing strategies in conjunction with Pod Head of Admissions and Marketing and Head of School
- Execution of the offline marketing plan
- Working alongside the Digital Marketing Manager to develop digital marketing campaigns
- Drive a high level of enquiry volumes and quality leads to meet and exceed the joiner targets for each individual school
- Ensure an agreed strategic positioning and clear ethos is well known and supported by all members in the schools
- Develop a strong understanding of each school's open pipeline to course adjust where necessary and play an active role in pipeline calls and execute relevant actions to drive higher performance
- Ensure social media presence is impactful, delivering the key school brand messages to drive awareness and engagement
- Analysing of marketing and admissions information and working with key partners to ensure that targets are met and marketing budgets are adhered to
- Ensure strong relationships are built with all areas of the schools to drive alignment /understanding of the desired messaging and behaviours everyday
- Act as a key brand ambassador for the school, understanding the local market, the school's value proposition, appreciating the needs of parents and colleagues
- Work with Finance to set stretching annual enrolment goals (a mix of retention and new enrolments)
- Adopt a growth mindset and excellent customer service skills at all times

People Management

- Support the POD admissions and marketing team (including our social media & events colleagues) to deliver a brilliant experience for our schools
- Maintain a close and effective working relationship with other key colleagues including the School Operations Manager and SLT's.
- Work brilliantly with the POD team, and the functional central teams

Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Be a nice person who is likeable and can relate easily to others • Enjoys and is energised by interacting with others • Business partnering skills and a service mindset to support colleagues from both a marketing and a non-marketing background • Excellent interpersonal and communication skills including the ability to deal with people on all levels with sensitivity, tact and diplomacy • Ability to manage multiple stakeholders and work well within a team • Bring a proactive approach with the ability to work on your own initiative (operate with autonomy and authority) • Able to thrive in a busy environment with deadlines that includes concurrent projects and priorities. • Providing commercial insight for thoughtful decision making through the availability of reporting and analysis. 	

	<ul style="list-style-type: none"> • High level of numeracy and the ability to understand, manipulate and interrogate data to understand patterns, trends and gain commercial insight, especially pipelines • Confident and adept use of databases and Microsoft applications e.g. Word, Excel, PPT, PowerBi and MS Dynamics 	
Qualifications	<ul style="list-style-type: none"> • A suitable qualification – degree level or vocational 	
Experience	<ul style="list-style-type: none"> • Overall successful track record but with failures along the way • Successful track record of financial management, with a commercial and business partnering focus • Experience of working in a complex, busy, service-driven environment that is multiple sites and cross functional stakeholders • Experience in use of customer database, financial management and business insights systems • Understanding of the competitive schools market would be an advantage 	

Key Stakeholders:

Internal – Pod/UK Marketing Team/ SSC/Teaching Staff / SLT / Current Parents/Parent Experience Team

External – Prospective Parents/ Third Party Contractors

The Key Accountabilities listed above are not exhaustive and may be varied from time to time as dictated by the changing needs of Cognita. In this case, any significant changes or variations will be consulted with the post holder before undertaking these responsibilities.

To be signed and dated by employee:

Signed:

Name (print):

Date: