



Blundell's

The post of Director of Marketing and Communications

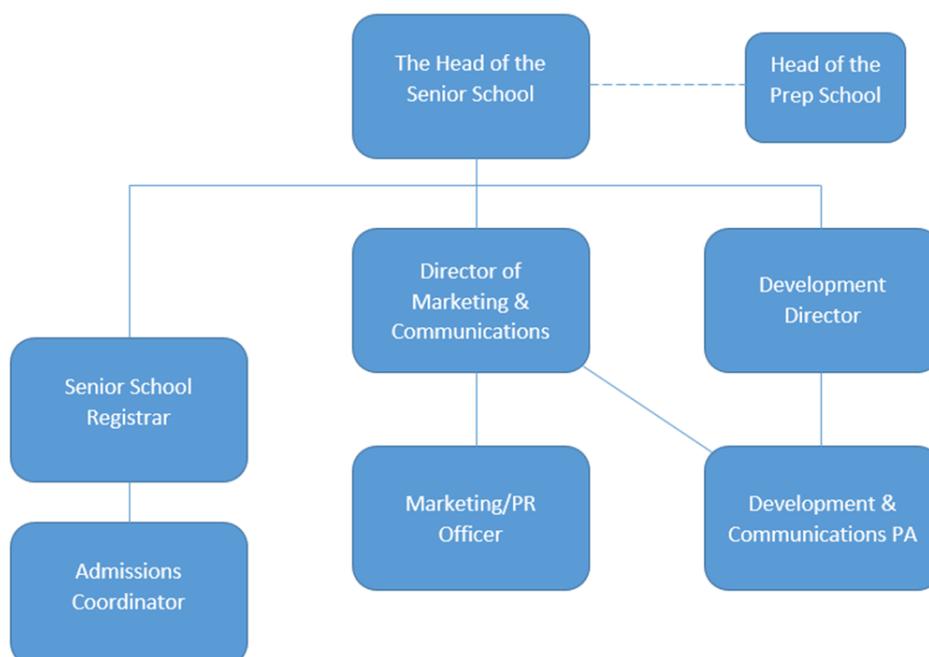
For August 2016

Background

Blundell's School is a traditional but forward thinking School, set in 200 acres of beautiful Devon countryside. The School comprises a Prep School (220 Day pupils aged 2-11) and Senior School (600 Boarding and Day pupils aged 11-18). The two Schools are separate but share their Governing Body and support staff structure. The Leadership of both Schools work closely and harmoniously together and there are profitable links. However, it is the wish of the Governing Body and the Executive that the two Schools work together in a much closer alignment and to that end, this first, cross-school post, has been created. The aim of the role is to bring together the marketing function across both Schools, and to create and then implement a whole School marketing strategy plan for Blundell's School.

The ideal candidate will have a strong track record of success in strategic marketing and communications, preferably in a comparable organisation. He/she will have the ability to apply sound marketing principles to the School's environment, taking into consideration the perspective of target audiences and the dynamics of the marketplace. The Director of Marketing and Communications (DoMC) will be line-managed by the Head of the Senior School and will be a member of the Senior School SLT and will be invited to attend the Prep School Senior Leadership Team meetings when necessary, working closely with the Head of the Prep school.

The structure of Marketing, Development and Admissions is envisaged as below:



The Director of Marketing and Communications will work closely with the Development Director and will have the support of the Development and Communications assistant and also the current P/T Marketing and PR Officer, who will remain in post for 2 days a week. She will focus on PR opportunities in the local press, advertising and also on the production of our School Magazine “The Diary”.

Duties and Responsibilities

Strategic Planning

- To assess the marketing function of the School, and to put together an innovative long term marketing plan and a shorter annual tactical plan for both Schools for the consideration of the Heads.
- To execute the marketing plan for the School and to lead and drive all School marketing activities, promoting the whole School’s unique ethos and values, effectively differentiating Blundell’s from its competitors and aligning the two Schools under one very clear marketing message whilst recognising the different parts of a 2-18 school.
- To manage the annual marketing budget.
- To monitor the effectiveness of the delivery of the School’s marketing and communication development plan which will be updated annually and reviewed termly by SLT.
- To carry out research as required into the market including competitor activity and parental demands and to report this regularly to the Heads in a coherent way.
- In the Head’s absence, to chair the Joint School PR committee which includes the Registrar (Senior), Admissions Coordinator (Senior) Registrar (Prep), Marketing and PR Officer and Development Director.
- To report in writing on all marketing activity to the Governing Body and relevant sub-committees in consultation with the Heads.

Communications

- To oversee all School marketing communication with prospective parents, current parents, visitors for instance through sports fixtures, feeder schools/nurseries and other external bodies and to ensure this is of the highest quality.
- To ensure consistency of branded material.
- To support the Heads in building strong and lasting relationships with an increasing number of feeder Prep and Primary Schools and agents as required.
- To oversee the provision of regular PR to local and national publications to enable the reputation of the School to grow in line with the School’s annual Strategic Development Plan.
- To oversee the management of the School’s internal and external communications including public relations, the website, the prospectus, school information for parents, the parents’ portal, marketing booklets and advertisements. This will not include the Diary (Senior School magazine), Review (Prep School Magazine) or the Blundellian magazine in the first instance.
- To develop the School’s strategy for Social Media and to oversee the execution of the School’s Social Media communication and ensure they form part of an effective integrated strategy aligned with traditional methods of communication.
- To advise and support the Heads in their marketing communications including public statements.
- To work with the Heads and Registrar to better understand the admissions process and performance and to suggest improvements to the systems where possible.

Marketing events

- To manage, and participate in, all School marketing events including Open Mornings, Guest mornings, Introduction to the Sixth Form evening, Prep School events and awareness raising events like CSI day, Orchestral day.
- To represent the School when asked at exhibitions (at home and abroad) and networking events including the County shows.
- To work closely alongside the Development Director with regard to all Development and alumnae events, attending when required.
- To support the Development Director in her management of the Friends of Blundell's Parents Social Committee and the Head of the Prep School with the activities of the Friends of Blundell's Prep committee and their events.
- To get to know the staff and workings of both Schools and to suggest training and ways to encourage wider staff involvement in marketing efforts.
- To build positive relationships with all key personnel including Leadership at the Prep School and House Parents and Heads of Departments at the Senior School to deliver the marketing plan effectively.

Skills, Experience and Qualifications

Essential

- In depth experience and appreciation of the principles and practices of marketing including PR, media relations, advertising and branding.
- Strategic planning and the energy and ability to lead, motivate and guide others.
- Good understanding of digital communications and social media as appropriate for a school.
- Strong organisational skills and experience in event planning and management.
- The ability to build rapport and interact with people of all levels.
- The ability to write and speak in a way that is clear, convincing and inspiring.
- Creativity and an ability to adapt to new situations and address problems from new perspectives.
- A positive attitude, and a willingness to engage fully with all elements of a busy boarding school.
- University graduate or equivalent.

Desirable

- Working knowledge of databases.
- Strong ICT skills.
- Interest in and understanding of the broader educational landscape and in particular, the independent sector.
- Experience in school marketing.

Details of Appointment

Hours: This is a senior post and whilst the minimum hours per week will be 43, additional hours will be necessary to fulfil the requirements of the role. Normal office hours are based around 8.30am – 5.30pm (Mon to Friday) and 9am – 12 noon (Saturdays in term time). The Director of Marketing and Communications may also be required to attend events and meetings outside of their normal working hours during the week and occasionally at weekends.

Salary: For the full time post will be in the region of £40,000 - £50,000 pa, subject to the calibre of the candidate, reviewed annually.

Holidays: 30 days (to be taken predominantly during the school holidays and in consultation with the Head)

Misc: Free meals and refreshments are provided when the Dining Room is open. Staff are permitted to use the gym and fitness suite at staff opening times.