



ST MARY'S CALNE



MARKETING & COMMUNICATIONS MANAGER





ST MARY'S CALNE

1 RECEPTION

## BOARDING HOUSES

2A SCHOOL HOUSE  
2B ST PRISCA'S  
2C ST CECILIA'S  
2D JOYCE WALTERS  
2E GIBBINS  
2F FLORENCE DYAS  
2G HELEN WRIGHT

3 ART STUDIOS  
4 MUSIC SCHOOL  
5 SCIENCE BLOCK  
6 ASTROTURF  
7 CHAPEL  
8 DINING HALL  
9 GYM  
10 HARD COURTS  
11 HEALTH CENTRE  
12 LIBRARY  
13 LIME KILN GARDEN  
14 ORCHARD  
15 SCHOOL SHOP  
16 SPORTS CENTRE  
17 ST PRISCA'S FIELD  
18 TENNIS COURT  
19 THE DELSCEY BURNS THEATRE  
20 THE PAVILION  
21 TOP PITCH  
22 ST MARGARET'S PREP SCHOOL







# MARKETING & COMMUNICATIONS MANAGER

St Mary's Calne is a leading independent boarding and day school for girls aged 11-18. St Margaret's Prep, which is part of the family, is a preparatory school for boys and girls aged 2-11. As a community, we thrive amidst a culture of high expectations and the education and extra-curricular opportunities we provide enable our pupils to develop into well-rounded individuals who are equipped to excel as adults. We also cater for the needs of the local community with a Sports Centre that offers excellent facilities for all.

We are delighted to be accepting applications for the position Marketing and Communications Manager to play a key part in the continued success of our schools.

Thank you for your interest in this key role as Marketing and Communications Manager at St Mary's Calne.



## Job Description

The Marketing and Communications Manager will oversee all aspects of St Mary's marketing activity. The post holder will be responsible for developing and delivering outstanding marketing and pupil recruitment and retention strategies at St Mary's and ensuring that they are aligned with the school's vision, values and strategic priorities.

The Marketing and Communications Manager will work closely with the Admissions and Development Department at St Mary's Calne and the Marketing and Admissions Manager at St Margaret's Prep under the direction of the Director of External Relations to strengthen both schools' overall standing and reputation with all key stakeholders. He/She will develop productive relationships with colleagues and stakeholders within the school, playing an active role in the life of this busy boarding school.

## Key Responsibilities

### Marketing

- Research, manage and implement the strategic marketing plans for St Mary's Calne in collaboration with St Margaret's Prep.
- Through the marketing and communications strategy, maximise pupil numbers and pupil retention across the whole school.
- Undertake regular market and competitor research and analysis to inform plans.
- Set, monitor and track the short and long-term strategies for marketing and pupil recruitment and report regularly on progress.
- Develop, embrace and utilise the school's brand values to best effect to differentiate the schools' positioning, ensuring these brand values are appropriately reflected in all school communications.
- Manage the brand consistently, both within and outside the school, providing overall editorial and design control across all communications and advertising media.
- Support teaching and non-teaching staff in their roles as marketers of the School by building positive relationships with all key personnel and suggesting ways to encourage wider staff involvement in marketing efforts.
- Manage the Marketing budget to obtain 'best value' from suppliers such as designers, mailing and print houses.
- Work with the SLT and school Registrar to identify and develop new opportunities to attract and recruit new pupils (UK and international).
- Work closely with the Admissions and Marketing Team at St Margaret's on the following matters:
  - Transfer of girls at 11+ to St Mary's, Calne
  - Creation of synergy between both schools' brands

## Communications and Public Relations

- Develop and implement the school’s communications and public relations strategy through tactical content, advertising and communication plans. This will include drafting press releases and establishing positive relationships with representatives from local and national media channels to enhance the reputation of the school.
- Oversee all external communications related to marketing, including letters to prospective and current parents and all printed and digital communications materials including the weekly e-newsletter.
- Provide strategic oversight of the school website, with overall responsibility for its evolution, update and accuracy.
- Develop and provide strategic oversight of the school digital and social media channels.
- Write, edit and produce engaging and distinctive marketing materials and publications which will improve pupil recruitment.
- Identify potential newsworthy stories, write copy as required and identify suitable photographs to update the school website, newsletters, magazines and for release to the media.
- Be aware of and participate as appropriate in the school’s schedule of activities and events and capitalise on the PR opportunities they offer.
- Actively pursue opportunities for the school to be recognised externally by nominating the schools for relevant awards to achieve external recognition and validation. Arrange and plan visits from external teams eg Good Schools Guide.

## Events

- Organise and promote engaging and effective marketing events for the school to drive registrations for entry (Open Days, Prep and Primary School days etc).
- Attend and prepare appropriate materials for stands at external events and exhibitions.
- Represent the school at internal and external events as required.
- Work with colleagues to ensure that all events involving parents or outside bodies are well-organised and present the school to its best advantage.

**This list is not exhaustive and the post holder will be expected to perform any other tasks that are reasonably assigned.**

## Person Specification

### Education, Qualifications and Training

#### Essential

Educated to degree level or equivalent training and experience

Relevant professional development in marketing and/or sales

### Knowledge and Experience

#### Essential

Experience in a Sales/Marketing role

Experience of having worked within a service delivery sector

Experience in monitoring competitor market activity

Experience in using digital and social media trends and tools to influence the sales life cycle

Experience of high-level networking to build creative and mutually beneficial relationships

#### Desirable

Education sector experience

### Skills

#### Essential

Ability to manage and motivate individuals and work in functional high performing teams

Commercially aware and results driven with good business acumen

Capable of being an ambassador and representing the school at public engagements

Excellent written and spoken English

An eye for detail and a flair for recognising good graphic design

Self-motivated, flexible and adaptable to different tasks at hand

Proactive and able to prompt others to ensure deadlines and targets are achieved

Works with a positive mindset and displays a high level of integrity

Uses evidence to support arguments or positions taken

Ability to remain calm when under pressure and employ tact and diplomacy in difficult/sensitive situations

Has gravitas that allows him/her to be accepted by other stakeholders in the school

Excellent time management and organisational skills

Proficient interpersonal skills

Affinity with and interest in education

#### Desirable

Desktop publishing skills



# Terms & Conditions

## Salary Range

£30,000 - £36,000 (FTE) depending on experience.

## Normal Hours

40 hours per week, term time weeks (36 weeks) plus 2 weeks in August when the public examinations results are announced (38 working weeks per year in total). You will also have some evening and weekend commitments. If you are asked to work for events at other times, you will be paid for the hours that you work or take time off in lieu. You will need to agree this in advance with the Director of External Relations.

## Pension

Scottish Widows scheme with generous employer contributions.

## Holidays

5 weeks paid holiday calculated as part of salary. Term time only staff should not take holiday in term time.

## Other Benefits

Fee remission for daughters educated at St Mary's Calne and for sons and daughters educated at St Margaret's Preparatory School, discounted membership of the St Mary's Calne Sports Centre and complimentary meals during term time.

## Application Process

Please complete an application form and return it to [recruitment@stmaryscalne.org](mailto:recruitment@stmaryscalne.org) enclosing a letter supporting your application.

The closing date is 5pm on **Wednesday 28th September 2023**.

First stage interviews are likely to be held on **Tuesday 4th October 2023** and second stage interviews on **Monday 10th October 2023**.

Each short-listed applicant will be invited to the school for an interview, meeting The Head and Senior Leadership Team. The selection process will involve a range of tasks to assess various skills areas.



## Extract from St Mary's Calne Child Protection Policy

St Mary's Calne fully recognises its responsibilities for Child Protection.

We are dedicated to safeguarding and promoting the welfare of our pupils, regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation or culture. We follow the child protection procedures set out by Wiltshire's "Safeguarding Vulnerable People Partnership". We understand the need to engage with the Safeguarding Vulnerable People Partnership and the statutory duty to cooperate if the school is named as a relevant agency. We have regard to statutory guidance issued by the Department for Education Keeping Children Safe in Education, 2021. Our policy takes full regard to Working Together to Safeguard Children 2018 (WT), What to do if you are Worried a Child is Being Abused (2015) and the National Minimum Boarding Standards (2015).

At St Mary's we have a 'Nominated Governor' to take leadership responsibility for the school's safeguarding arrangements.

### What is safeguarding?

Safeguarding can be defined as promoting the physical and mental health, safety and welfare of all pupils.

Safeguarding is the responsibility of all adults, especially those working or volunteering with children. The school aims to help protect the children in its care by working consistently and appropriately with all relevant agencies to reduce risk and promote the welfare of children.

### Staff:

- are advised to maintain an attitude of 'it could happen here' as far as safeguarding is concerned;
- should always act in the best interest of the child.

### What is child protection?

Child protection is a part of safeguarding and promoting welfare. This refers to the activity which is undertaken to protect specific children who are suffering, or at risk of suffering, significant harm.

October 2021



ST MARY'S CALNE