

St Helen's School

MARKETING MANAGER

This is an exciting opportunity to lead the B2C strategy across all digital and traditional platforms from ideation to evaluation, building brand awareness, loyalty and engagement to realise the overarching business growth objectives.

We hope that the following information about St Helen's and the role will help you to decide that this is an application which you wish to pursue.



WELCOME TO ST HELEN'S

St Helen's is a large, thriving all-through school and many of the girls who leave us at the end of Year 13 have been with us since Nursery or Reception. We are ambitious for every single girl: that she achieves her potential; that she leaves us to embark upon an exciting and fulfilling future, able to deal with whatever life throws at her with a calm, inner resolve and a sense of fun; that she is ready to go out into the world and make a difference. St Helen's has a long tradition of academic excellence which encourages girls to pursue intellectual curiosity beyond the curriculum. Our GCSE results put us very securely into the top 50 independent schools in the country each year. Sixth Formers go on to established, high-ranking universities including Oxford and Cambridge, with more than a third studying STEM subjects. However, we give our girls much more than just academic success; our co-curricular programme is rich and varied, and our pastoral care ensures that every girl is valued and cared for.

Within easy reach of central London, our school is set in 21 acres of lovely grounds and, just as we are proud of our students' academic achievements and their personal development, we are also proud of our facilities and buildings. We have invested over £20 million in a building programme over the last five years and have plans to do more.

St Helen's has a warm and lively atmosphere that makes it a really exciting place to work. Our staff and our girls look out for each other and encourage each other to be the best possible version of themselves. As such, you will play a vital role in supporting the school in the next stage of its journey and I look forward to receiving your application.

Alice Lucas, Headmistress



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THE SCHOOL

St Helen's is an academically selective independent girls' day school of more than 1100 students aged 3-18, set in beautiful green space in Northwood, Middlesex.

It draws pupils from a wide area of north-west London, Buckinghamshire and Hertfordshire with easy access by Underground from central London.

We aim to ensure that every pupil:

- is excited by learning and the opportunity to excel
- is intellectually curious and thinks independently
- is confident and able to lead as well as be a team member
- has integrity, celebrates diversity and respects others
- uses her talents, energy and enthusiasm for the benefit of the community
- has skills which enable her to become a leader of her community and profession

Our students achieve high academic standards, and we encourage them to develop lifelong skills in a diverse range of areas, both within and outside the curriculum, and to pursue their individual ambitions. The School is proud of its tradition of providing a balanced and forward-looking education through which its pupils can become confident, independent learners and leaders in their fields, their professions and their communities. Attention to the individual child is at the heart of everything we do and shapes the pastoral care, teaching and learning and the co-curricular opportunities on offer at St Helen's.

THE POST

The Marketing Department's primary objective is to develop the School's public profile and reputation to ensure that:

- It attracts and retains the brightest girls from across NW London and the surrounding counties;
- It attracts and retains users of the school's commercial services, managed by St Helen's Enterprises, generating revenues to support its

charitable activities, including the Bursary and Scholarship Awards and its community outreach programme.

The Marketing Manager is responsible for executing the school's B2C marketing strategy for the above, with the principal objective of building brand awareness, loyalty and engagement to realise the overarching business growth objectives.

Reporting:

The Marketing Manager reports to the Head of Marketing.

KEY RESPONSIBILITIES

- With the Head of Marketing's oversight, develop and implement robust and evidence-based strategies and tactics to optimise consumer awareness of and engagement with the Enterprises portfolio and the student recruitment and retention processes;
- Devise and deliver a cross-channel approach to identify and target key audiences, working with the Content Marketing Manager to ensure content engages, motivates and influences decision-making at all touchpoints in the customer journey for new school admissions, existing student retention and the Enterprises services;
- Manage the day-to-day relationships with associated third-party agencies;
- Support the Head of Marketing in brand guardianship, ensuring that the vision and values, tone of voice and visual identity are consistently embedded across all areas of the organisation;
- Evaluate and report on performance metrics, including return on investment, for all areas of responsibility, making recommendations for adjusting initiatives as necessary to the Head of Marketing and where required, to the senior leadership team and be responsible for implementing approved changes;
- With marketing and operational colleagues identify, implement and manage new marketing automation, CRM and event management tools, ensuring continuity across different disciplines;
- Stay updated on marketing trends and insight, particularly those in respect of engaging target audiences and user experience, adjusting strategies as agreed with the Head of Marketing;



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- With the Head of Marketing's oversight, manage the budget allocation for all areas of responsibility;
- Deputise for the Head of Marketing in their absence, assuming interim line management responsibility for the Content Marketing Manager and Marketing Coordinator.

Enterprises-specific responsibilities:

- Devise and implement a marketing plan for the new Enterprises annual public event programme that starts to build the school's reputation as a provider of high-quality events for the local community;
- With the Head of Marketing's oversight, create a marketing strategy that builds brand awareness and ensures continued engagement with target B2C audiences across the wider Enterprises portfolio;
- With the oversight of the Enterprises Strategy Group, ensure that B2C and B2B engagement activity is sufficiently aligned to maximise revenue streams from events and activities, including those from hospitality partners;
- Lead on the management of events, collaborating with services operational leads to ensure they are organised and executed to deliver an optimal user experience;
- Ensure events and activities are promoted to the school's parents, staff and alumnae as well as to the public;
- Work with organisations such as holiday camp providers to promote their activity programmes, where formal partnerships are in place and in line with agreed parameters;
- Working with the Head of Enterprises, implement a robust enquiry management system and process that delivers an optimum user experience and provides robust metrics to enable accurate analysis of marketing and engagement activity.

Student recruitment and retention-specific responsibilities:

- With the Head of Marketing's oversight, devise and implement strategies to build brand awareness and attract new student applications to Nursery, Reception, 11+ and Sixth Form and retain existing students through the School;
- Collaborate with the Admissions, academic and pastoral leads to devise and manage engagement events and activities across the application process that drive increased conversions to acceptance of offers;

- Lead on the management of events, collaborating with services operational leads to ensure they are organised and executed to deliver an optimal user experience;
- Work with the Head of Marketing and Head of Admissions to ensure a robust enquiry management system and process is in place that delivers accurate and robust metrics to enable accurate analysis of marketing and engagement activity.
- With the Head of Marketing's oversight, develop and manage a proactive public relations strategy, building and maintaining good working relationships with key media and partners to raise the profile of the School and the Head.

General:

- Promote and safeguard the welfare of children and young people, by adhering to and ensuring compliance with the School's Child Protection and Safeguarding Policy;
- Keep abreast of key local and national education news, government policy and best practice that will help inform marketing initiatives;
- Implement responsibilities as set out in the School's Health & Safety Policy;
- The postholder is required to work occasional evenings and Saturdays to support School and Enterprise events.
- Support and promote the School's ethos, aims and objectives.
- Assume other duties which may be reasonably required or delegated by the Head of Marketing.



THE PERSON

Qualifications, experience and skills:

Requirement	Essential	Desirable
Education and professional qualifications	<p>Bachelor's degree or equivalent qualification in Media and Communications or other relevant subject</p> <p>Evidence of ongoing relevant professional development and experience</p>	<p>Additional minimum Level 4 qualification in Professional Marketing or Digital Marketing</p>
Experience	<p>Previous mid-level content management role in a fast-paced commercial environment</p> <p>Demonstrable experience of devising content strategies that engage, educate and motivate B2C and B2B audiences, delivering optimal ROI</p> <p>Extensive experience of utilising marketing automation and CRM management software</p> <p>Working within a complex multi-professional environment</p> <p>Building relationships with and</p>	<p>Working in a similar role within a marketing agency</p>

	<p>influencing key stakeholders, including c-level executives</p> <p>Managing multiple projects and priorities simultaneously</p> <p>Solid experience of working with analytics tools and interpreting, reporting and acting on the complex metrics derived from them</p> <p>Proven ability to turn creative ideas into effective projects Proficient in using WordPress, Adobe Acrobat/Illustrator, InDesign, Canva or similar tools</p> <p>Camera use, sound recording and post-production/editing for marketing</p>	
Skills	<p>Ability to write content that tells the brand story and builds narratives, engaging audiences across digital and traditional media</p> <p>Excellent verbal and written communication and presentation skills</p> <p>Methodical and accurate approach with exceptional attention to detail</p>	



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	Strong proofreading skills and a great creative eye Numerically literate	
Personal attributes	Ability to plan and prioritise workload to meet deadlines Self-motivated, flexible and adaptable Calm under pressure Team leader and player Articulate and confident communicator Customer focused Diplomatic approach and ability to exercise good judgement	

HOURS

This role is a full time role and normal office hours are 8.30am – 5pm Monday to Friday although some flexibility will be required to support School events.

PAY

Circa £40,000 per annum dependent upon experience and qualifications

BENEFITS

- Competitive pay scale with opportunities for progression up the scale
- Membership of a workplace pension scheme with up to 10% employer contributions
- 50% fee remission for eligible staff children
- Access to the School's swimming pool and fitness suite
- On-site parking and excellent public transport links
- Free lunch and refreshments
- Generous occupational sick pay
- A commitment to professional development
- A beautiful working environment – the School is set in a conservation site in excess of 20 acres.

APPLICATION DEADLINE

Closing date: 8.00am 3rd December 2021.

THE SELECTION PROCESS

Shortlisted candidates will be invited complete a test commencing 9th December. Selected candidates will be invited back to the School, week commencing 13th December, when they will be interviewed, meet the marketing team and have a tour of the school.

The post is subject to various recruitment checks which will include:

- Enhanced DBS clearance
- A minimum of two references obtained prior to the selection day
- Proof of right to work in the UK
- If you have any queries about this position, please contact the School at recruitment@sthelens.london



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