

MARKETING OFFICER

Oxfordshire/Buckinghamshire, UK

COMPANY DESCRIPTION

Bruern Abbey is a unique school. Located just over an hour from London and 15 minutes from Oxford, the school caters exclusively for boys diagnosed with learning difficulties. It has for many years been the only school in the country to have as its main purpose the preparation of boys with learning difficulties for Common Entrance and other entrance examinations to mainstream independent senior schools. To allow even more boys to benefit from Bruern's unique offering, the school will be expanding its provision to open a Senior School from September 2022. At Bruern, we firmly believe that learning difficulties should not preclude academic success, and through expanding our provision we will provide boys with invaluable support throughout their GCSEs and beyond. Bruern Abbey is part of the Bellevue Education group of schools, with headquarters in London, UK.

JOB DESCRIPTION

As Marketing Officer, you are responsible for the marketing and communication strategy for Bruern Abbey Prep and Senior Schools. Working in close partnership with the Admissions Registrar and with support from the Bellevue marketing team, you will lead on the implementation of initiatives and activities that drive recruitment and promote word of mouth and parent satisfaction.

The position requires a flexible and goal driven "all-rounder" with an entrepreneurial spirit, a strong work ethic and a drive to build a strong brand presence for Bruern Abbey, with a particular emphasis on driving interest and awareness for the new senior school. We are looking for a person who is self-motivated, creative and has a sincere interest in other people. With a strong focus on goals and detail-orientation, this role provides you with a great deal of responsibility and autonomy. If you enjoy working hard and are motivated by seeing the results of your efforts, this position will both challenge and inspire you.

In this role you will report directly to the Head of School, with close links to the Bellevue central marketing team as a member of its wider team.

This is a part-time, year-round position (4 days a week), start date: December 2021/January 2022

Salary: £30,000 FTE

THE MARKETING OFFICER IS EXPECTED TO

- Work with the Head of School and leadership team to design an annual marketing strategy based on market research and performance review
- Submit an annual marketing plan and budget allocation aligned to the school's strategic development plan and enrolment targets to Bellevue for review
- Develop and implement on a term by term marketing action plan for the school to support pupil recruitment and retention

- Ensure a strong value proposition and brand differentiation is in place, and a clear communication mix and PR strategy
- Proactively drive external interest and awareness in the new senior school through relevant channels and activities, ensuring Bruern meets its recruitment targets for September 2022
- Manage the school's brand guidelines, assets and TOV, ensuring they are used appropriately by all members of the school community
- Responsible for the marketing spend, ensuring activities are planned within agreed budget
- Manage and maintain the school's online presence, such as website, social media, listings, with support from Bellevue marketing as necessary
- Collaborate with the Admissions Registrar to maintain an effective admissions parent journey, and ensure that appropriate action is taken to maximise enquiry generation and conversion
- Develop and manage content for the school's communication channels, such as school newsletters, website and social media through collaboration with school staff
- Promote and build good relationships with outside institutions or groups such as schools, relocation agencies, and local businesses
- Plan, promote and support the Admissions Registrar with school events such as open days, induction events, school tours and parent events
- Manage school photography and videography, ensuring that the school's image banks are up to date and effectively communicates the school's value propositions
- Draft, collate and edit copy for marketing materials including prospectus, parent handbooks, flyers and adverts
- Liaise with printers, designers and suppliers for marketing collateral and digital requirements
- Conduct regular competitor research and analysis to benchmark the school against competitors
- Ensure groupwide research and insights processes are in place for the school to identify issues and support parent, pupil and staff satisfaction
- Ensure monthly KPI reporting and monitoring is in place at the school, and participate in monthly discussions with the Head, registrar and Bellevue group marketing/education director so that the data is being used effectively to guide marketing and admissions actions

QUALIFICATIONS AND REQUIREMENTS

- Minimum of 4-5 years' work experience in marketing, PR and communications. It is not essential to have a background in education, but it could be an advantage
- Proven track record of leading and executing successful campaigns and marketing initiatives
- Excellent communication skills with fluency in English
- Working knowledge of using online content management systems

BRUERN ABBEY SCHOOL

- A team player with strong interpersonal and communications skills
- Organised and able to keep on top of many details and prioritise effectively
- Creative with excellent writing, editing and proof-reading skills
- You will also be extremely sales-minded, energetic and positive
- You have gotten a bachelor degree or completed an education, ideally within marketing or communication (or with another equivalent qualification such as CIM)
- You are an all-rounder and you enjoy doing daily administrative routines as much as creating new marketing ideas or finding solutions to problems

RENUMERATION

- Salary: £30,000 FTE
- Contribution to pension scheme
- Life assurance
- Professional development
- 20 days holiday

To apply, please contact Lisa Havdahl, lhavdahl@blvue.com, to receive the school application form.