

Queen Margaret's, York Marketing Manager - Part Time (Maternity Cover)

Queen Margaret's is a fully independent boarding and day school for girls aged 11-18, located in 75 acres of parkland, six miles south of the ancient city of York. Established in 1901, the School is proud of its traditions and Anglican foundation. Excellent pastoral care, with an emphasis on inclusion and opportunity are hallmarks of a QM education.

Aims of the School

Queen Margaret's is a school for girls who aspire to be leaders in every walk of life. QM girls take advantage of the rich and complementary programme of studies and activities available to them. In doing so, we hope that they will:

- achieve excellence inside and outside the classroom
- develop an enthusiasm for independent thought, learning and research
- grow with emotional maturity, social awareness and respect for individuality and difference
- forge special friendships that will stay with them for the rest of their lives
- be interesting, well-informed, happy and confident members of the community

The External Relations Department

Our Marketing Managers work on a job share basis. We are currently seeking to appoint a first-class professional for maternity cover on a part time basis whilst one of our Marketing Managers is on maternity leave. The appointee will work alongside the job share partner Marketing Manager.

The Marketing function at QM under the leadership of the Director of External Relations. The team consists of:

- Director of External Relations
- Marketing Managers – two part time, job share posts.
- Events Manager – full time post
- Admissions Manager – full time post
- Admissions Assistant – part time post

The Marketing Manager

This is a part time, temporary post to cover a maternity leave initially to January 2018, but with the possibility of further extension. The present office holder begins her leave on 15 March 2018 and, ideally the appointee will start work around one week before that date. Working under the leadership of the Director of External Relations, and with the job share partner Marketing Manager, and other members of QM Staff, the Marketing Manager will:

Advertising

- Implement the School's advertising campaign and make recommendations for future advertising
- Ensure that a clear strategic message is delivered through each advert and that value for money is obtained
- Provide editorial and advertising at key points in the year or educational news cycle
- Write, edit and distribute a stream of newsworthy items showcasing the breadth of School successes and activities
- Manage the School's profile in external guides and on websites

Branding

- Be meticulous in ensuring all members of the School community stick to the School's brand and image
- Implement and guard the brand forcibly
- Implement all elements of the QM brand to ensure they remain consistent with the aims and ethos of the School
- Proofread and brand all publications, newsletters and outgoing letters and documents

Marketing

- Write (or edit) appropriate articles to further the reputation of QM
- Maintain the School's relationship with media contacts
- Invite prospective parents to Open Days
- Plan and organise Open Day lunches, tours and other logistics

Publications

- Edit and produce publications including prospectuses, weekly and quarterly newsletters, handbooks and event programmes

- Make recommendations for additional or alternative publications
- Organise the mailing of School publications and information
- Design and produce publications and documents in line with School branding guidelines using graphic design skills

Feeder and Partner School Liaison

- Organise feeder school events for girls & Prep School Heads, for example, Sports Tournaments, Science Investigation Days, Performing Arts events and Lunch Meetings
- Develop and maintain a communications plan to build and further relationships with feeder schools

Website and Digital Media

- Maintain, develop and oversee the School website, sourcing stories, pictures and articles
- Develop and implement a strategy for the use of digital media for the benefit of the school, including a presence online through forums, Facebook, LinkedIn, Twitter etc.
- Take responsibility for providing data from Google Analytics and securing Search Engine Optimisation
- Work with the Marketing Prefect and Committee on the School blog 'Magpie'

General

- Develop and deliver strategies and plans for Marketing to achieve the School's aims and objectives and agreed targets
- Ensure all activities are managed within agreed budgets
- Provide regular reports to the Director of External Relations, Head and others on the progress and achievements against targets for Marketing
- Support the work of the External Relations Department and the School, assisting with event planning and implementation
- Ensure full compliance with School data protection and privacy policies including, safeguarding, maintaining and implementing lists of girls whose images may/may not be used in School literature
- Perform such reasonable duties as required from time to time by the Head
- Organise and/or attend any out of School marketing events as required

The Candidate

This is an exciting opportunity for a gifted and motivated individual who wishes to take responsibility for the planning, production and implementation of marketing at this leading girls' boarding school, working alongside our existing Marketing Manager in a job share. The ideal candidate will:

- be in tune with the School's aims and ethos
- understand and support the School's traditions and Christian foundation
- support the benefits of an all-girls, all-round education in a boarding environment
- be a successful professional in marketing, communications and customer care
- be experienced in an educational or similar corporate environment
- be confident in his or her approach to individuals
- be a highly credible ambassador for the School
- be able to work effectively with young and old, initiating dialogue and conversation, with good humour and tact
- be able to apply sound principles, taking into consideration audience and market dynamics
- be able to motivate, inspire, think quickly and creatively

The table below has been constructed to help candidates assess their own suitability and to assist with our assessment of candidates.

Attributes	Essential Criteria	Desirable Criteria
Knowledge	Appreciation of the principles and practices of marketing	Working knowledge of market research techniques
Skills & abilities	Excellent written and verbal communication skills A demonstrably strong eye for detail and good proofreading skills Able to interact well with people at all levels Graphic design skills Digital and social media marketing skills Able to establish trust in a friendly way Competence in IT and database skills	Media management PR Budget management Success working with volunteers, the young and old
Experience	Planning and implementation of marketing	Work in an Education setting
Qualifications		Educated to degree level or equivalent Recognised marketing qualification e.g. CIM. AMDIS
Personal circumstances	Current driving licence Willing to attend events away from York in support of marketing QM	
Equality	Candidates must demonstrate understanding of and acceptance and commitment to the principles underlying equal opportunities	
Customer Care	Understanding of effective customer care and management	

Appointment Process

All applicants must complete the school's official application form (electronically or by hand), providing a full career history and names and contact details for two referees. This should be accompanied by a letter of application addressed to the Head.

- The closing date for applications to reach the School is 12 noon on 17 January 2018, and interviews will take place as soon as possible after that date.
- Candidates must bring with them to their interview certain documents which will be specified in the invitation to interview.
- An appointment will be announced as soon as possible after the interviews are completed.

Terms and Conditions of Employment

The following particulars do not form any part of an offer of employment. Terms and conditions, which will incorporate the Staff Handbook, will be documented in due course.

- The appointee will receive a salary following the school's own pay structure paid in monthly instalments in arrears from the agreed date of appointment and is inclusive of holiday pay.
- The appointee will be subject to a formal probationary period of 3 months.
- After three months in post the appointee will be eligible to join QM's own staff pension scheme. This is a contributory money purchase scheme (currently 6% employee and 8.4% employer).
- Meals will be provided during full term during the hours of work.
- Accommodation is not provided.
- This is a part time role and the normal working hours are 08:15 – 17:30 (Tuesday-Thursday) and occasional Saturday mornings in term time, as required by School events. Attendance at external marketing events will be as and when required on occasion. The nature of this appointment will require the appointee to be flexible with these arrangements. Working hours during QM school holidays may be flexible, by arrangement.
- The appointee shall be able to take 33 days holiday FTE pro-rata (including Bank Holidays) in any one academic year. These should be arranged around the work of the External Relations Department and agreed in advance with the Director of External Relations. They cannot be carried forward to subsequent years except in exceptional circumstances and only then with the Head's approval.
- The appointee may, from time to time, be required to do other reasonable duties as required by the Head and Director of External Relations
- The appointee is required to give the School six months' notice of his/her intention to leave this post.
- All employees of Queen Margaret's are responsible for promoting and safeguarding the welfare of children and young persons and must adhere to and ensure compliance with the School's Safeguarding Policy. If in the course of carrying out the duties of this post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, this must be reported to the Designated Safeguarding Lead.

Queen Margaret's is committed to safeguarding and promoting the welfare of children and young persons and candidates must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Criminal Records Bureau, in accordance with the Children Act 1989.

Queen Margaret's School

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www.queenmargarets.com