



RATCLIFFE COLLEGE

Job description: Marketing & Communications Manager

The School:

Ratcliffe College is an independent, HMC, co-educational boarding and day school for children aged 3 - 18. Boarding is available from age 11 to 18. The College is thriving - there are currently over 850 students of which over 125 are boarders and about half of these are international. Our aim at Ratcliffe is to create a learning community in which young people may grow to become confident, competent, articulate members of society. The College was founded in 1847 by the Institute of Charity. Founder Antonio Rosmini was renowned as an educational innovator and that spirit has propelled the College forward ever since. The College 'Victorian Gothic' buildings were designed by Augustus Welby-Pugin, who co-operated with Sir Charles Barry on the design of the Palace of Westminster. The College is set within 200 acres of beautiful grounds seven miles north of Leicester, in the East Midlands and within easy reach of airports and motorways. Whilst we are a Catholic school, we are welcoming of children of other denominations and faiths, and none. In the latest ISI inspection in March 2015, the School was judged to be "Excellent", the top accolade, in all nine categories.

Academic Success: Examination results are excellent – in 2018, 40% 'A' Level grades were at A* - A grades, with the majority of students gaining entrance to their first choice of top university including a healthy number to Russell Group Universities, with 10% attending Durham. Our value-added performance consistently places us in the top 10% of UK schools for the last three years with regard to 'A' Level and GCSE results.

Co-curricular activities: We firmly believe that an excellent school is about much more than just academic success. Students' talents and interests are developed through an extensive programme of activities that include rugby, hockey, cricket, swimming, football, rounders and fencing. Drama, film-making, the Combined Cadet Force and The Duke of Edinburgh's Award are also popular and over a quarter of our students play a musical instrument, with a plethora of choral and instrumental ensembles to join. This year we are offering 57 different activities.

Facilities: These include a Chapel; an outstanding modern Sixth Form Centre; high-quality boarding accommodation; sports hall; indoor swimming pool; two floodlit all-weather pitches; tennis and netball courts; theatre; ICT suites; art and design centre and squash courts. In September 2014, a new £4.5m Preparatory School building was opened, with twelve classrooms which are located over two floors, as well as a dedicated technology and languages centre, science and food technology laboratory, arts and crafts room, performing arts space, library and central assembly hall. We are currently building a new Fitness Suite and have plans for a second Sports Hall for the Preparatory School.

Boarding: There are separate boys' and girls' houses. All Years 11–13 students have their own modern room; younger boarders share rooms of no more than three. The boarding Housemaster and Housemistress reside on site with their own families, thereby helping create a family atmosphere. Ratcliffe College offers an outstanding boarding community, enjoying a comprehensive programme of activities and trips, arranged for evenings and weekends.

Job Title:	Marketing & Communications Manager
Reporting to:	The Director of Development & External Relations
Line management responsibility:	Marketing Assistant, Website Technician

Overview:

We are looking for an outstanding Marketing & Communications Manager to join our expanding Marketing and Admissions Department - to grow, shape and develop all aspects of the College's marketing and communications.

The successful candidate will be joining the College at an incredibly exciting time. Not only do we have a full College roll and several significant development projects underway and planned for the future, but you will also be working alongside a forward thinking, dynamic Senior Leadership Team (SLT) who are ambitious to further develop the College's marketing and communications.

The foundations are already in place from which the successful candidate will be able to build upon, as a key part of the Admissions, Marketing and Communications Team. The role provides the opportunity to work creatively and collaboratively with the Admissions team, as well the Alumni, Fundraising and Enterprise teams. This is an exceptional opportunity for an experienced marketing professional who has the vision and enthusiasm to further drive Ratcliffe's marketing and communications to become best in-class.

Main purpose of the role:

The Marketing and Communications Manager is responsible for:

- Increasing demand for, and awareness of, Ratcliffe College (Nursery (EYFS), Preparatory School, Senior School, Sixth Form and Boarding) in order to maximise student admissions and meet recruitment targets.
- Developing and driving the College's external marketing strategy and annual marketing action plans, in collaboration with the College's Senior Leadership Team and Governors.
- Overseeing and undertaking marketing activities for the College, ensuring that the marketing plan is carried out effectively, on time and to budget.
- Enhancing the standing and reputation of Ratcliffe College in the local area and its boarding markets, as a leading educational institution, distinct from its competitors. This includes driving outreach activities for both recruitment and charitable purposes via partnerships and community liaison.
- Working closely with the Admissions team to drive the collection, tracking and analysis of all essential admissions and marketing KPIs, feed this back to the SLT regularly, as well as to the wider College community.
- Collaborating with the SLT and staff to improve internal communications and events, in order to enhance parental satisfaction and to retain and maintain maximum student numbers on roll. Internal communications may grow as an area of responsibility for an additional member of staff over the coming years, as the department itself grows.
- Marketing and support, for the College's Alumni, Fundraising, Boarding and Enterprises teams, encouraging them to develop best practice and a 'whole College' approach to their communications activities and ensuring consistency and message.

Hours:

- The role is 37.5 hours per week, over 52 weeks per year.
- Monday to Friday inclusive, with lunch break of one hour each day.
- A total of 5 weeks holiday is offered (25 days) plus bank holidays and the period between Christmas and New Year. There is flexibility of when holiday time can be taken, however we do expect candidates, where possible, to take their holidays outside of our busy recruitment times.
- For the right candidate, some additional flexibility (in regards to the total number of hours worked) may be permissible during the College holidays.
- Members of the Marketing and Admissions department are expected to understand that their working hours, at times, need to reflect and be in line with our prospective and current parents' busy lives. There needs to be a flexibility within the department to ensure that outstanding customer care and communications are successfully delivered when appropriate and needed – which will not always be between 9am-5pm, Monday to Friday.
- The candidate would also be expected to attend key College events e.g. functions, Open Days, Sports Festivals, major concerts and recruitment and retention events.

Salary:

- Dependent upon experience but within the £40k-£45k range.
- The annual salary will be paid in 12 equal monthly payments.

Benefits:

- Fee remission on the completion of 2 years' service.
- Free lunch and beverages throughout the day
- Free parking
- Contributory Pension Scheme plus 4 times salary life assurance scheme.

Key responsibilities

Strategy

- Work with the SLT to devise and update the College's admissions, marketing and communication strategy in order to contribute to the achievement of the aims of the College and its admissions targets.
- Review and develop a series of departmental plans and supporting strategies, e.g. targeted annual marketing activity plan, communication plan (internal and external), advertising plan, targeted student/market recruitment strategies and establish a digital marketing strategy.
- Keep abreast of trends in the sector (locally, regionally and nationally) – informing the SLT and Governors, as and when necessary – to ensure this contributes to the College's ongoing marketing strategy and tactical plans.
- Work with the SLT to commission or devise any research required to monitor College admissions performance, inform future admissions and marketing policy and approaches, to measure and evaluate the educational provision/service, as well as College projects and developments.
- Collect and evaluate data on marketing (on and offline) and admissions performance. To report findings to the SLT and Governors through ongoing statistical analysis compared to KPIs.
- To help develop and embed a culture of admissions, marketing and communications excellence at the College – encouraging all members of the College community to recognise its importance, and aligning their role to the marketing and admissions plan and regularly feeding back its successes and development to ensure ownership and engagement across the College community.

Marketing & Communications

The direction and implementation of all marketing activities. All with a view to strengthening the College's overall standing and reputation with all key stakeholders. These include, but are not limited to:

- Further developing and embedding a consistent and coherent image for the College for both external and internal audiences, visually and verbally. Acting as 'Brand Guardian', ensuring the College is reflected in the very best, professional manner at all times.
- Initiate and oversee the commissioning or production of engaging marketing collateral for the College:
 - The prospectus pack, as well as information booklets and guides, for prospective and current parents.
 - Regular College communications. This includes, but is not exclusive to, the production of:
 - Weekly/termly e-newsletters and their distribution to all parents, prospective parents, students and staff.
 - The annual printed Ratcliffe Magazine, for distribution to all current parents and stakeholders.
 - All other College promotional materials.
- Initiate and oversee the commissioning, storage and use of engaging, up-to-date and relevant photography and videos for the College.
- Oversee and implement the College's digital presence:
 - Strategic oversight of the College's new website (design and functionality), along with the hands-on and constant development of its content - to keep it up-to-date, relevant, useful, effective and engaging.
 - Monitoring, developing and overseeing the updating of the website's 'findability' and presence via SEO and digital advertising.
 - Monitoring, developing and overseeing the updating of the College's presence on online directories, educational forums, etc.
- Oversee and implement the College's social media:
 - So that best practice is followed and new opportunities are sought out and developed where appropriate.
 - To ensure digital activities are constantly updated, are kept relevant and appropriate and are used effectively to maintain communication and drive engagement with stakeholders.

- To support and train teaching and support staff on how to effectively use digital communications to promote their departments and to highlight Ratcliffe life to the wider community.
- To monitor and evaluate activities to ensure that the principal aim of driving traffic to the College website, and engaging followers with the life of the College, is effective.
- To develop and oversee all aspects of the College's PR. This includes:
 - The writing, checking and distribution of regular 'good news/success stories' to local, national and specialist education media (on and offline).
 - The development of a positive PR strategy that will establish the College as a centre for content and comment on key topics and creating feature editorial.
 - Developing relationships with key influencers & media contacts in the education world, including The Headmasters' and Headmistresses' Conference (HMC), Independent Association of Preparatory Schools (IAPS), Independent School Council (ISC) and the Catholic Independent School Conference (CISC).
 - Leveraging and maximising PR garnered by distributing it to all stakeholders, as well as overseeing the logging and archiving of all media coverage.
- Oversee the College's advertising, ensuring that all advertising (print, digital, outdoor banners etc.) are engaging, effective and raise the profile of the College with its target market.
- To oversee the presentation of the College premises and ensure that it is always shown in the very best light for current and prospective families. This includes signage, display materials and news slideshows located in the foyers of both the Prep and Senior Schools which should be maintained and updated.

Working alongside Admissions:

- Driving the analysis of student numbers to work in parallel with marketing activities and strategies so that the marketing activities can be adapted to achieve the College's admissions targets.
- Working closely with the Admissions team to constantly evaluate the efficiency and effectiveness of the admissions process and the marketing materials needed at all points of the admissions journey, to encourage even higher conversion rates.
- Developing the College's admissions-related events strategy (including the planning and publicity of open days, scholarship events, taster events etc.) and attending them when necessary.
- In conjunction with the Headmaster and Registrar, to support the proactive development of meaningful relationships with feeder schools, boarding agents and organisations in order to generate parental enquiries and to further enhance and develop Ratcliffe's reputation. This includes:
 - Relationship building (and developing an outreach programme of activities) with existing and potential nurseries and feeder schools (where appropriate and with sensitivity), boarding agents, parishes, business and parenting networks.
 - Developing marketing collateral and communications that can be used to help build and enhance these relationships.
 - Visiting feeder schools/nurseries/educational exhibitions/local fairs or recruitment events etc. as and when needed and as agreed with the Headmaster.
- Working closely with the SLT to monitor College leavers and the impact on the College roll; and to work together on devising strategies for encouraging retention.

Providing wider Marketing support:

- Supporting, from a marketing 'best practice' perspective, the College's Alumni, Fundraising, Boarding and Enterprise teams. Sharing knowledge and experience; working with them to develop a 'whole College' approach to Ratcliffe's communications activities and to accelerate engagement and return at all times.
- To develop and maintain relationships with current parents, recent past parents and alumni, who can be advocates or ambassadors for the College for marketing communications and activities.

- Collaborating with the SLT and staff to improve customer care, through excellent College communications, relations and events, in order to enhance parental satisfaction, to continue to retain and maintain maximum student numbers on roll, as well as driving recommendations. Internal marketing will grow as an area of responsibility over the coming years, as the department itself grows.

Management

- Develop clear personal and team action plans to ensure there are effective systems in place for monitoring, evaluating and supporting each team member to fulfill their roles and responsibilities effectively.
- Management and resourcing of the marketing activities including the setting and management of objectives, targets and day-to-day staff activities.
- Management of the marketing departmental budget.
- Monitoring and reporting of all high-level metrics, revising strategies and tactical plans where appropriate.

To undertake any other tasks that the Headmaster or The Director of Development & External Relations may reasonably request.

Person Specification

This is a key position at Ratcliffe College and we are looking for an outstanding candidate who will enjoy developing this important role at an exciting point in the College's development.

It is expected that the Marketing & Communications Manager will have:

- A minimum of 5 years' marketing experience, ideally in a customer-focused industry.
- Experience of working in marketing at a management level, with a track record of successful team leadership and the ability to influence, motivate and persuade at all levels.
- Experience of the creation and implementation of marketing strategy, plans and budgeting, with a record of successfully delivering against objectives.
- Experience of successfully developing and implementing all aspects of marketing communications. This includes up-to-date knowledge/experience of both online marketing (websites, CMS, email campaigns and social media for business), as well as offline marketing (communications, print and promotional materials etc.)
- Relevant qualifications: as well as having a record of good academic achievement and ideally educated to degree level or equivalent, it is preferable that the candidate will also have relevant professional marketing qualifications. It is also important that they can demonstrate a real interest in or love for marketing, via continuous professional development.
- The candidate will have proven and demonstrable skills in the following:
 - Outstanding communications skills:
 - Written: the ability to captivate and inform a range of different audiences in an effective and suitable way for different communication channels. In addition, an excellent command of the English language i.e. good proofreading abilities, strong accuracy and attention to detail.
 - Verbal: both face-to-face and on the telephone, with the ability to actively 'sell' the College in an appropriate manner to a diverse range of audiences as and when needed.
- Excellent interpersonal skills:
 - Ability to demonstrate and inspire successful and effective customer relations, communication and customer care skills.
 - Ability to quickly establish good links with students, parents, staff and Governors.
- Creativity: A good eye for design and how to stand out and attract people's attention. To be able to capture and express Ratcliffe pictorially, both through design or in writing. Knowledge of design tools (desktop publishing or online tools) is desirable.
- Strong numeracy skills, with the critical intelligence capable of systematically analysing performance, the market and competitive landscape. The ability to analyse, display and use data effectively is required (ideally with some up-to-date experience of using analytics tools such as Google Analytics).
- Excellent administrative skills:
 - A high level of organisational and administrative competency.
 - Strong computer literacy with a working knowledge and ability in Microsoft Word, Excel and database programmes and an ability to pick up new systems quickly.

Personal Qualities Description:

- The candidate needs to be supportive of and uphold the Catholic ethos of the College at all times.
- Be committed to supporting Ratcliffe through this important role and driven to want the College to thrive.
- Able to work exceptionally well under pressure, capable of prioritising an exceptionally busy and varied workload and to cope with interruptions.
- A pro-active person with high levels of drive, energy and stamina.
- Capable of showing initiative, including being able to think ahead and flexibly.
- Outgoing, confident, affable and positive.
- Able to work in and with a variety of different teams.
- Can mix easily with persons of any culture or background and to maintain close and harmonious relations with work colleagues at all levels.
- Have an eye for detail and a desire to go above and beyond in terms of communications, customer service and creative marketing.
- Prior experience of having worked in an educational establishment is not a pre-requisite, although it would be desirable. Whilst an understanding of the independent school sector would also be preferable, it is more important that the candidate can understand and appreciate the benefits that such an education will offer.

Applications:

- If you wish to discuss this role further prior to application, please contact Louise Hitchen, 134marketing, on 07736 176973.
- Please return your completed application, downloaded from the College website, www.ratcliffecollege.com along with a covering letter, to Louise Hitchen at: 134marketing, Dairy Cottage, 7 Pinfold Lane, Market Overton, LE157PN, or by email to: louise@134marketing.co.uk
- Closing date for receipt of applications: **5.00pm on 31st October 2018**
- Interviews will be held at the College on: Tuesday 13th November.

Additional information:

- This post is subject to the terms and conditions of employment for Support Staff.
- The postholder will work according to the policies and practices of Ratcliffe College.
- The postholder will work according to Health and Safety at Work regulations, being aware of their own safety as well as the safety of others.

Ratcliffe College is committed to safeguarding and promoting the welfare of children, therefore before a permanent appointment is made Child Protection screening, checks with past employers and enhanced screening through the Disclosure and Barring Service must be satisfactorily completed.