



CANDIDATE INFORMATION MARKETING & COMMUNICATIONS OFFICER (MCO)

Reporting To	Headmaster
Salary	An attractive salary and package is available, dependent on qualifications and experience
Type of position	Term time plus inset (3/4 days a week), permanent contract
Start date	September 2019

Thorpe House School was founded in 1923 as a traditional boys' day preparatory school. In 2006 it extended its age range to take boys up to the age of 16. In September 2012 it incorporated its partner Pre-Prep School, Kingscote School, fully within the school. This has created a unique through school, educating boys between the ages of 3 and 16 with three sections – Pre-Prep, Prep and Senior.

The Pre-Prep school operates on its own site. There is a single Nursery Class which takes up to twenty boys and then there are usually two classes of up to 16 boys in Reception, Year 1 and Year 2; to provide a smooth transition from Pre-Prep to Prep, the Year 3 classes are now based on the Pre-Prep site.

The Prep and Senior schools operate on the main site. There are usually two parallel classes in each year group. The senior school is over-subscribed and we regularly have waiting lists for Year 7 entry. Although we are broadly non-selective, boys do have to meet a basic entrance requirement to maintain the excellent achievement of boys at GCSE. We do not currently have plans for a sixth form as a large percentage of boys join local grammar schools at the end of Year 11.

The Christian-based ethos and nurturing environment at Thorpe House gives our boys the platform they need to experience success. As an independent boys' school, we pride ourselves in offering an education tailored to the way in which boys learn, whilst also providing a learning journey suited to the needs of each individual in our care. Kindness, compassion, respect, politeness and resilience are traditional values that we expect all boys at Thorpe House to adhere to and our school motto, 'To strive, to seek, to find and not to yield', highlights the importance of hard-work and tenacity.

Please visit www.thorpehouse.co.uk for more detailed information about Thorpe House School.

1. The Role

Marketing

- To be responsible for the development and implementation of the marketing strategy for the whole school;
- To act as 'brand guardian';
- To promote and develop the School's image and reputation amongst its key constituencies including parents, feeder schools and nurseries, business and the wider community.

Communications

- To oversee and maintain continuous dialogue and feedback with key internal and external stakeholders, ensuring that the school communicates in a consistent, professional and prompt fashion;
- To oversee key literature, the School's website, and its social media.

Events

- To support events as required;
- To be responsible for one-off special events in conjunction with the Headmaster.

2. Management and Leadership

The MCO will report directly to the Headmaster. It is expected that the post holder will provide expert advice, guidance, support and regular briefings to colleagues on the SLT and make presentations to Governors.

There will be a close working relationship with other key constituents of the School including the Registrar, Bursar and other SLT colleagues, particularly those with responsibility for the Pre-Prep, Prep and Senior School, other teaching and support staff as well as current and prospective parents. S/he will inspire, motivate and guide everyone who contributes to the marketing functions and will provide training and mentoring as necessary.

3. Planning, reporting and budget management

After consultation with the Headmaster and other key staff, the MCO will take responsibility for developing a dovetailed marketing strategy and supporting action plans detailing marketing activities designed to meet the strategic needs and objectives of the School. Based on appropriate research, these plans will set out the targets, priorities, timetable and resourcing of marketing activities. S/he will also manage all the budgets associated with these activities and report regularly on progress to the Headmaster, SLT and Governors.

4. Specific responsibilities

Event Management

- To continuously review school events, offering suggestions for new ones and improvements to existing ones.

Data management

- To conduct regular market, geographical, consumer and competitor analyses to aid marketing planning (and track progress);
- To oversee feedback from exit forms from pupils and parents when they leave the school to inform future marketing strategy.

Retention

- Develop and implement an internal marketing programme and on-going dialogue with stakeholders to monitor feedback and test ideas to set and meet retention targets

Brand management

- To manage all elements of the Thorpe House brand to ensure that the brand remains consistent with the values, personality and objectives of the School and that brand guidelines are implemented consistently across all marketing activity.

Public Relations

- To develop the School's PR strategy across key markets ensuring the school benefits from close relationships with Editors and other key media personnel of the local, regional, national and educational press;
- To ensure that the school maintains a continuous stream of newsworthy items showcasing the breadth and quality of School activities across both digital and traditional media;
- To keep abreast of local, regional, national and educational press to ensure Thorpe House is pro-active and writes appropriate articles on current issues with a view to developing an improved regional profile;
- To monitor social media to ensure positive comments are promoted.

Advertising

- To manage and measure the school's current 'advertising year' and make recommendations for when, where and how to advertise.

Digital

- To provide content, style management and design oversight of the school website ensuring that it is pertinent to target audiences;
- To ensure the website is kept up to date and is a living, breathing, dynamic reflection of Thorpe House, regularly updated with a steady stream of news and content;
- To develop and implement a Search Engine Optimisation programme, ensuring that Thorpe House consistently appears in the first page for key search terms;
- To be responsible for the school's social media activity, advising on the appropriate channels, messages and activity; manage the school's presence on networking/social media sites;
- To manage the reporting of the key digital metrics, including Google Analytics and social media statistics, to inform future marketing activity.
- To develop and curate our Digital Resources Library (images, audio, video) for use in marketing activity, managing photographer, creative brief, creative selection, file management and all rights approvals.

Feeder Heads

- To work closely with the Pastoral Heads and other colleagues as appropriate, to develop and maintain a feeder database as a central vehicle for recording de facto links, trends and actions;
- To develop a programme of visits and activities, supported by up to date and relevant information, to build relationships and links with existing and potential feeder schools;
- To establish and manage an efficient feedback system to and on-going communication programme with local feeder schools.

Marketing Collateral

- To manage the existing suite of publications and make recommendations for any additional/alternative publications;
- To oversee the production of additional communication material, branded items and signage as required;
- To manage the School's relationship with its external suppliers.

Event Management

- To liaise with the Headmaster and relevant staff on alumni events.
- To manage one off special events such as centenary celebrations, celebrity visits.

5. Person specification

The qualities and key skills required:

Leadership

The vision, energy, ability and drive to inspire and motivate others and to ensure that strategy is brought to life and implemented effectively;

A can-do attitude and the enthusiasm and gravitas to be an outstanding ambassador for Thorpe House.

Knowledge of marketing

In depth knowledge of best practice in marketing together with proven ability to establish and implement a robust marketing strategy.

Interpersonal skills

Outstanding 'people' skills, ability to listen, build rapport and communicate persuasively with people of different backgrounds.

Communication

Excellent skills in oral and written communication;

Articulate with the ability to write and speak messages that are clear, accurate, convincing and inspiring;

An appreciation of how to use different media to best effect with different audiences;

Ability to speak confidently in public at individual or group level.

Intelligence

Ability to take a strategic and measured view;

Fluency in presenting and defending a case, with clarity of analysis, expression and reasoned argument.

Creativity

The ability to adapt to new situations and address problems from new perspectives.

Reliability

Attention to detail, deadlines and budgets; persistence in following through multiple extended projects;

Flexibility;

Discretion when dealing with parents or sensitive information.

Engagement

An understanding of and belief in, the aims and ethos of independent education in general and Thorpe House in particular;

An understanding that the School's activities extend well beyond the School day.

IT awareness

Competence in standard office software (word processing, presentation and spreadsheet packages) and familiarity with visual image and movie editing - Apple software;

A detailed understanding of, and an ability to interpret, databases and their use in customer relationship management;

Familiarity with social media platforms and their effective use in a communications strategy.

6. Essential and desirable selection criteria

Attributes	Essential Criteria	Desirable Criteria
Knowledge	<p>In depth appreciation of the principles and practices of independent schools' marketing and admissions functions</p> <p>Knowledge and understanding of the principles and practices of Customer Relationship Management.</p> <p>A working knowledge of digital communications & platforms</p>	<p>Working knowledge of market research techniques</p> <p>Working knowledge of CRM systems</p> <p>Interest in and understanding of the independent education and the broader educational landscape</p> <p>Experience of working in an independent school</p>
Skills & abilities	<p>Experience of strategic planning and implementation at a senior level</p> <p>Excellent written and verbal communication skills</p> <p>Strong presentation skills</p> <p>Outstanding interpersonal skills - able to interact well with people at all levels</p> <p>Competence in the management and motivation of others</p> <p>Success working with and managing volunteers</p> <p>Able to establish a strong and cohesive team</p> <p>Creative, imaginative with a proven track record in innovation and taking the initiative / making things happen</p> <p>Highly literate and numerate with proven commercial acumen</p> <p>Significant budget management</p> <p>Competence in IT</p> <p>Database management</p>	<p>Media management</p> <p>Website management</p>
Experience	<p>Copywriting and proofreading</p> <p>Brand ambassador</p> <p>Up to date CRM experience</p>	<p>Experience of independent schools' marketing and admissions (or similar education environment)</p> <p>'Hands-on' experience of press relations</p> <p>Established contacts in the media</p>
Qualifications	<p>Educated to degree level or equivalent</p>	<p>Recognised marketing and/or admissions qualification such as Chartered Institute of Marketing or AMCIS Diploma</p>