



North Bridge House

JOB DESCRIPTION

Date

July 2022

Job title:

Marketing Manager

Reporting to:

Head of Marketing, North Bridge House Schools

Department/School:

North Bridge House Schools Group

Scope:

Working across all six NBH Schools

Checks:

DBS, overseas checks and employer

The job holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the relevant Cognita Safeguarding; Child Protection Policy and Procedures at all times. If in the course of carrying out the duties of the role, the job holder identifies any instance that a child is suffering or likely to suffer significant harm either at school or at home, s/he must report any concerns to the School's Child Protection Officer/ Designated Safeguarding Lead or to the Head or indeed to the Regional CEO so that a referral can be made accordingly to the relevant third party services.



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Launched in 2004, Cognita is an extraordinary family of schools joining forces in an inspiring world of education with one common purpose: building self-belief and empowering individuals to succeed.

With some 90 schools internationally, we employ 15,000 teaching and support staff in the care and education of more than 60,000 students. Together, our schools provide a uniquely global education that goes beyond grades to develop all-round academic excellence – equipping young people with the confidence and resourcefulness that prepares them to grow, thrive and find their success in a fast-changing world. If you want to take your career further, we want to support you in achieving that goal within Cognita. www.cognita.com

THE OPPORTUNITY

North Bridge House is a family of six independent co-educational day schools in North London.

Founded in 1939, North Bridge House offers an independent, mixed ability co-education, challenging and inspiring girls and boys throughout every stage of their school career. Across six North London school sites, we successfully prepare happy pupils for every milestone, with specialist expertise at each school stage – from the important early years through to the challenging teenage ones. All staff members across the North Bridge House group are dedicated to our three brand pillars: 1. Knowing the individual, 2. Fostering academic excellence, 3. Cultivating character and promoting wellbeing.

THE ROLE: MARKETING MANAGER

The core purpose of the Marketing Manager is to support the Head of Marketing in the execution of their duties and responsibilities.

- a) To be a brand ambassador who understands the School's particular value proposition, appreciates individual parent and pupil needs in order to effectively sell the School to prospective families.
- b) Support the Head of Marketing in creating and implementing the High Level Marketing Plan for North Bridge House. Following the highly successful 'True North' campaign, North Bridge House is ready to take its marketing campaign to the next level – accelerating its pupil growth year on year. North Bridge House has become an in-demand London school and the Marketing Manager will help to build on this reputation among the parents, prospective parents, feeder schools, local businesses, and wider community.
- c) Develop exciting and innovative marketing activity (online and offline) to develop the School's reputation and pupil roll, instructing advertisers, brand strategy agencies, creative agencies, and the Cognita Digital team.
- d) Develop all marketing materials – online and offline.
- e) Collate the weekly and half-termly newsletters, working with staff across the six school sites to ensure timely delivery to an up-to-date parent audience.
- f) Support marketing plans and drive campaigns for retention at key transition points through the school – Nursery to Reception, Year 2 to Year 3, Year 6 to Year 7, Year 8 to Year 9, Year 11 to Year 12.
- g) Regularly update key literature including the Prospectus, the school's website, Parent Portal and its social media.
- h) Support the Marketing Executive in developing the school's organic social media activity, increasing the use of video and staff and student-led vlogs to showcase the NBH Story to the wider community. Together with the Cognita Digital Team, manage the school's paid social activity, ensuring all relevant open day events and news posts are boosted to the school's target audience. Work with the Head of Marketing to run paid social media activity with key third party groups e.g. local area mum groups.
- i) Be an excellent data manager and understand how to manage, analyse and develop data reports from marketing campaigns and activity and share with relevant stakeholders.
- j) Provide monthly reports of marketing activity and compilation of ad-hoc reports to the Head of Marketing as required.
- k) Develop personal rapport with local stakeholders and key marketing contacts to capitalise on exposure for the school and support its strategic recruitment aims.
- l) Build on the school's alumni relations, growing and maintaining the alumni register and implementing networking and charity events.
- m) Contribute to the planning, dressing, promoting and smooth running of all pupil recruitment and public relations events, from open days and feeder events to speech days, school fairs, social events and special occasions. Work with Admissions, SLT and PTAs in each school.
- n) To undertake any other marketing duties in order to fulfil the requirements of the role.

PERSON SPECIFICATION

EDUCATION AND SKILLS

Essential:

- Excellent written and verbal communication skills
- Excellent people skills with the ability to interact confidently in person and on the telephone with different types of people
- A strong service ethic with the desire to deliver a high standard of customer service within the role

- Well- presented and of smart appearance
- Outcome focussed, concerned with results and excellent analytical skills
- Strong attention to detail
- High level of personal organisation skills - ability to work in a fast-moving environment managing conflicting demands and priorities therefore efficiency, flexibility and adaptability are essential
- Good ICT skills (e.g. Word, Excel, PowerPoint)
- Flexible attitude – as no two days are the same and the workload varies through the school year
- Social media savvy
- Experience of using a CMS e.g. WordPress
- Experience of using email marketing platforms, in particular Mailchimp
- Affinity with children, parents and all staff
- Graduate in Marketing or equivalent Marketing / Communications / PR / Digital experience.

Desirable:

- Knowledge of the education sector
- Experience of using Canva.

The postholder is expected to:

- Ensure a thorough awareness and practical application of the policies and procedures for North Bridge House
- Operate safely in the North Bridge House workplace and at external facilities, maintaining a high standard of Health and Safety practice
- Behave professionally at all times and maintain confidentiality of information.

RENUMERATION

- Contributory pension scheme
- School fee discount
- Training and support will be provided
- 25 days holiday
- Working hours will be 9.00am – 5.00pm, Monday to Friday all year round, as per contract of employment
- The role will be based across the schools and where possible working from home.

Signed: **Date:**.....

Name (print):
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