



North Bridge House

JOB DESCRIPTION

Date

December 2022

Job title:

Marketing Communications Executive

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 references

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.



COGNITA

An inspiring world of education

WORKING WITH US

An Inspiring World of Education - that is the Cognita way. As an international organisation with a high performing culture and inspirational learning at our core, we can offer you first-class career opportunities with a global dimension. All our colleagues receive ongoing investment in their professional development. You will join be joining a top independent school and a global network of colleagues across a diverse yet connected family of schools in Europe, Latin America and Asia. We'd love to tell you more about how this could benefit your career.

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 85 schools internationally, we employ 15,000 teaching and support staff in the care and education of more than 58,000 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 COMMUNICATIONS EXECUTIVE

The core purpose of the Marketing Communications Exec. is to support the Head of Marketing in the execution of their duties and responsibilities, acting as the brand voice to communicate with new and existing customers.

- 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 and develop exciting and innovative marketing activity (online and offline) to develop the School's reputation and pupil roll.
- c) Maintain the School's social media feeds and proactively source content in order to do so, working with staff across the six school sites to obtain imagery and student photo permissions. Create engaging post captions, identifying with the brand tone of voice, school's vision and parent audience.
- d) Craft and send regular newsletters, working with staff across all school sites to ensure timely delivery to up-to-date parent audiences.
- e) Produce marketing copy for the school website and maintain all content (ranging from curriculum maps to open day listings) on the website to ensure content is current, up-to-date and presented to a high standard.
- f) Develop and prepare all promotional marketing materials for online and offline channels, including collateral for open days and merchandise for events, school guide listings and display adverts.
- g) Update key departmental tracking documents, including the advertising schedule, master calendar and budget record, working with advertisers and the finance department to ensure copy deadlines and spend are accurately recorded.
- h) Support on and develop digital content and communications, using online design / editing platforms such as Canva and growing the School's in-house video production.
- i) Be an organised data manager and seek, record and interpret data from marketing campaigns and activity.
- j) Provide monthly reports of marketing activity and compilation of ad-hoc reports to the Head of Marketing as required.
- k) Support the admissions team in communicating with parents throughout the admissions process, crafting marketing emails, promotional flyers and information packs, to aid conversion at each point of the customer journey.
- l) Support the admissions and marketing team in planning and organising pupil recruitment and retention events, creating branded invitations and registering and welcoming parents.
- m) Develop personal rapport with local stakeholders and key marketing contacts to capitalise on exposure for the school
- n) Support the administrative requirements of the Head of Marketing and Marketing Manager and undertake any other duties in order to fulfil the requirement of the role.

PERSON SPECIFICATION

EDUCATION AND SKILLS

Essential:

- Excellent written and verbal communication skills
- Excellent people skills with a pleasant manner and the ability to interact confidently via all methods of communication
- Strong attention to detail
- A strong service ethic with the desire to deliver a high standard of customer service within the role
- Outcome focussed, concerned with results
- High level of personal organisation skills and reliability
- Efficiency, flexibility and adaptability – ability to work in a fast-paced, multi-site environment, managing conflicting demands and priorities
- Social media savvy
- Experience of using a CMS e.g. WordPress
- Good ICT skills (e.g. Word, Access, Excel, PowerPoint)
- It is anticipated that the successful candidate will be educated to degree level (a graduate in English Literature, Journalism, PR or equivalent) and have experience of working within a marketing, communications or sales environment
- Affinity with children, parents and all staff.

Desirable:

- Enthusiasm
- Initiative
- Experience of using email marketing platforms, in particular Mailchimp
- Collaborative approach as well as the ability to work independently
- 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, discretion and integrity.

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.

Signed:

Date:

Name (print):