



Beachborough

Job Description

POSITION	Marketing and External Relations Manager
REPORTS TO	Head
CONTRACT TYPE	Permanent – Full - Time (52 weeks)

The Role:

To develop, lead, and manage all marketing, communications, alumni relations, and external engagement activities across the school. This role is integral to maintaining and enhancing the reputation and visibility of Beachborough School both locally and nationally.

The post holder will be responsible for creating, planning, and project managing a range of marketing materials, events, campaigns, and development initiatives. These will be aimed at current and prospective parents, the local and wider community, alumni, and the media, across both print and digital platforms.

The Marketing and External Relations Manager will report directly to the Head and work closely with the Registrar. The role requires strong experience in marketing and communications, a strategic mindset, and an appreciation for the values and aims of independent education.

The post holder will report directly to the Head and will also work closely with the Registrar.

Key Responsibilities:

1. Strategic Marketing and Branding:

- Lead the development, delivery, and ongoing refinement of a clear and effective marketing and communications strategy aligned with the school's aims and admissions targets.
- Manage the marketing and events budget, ensuring value for money and effective use of resources.
- Identify opportunities for raising the school's profile and reputation through strategic partnerships, campaigns, and PR.
- Monitor and analyse marketing data and metrics to evaluate performance and inform future strategy.

2. Digital and Print Communications:

- Oversee the development and maintenance of all digital marketing platforms including the school website, social media channels, and newsletters.
- Ensure the School's brand is consistently applied across all marketing, promotional, and communication materials.
- Ensure the production of high-quality and timely marketing materials, including the Yearbook, "The Beachburian," and all parent and alumni communications.
- Manage the development of photo and video content to support storytelling and promote school life.
- Lead on external communications including press releases, advertising, and promotional opportunities.

3. Events Management:

- Plan and manage all outward-facing school events in collaboration with relevant staff and external stakeholders.
- Work closely with the Beachborough Friends to support, coordinate, and promote community and fundraising events such as the Christmas Bazaar, Fireworks Night, Summer Camp Out, and other key school events.
- Attend and provide marketing support for major school functions such as the Equestrian Event, Sports Day, and Triathlon, including occasional evening or weekend work.

4. Alumni and Community Engagement:

- Establish and lead a comprehensive alumni programme to maintain strong connections with former pupils and families.
- Plan and coordinate alumni communications, events, and campaigns, maintaining an accurate alumni database.
- Develop initiatives that foster long-term engagement and support from the alumni community.

5. Development and External Relations:

- Support the Head and Governors in developing and delivering development projects and campaigns, including fundraising initiatives and community partnerships.
- Identify and build relationships with local businesses, media, and other external organisations to support school promotion and partnerships.

6. Leadership and Operational Responsibilities:

- Line manage the Marketing & Admissions Assistant, overseeing workload and development.
- Work closely with the Registrar to ensure a joined-up approach between Marketing and Admissions.
- Attend regular strategy and liaison meetings with the Head and Registrar.
- Review and update the School's Marketing Policy and brand guidelines as needed.
- Report to the Governors' Marketing and Admissions Committee

7. Administrative and General Support:

- Provide occasional reception and front-of-house support during school holidays as required.
- Undertake any reasonable tasks as directed by the Head or Bursar.

The above list of duties is for guidance only, is not exhaustive and should not be considered a complete statement of duties. The job holder may be required to undertake any other reasonable task as requested by the Bursar or Head. Furthermore, for Beachborough to remain at the forefront of 'best practice', new responsibilities may be added in the future following discussion with the post holder.

SAFEGUARDING

At Beachborough, safeguarding and promoting the welfare of children is **everyone's** responsibility. **Everyone** who comes into contact with children and their families and carers has a role to play in safeguarding children. In order to fulfil this responsibility effectively, all practitioners should make sure their approach is child-centred, this means that they should consider, at all times, what is in the **best interests** of the child.

The post holders **must** adhere to and ensure compliance with the school's Safeguarding and Child Protection Policy at all times. If, in the course of carrying out the duties of the post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, he/she must report any concerns to the DSL.

Beachborough is committed to safeguarding, child protection and promoting the welfare of children and expects all staff to share this commitment. Applicants must be willing to undergo all necessary pre-employment checks. Full details are given on the application form and the successful applicant will be subject to an enhanced DBS check.

Equal opportunities

Beachborough School is an equal opportunities employer and welcomes applications from appropriately qualified persons regardless of gender, marital status, sexual orientation, race, ethnic origin, colour, nationality, religion, disability, or age. Candidates will be assessed against relevant criteria only (i.e., skills, qualifications, abilities, experience) in selection and recruitment.

In accordance with the Disability Discrimination Act, Beachborough School seeks to treat those with disabilities as favourably as those without disabilities. It will make reasonable arrangements, wherever practicable, to avoid putting those with disabilities at a disadvantage.

Area	Essential	Desirable
QUALIFICATIONS	<ul style="list-style-type: none"> Relevant marketing qualifications 	<ul style="list-style-type: none"> Relevant professional qualification i.e., Chartered Institute of Marketing qualification or AMCIS Certificate in Admissions / School Marketing Good honours degree
EXPERIENCE	<ul style="list-style-type: none"> Professional experience in a relevant role (administrative / marketing / sales / customer service) Public Relations and Event Management experience Proven customer service skills 	<ul style="list-style-type: none"> Proven experience in marketing, communications, and events – preferably within an independent school or educational environment. Strong project management skills and attention to detail. Experience of working with designers and printers Line management experience
KNOWLEDGE AND UNDERSTANDING	<ul style="list-style-type: none"> Confident in handling a busy pressurized workload Strong leadership skills Excellent administrative skills Excellent IT skills An ability to 'think on your feet' Understanding of the principles of marketing 	<ul style="list-style-type: none"> A strong understanding of the aims and ethos of independent education. Supportive of / experience of independent Schools and the School ethos, visions and aims.
PERSONAL COMPETENCIES / ATTRIBUTES	<ul style="list-style-type: none"> Ability to effectively solve problems and make decisions. Creative, proactive, and able to work collaboratively across departments. Ability to manage own time effectively and demonstrate initiative including establishing priorities Ability to build relationships and confident in social situations and make other feel at ease. Ability to manage external suppliers / contractors Commitment to high standard of customer service Excellent written and verbal communication Good attention to detail and an ability to deliver consistent quality and reliability through methodical approach to work. Flexible and willing to attend occasional evening/weekend events. 	<ul style="list-style-type: none"> Full clean driving licence