



Job Description and Person Specification

Job Title:	Marketing and Communication Manager
Responsible to:	Director of Admissions
Core Job Purpose:	To implement the Sixth Form Marketing Strategy including overseeing digital and social media to ensure that the aims of the CTK Marketing Strategy are communicated, actioned and achieved. This is an operational marketing role which is across the entire digital and traditional spectrum.

1. Job Description

The post holder will be required to undertake the following activities:

- 1.1 To implement the CTK Marketing Strategy, ensuring that all marketing activity is co-ordinated, driven and targeted.
- 1.2 To direct and manage the sixth form's social media presence, working with staff and students to ensure that social media activity is timely, systematic, attractive and effective engaging with key stakeholders.
- 1.3 Lead a small team of staff to ensure that marketing, events and communication activities are co-ordinated, consistent and purposeful.
- 1.4 Work closely with the Director of Admissions to ensure that a strategic approach to marketing and communications is adopted at all times and that the purpose and potential impact of such communications and activity is clear.
- 1.5 To liaise with external organisations regarding specific aspects of marketing, as appropriate, and to act as the link person for any agreed work with such organisations.
- 1.6 To work closely with the site leadership teams to ensure that processes and messages regarding their activities are appropriate and enhance the reputation of the Sixth Form.
- 1.7 To lead on the organisation and format of sixth form events including Open Events and other opportunities to promote the sixth form, ensuring that they support the overall Marketing Strategy and provide a positive experience for potential students and their parents/carers.
- 1.8 To monitor and evaluate the effectiveness of all sixth form marketing activities and to report on this to senior leaders. In addition, to adjust, amend and create new ways forward with marketing in light of such reports/findings.
- 1.9 To oversee the co-ordination of Marketing activities such as prospectus, Open Day films, admissions mornings and other related matters/events.
- 1.10 To ensure all marketing activities are effectively managed and evaluated including paid social media, paid search, digital advertising and email marketing campaigns.

- 1.11 To co-ordinate communication and liaison with companies and the press (organisations providing the sixth form prospectuses and to lead on communication with staff regarding all information needed for this purpose. Including the ability to pitch content to press.
- 1.12 To ensure activities are produced and uploaded onto social media and the sixth form website that promote the work of the sixth form and aid understanding of what it means to study and work here.
- 1.13 To manage the CTK website and digital marketing strategy to ensure it continues to meet the needs of the sixth form and provides value for money.
- 1.14 To develop, promote and maintain a high profile and positive image for the sixth form locally and in South East London.
- 1.15 To enter the sixth form and its staff, students for relevant competitions to help raise the profile of the sixth form both locally and nationally.
- 1.16 To manage a budget relating to marketing activity and to ensure it is spent in accordance with agreed criteria so that marketing activity is taken forward.
- 1.17 To take part in professional development activities including appraisal.
- 1.18 To promote equal opportunities for students and staff.
- 1.19 To undertake other tasks as required by the Director of Admissions, Deputy Principal or Executive Principal after due consultation.

This job description may not necessarily be a comprehensive description of the post. It may be reviewed and subject to modification or amendment at any time after consultation with the post holder.

2. Person Specification/Selection Criteria

The post-holder will be expected to be able to demonstrate the following attributes:

- 2.1 An understanding of, and support for, the Catholic ethos of the Sixth Form.
- 2.2 A good standard of education to degree or equivalent experience.
- 2.3 A flair for marketing, writing and design. Excellent written skills and the ability to write accurate, concise and engaging copy for print and digital channels.
- 2.4 Excellent IT skills with the ability to work with and manipulate data for a range of purposes including
- 2.5 Be able to produce clear and concise design briefs and follow them through to completion.
- 2.6 Strong organisational and time management skills, with the ability to balance multiple priorities and to complete tasks independently within agreed timescales.
- 2.7 A strong work-ethic, flexibility and the ability to work calmly under pressure.
- 2.8 A proactive, self-driven approach with the ability to work positively in a team and with a range of people.
- 2.9 An understanding and interest in the education environment, particularly as it relates to young people.
- 2.10 An awareness of the need for personal development, both as a member of a team and as an individual; a willingness to participate in INSET and appraisal.
- 2.11 The ability to communicate well with young people and to have an understanding of some of the challenges they face.