



Mill Hill
EDUCATION GROUP

Group Marketing Manager

Candidate Information Pack

Instilling values, inspiring minds

INTRODUCTION

We are seeking a dynamic and data driven Marketing Manager to join our group of leading independent schools. Reporting to the Group Head of Marketing, this role will play a pivotal role in developing and executing the strategic marketing plan and supporting the Admissions teams across the Group. This role will be key in enhancing the schools' brand visibility, attracting prospective families, and engaging with various stakeholders across all our schools.

Managing a team of three; under the guidance of the Head of Marketing this position will oversee the ongoing management of the Mill Hill Education Group and individual school brands. Ensuring the brand is accurately and consistently executed across all owned, earned and paid channels to reflect the school's proposition, values and consistent with the brand guidelines.

The successful candidate will have the ability to prioritise, work methodically and remain calm under pressure; they will have excellent communication and interpersonal skills and will be flexible, adaptable, and open to new ideas. Working occasional evening and weekends will be required.

Closing date for applications: 9:00am on Tuesday 11 June 2024

The School reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

Key facts about the role:

Contract Type

FULL TIME,
40 HOURS A WEEK

Hours

8AM – 5PM WORKING HOURS

Benefits

PENSION
ON SITE GYM
FREE PARKING
LUNCH INCLUDED

Salary

COMPETITIVE

Holiday

25 DAYS ANNUAL LEAVE PLUS
STATUTORY BANK HOLIDAYS,
PLUS AGREED DAYS OVER THE
CHRISTMAS AND NEW YEAR
PERIOD

Location

MILL HILL SCHOOL

Mill Hill Education Group

A charitable collection of independent schools. Its aims of instilling values and inspiring minds has been a key focus since the founding of Mill Hill School in 1807. All schools share an educational philosophy around developing thoughtful and responsible pupils with a global outlook. School life combines academic rigour with a breadth of opportunities to develop young people able to flourish in an ever-changing world.



Job Description

Key Responsibilities:

General

- Line manage the team, keep a good oversight of the wider team's work, including an understanding of the forthcoming events and design commitments, supporting these colleagues as necessary. Encourage the team to develop strong relationships with all stakeholders
- Lead on the development and production of all marketing collateral and channels
- Support the team to gather compelling and relevant content (copy, photography and video) for use across various marketing channels; website, social media, newsletters, magazines, print materials and press opportunities
- Work closely with stakeholders across the Group to ensure a unified approach to marketing efforts including Development and Commercial Departments
- Ensure consistent and correct branding, tone of voice and style is used across all channels including internal communications channels
- Communication of Group initiatives across all schools to ensure all are kept up to date
- Collaborate with external agencies to ensure they are aligned with our vision and strategic objectives
- Constantly review our channels and identify ways of improving to ensure we keep abreast of industry trends and competitor activity
- Analyse relevant data in support of the team's strategic goals. Support the Head of Marketing in scoping and implementation of a CRM system across all schools which will offer invaluable insight and enable data-driven decisions
- Ensure compliance of all marketing processes and procedures
- Utilising a multi-channel approach to increase brand awareness of all our schools
- Working closely with all schools and teams, in particular school Heads and Admissions staff to achieve target pupil number through targeted marketing across all channels and delivering strong attendance numbers to Open Mornings

Digital Marketing

- Oversee the school's digital presence; website, social media channels, SEO, paid media and press
- Working with the Head of Marketing to execute targeted and cost-effective digital marketing campaigns in line with the school's brand and strategic objectives to reach the identified target audience and engage prospective families
- Support the direction of social media channels, to ensure the team produce accurate and engaging content which is aligned to the schools' values. Working closely with teachers and internal teams to gather information and showcase the unique aspects of each school

Supporting Admissions

- In collaboration with the Admissions leads across each school, co-ordinate admissions processes, recruitment activity and feeder school strategy to deliver targeted and effective outreach programmes
- Support the Admissions teams to achieve strong relationships with all prospective families and maintain first-class standards of customer experience, communication and ensure accurate data capture
- Proactively identify areas for improvement and consistency in approach
- Work closely with Admissions teams to ensure the department provides them with all marketing collateral needed, including collaboration on Open Mornings and support for other significant Admissions events
- Identify new markets and market segments, and target marketing efforts accordingly
- Co-ordinate overall data on admissions across all schools, providing timely data for the wider senior team and Governors, analysing the data and identifying trends
- Work closely with the International Recruitment Team where necessary on co-ordinated Admissions activity

Personal Specification

Qualifications, Skills and Experience

- Educated to Honours Degree or equivalent professional qualification
- Proven experience in a marketing and admissions role
- Demonstrated success in developing and executing effective marketing strategies
- Experience in managing social media platforms and digital marketing campaigns
- Experience in managing budgets
- Excellent written and verbal communication skills with the ability to write copy for a variety of marketing channels, press and other audiences. Ensuring the content is factually correct with a spark for creativity
- Excellent attention to detail and proof reading skills
- Strong organisational and planning skills.
- Ability to build positive relationships with various stakeholders
- Team Management experience
- Ability to multi-task and prioritise work
- Experience of working in a fast-paced environment
- Proficiency in Microsoft Office (MS Excel, MS Word and MS Outlook)
- A proven interest in digital channels and knowledge of existing and emerging web tools, CMS (WordPress/Sanity), SEO, Google Analytics and social media platforms. Adobe Suite and Canva experience is an advantage
- Passion for education and a commitment to the Group's mission
- Ability to work collaboratively in a team-oriented environment
- Flexibility and adaptability in a dynamic work setting



Why Join Us

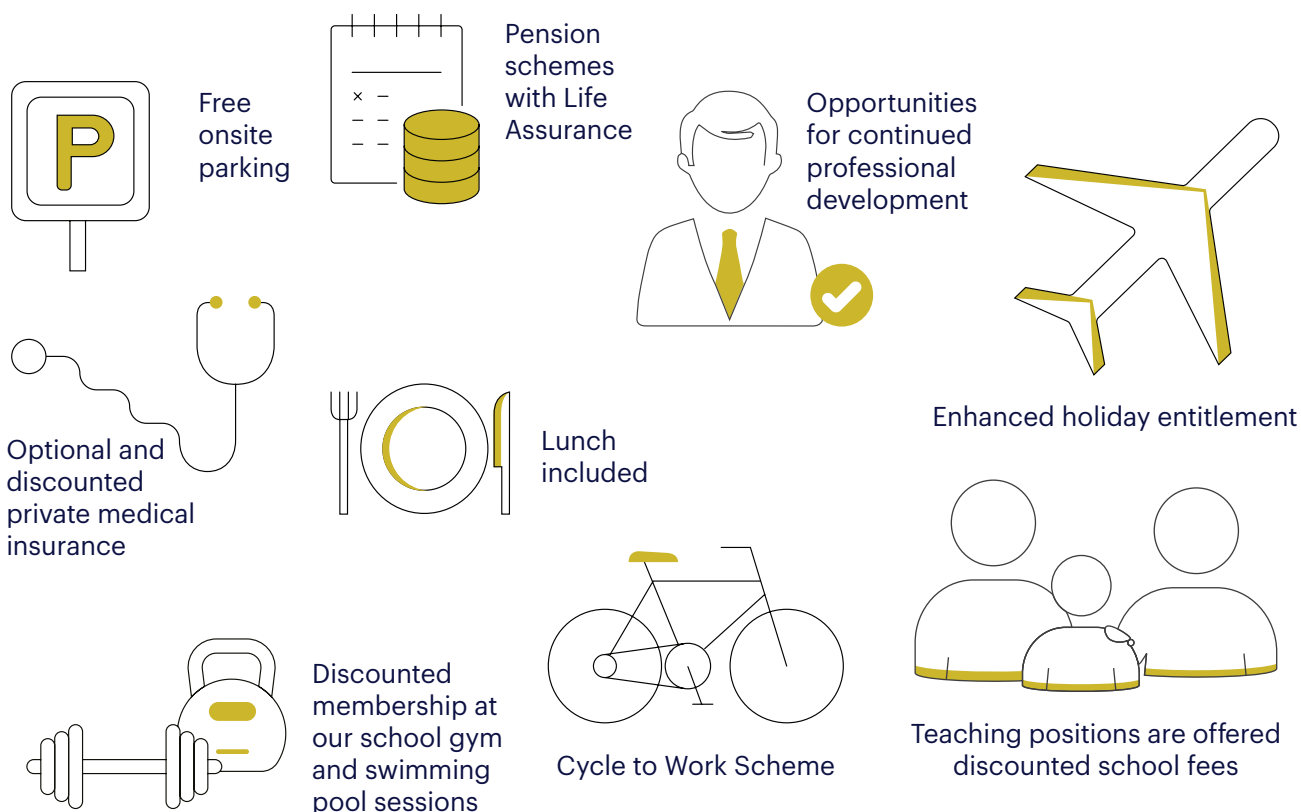
Why work for the Mill Hill Education Group?

- Join a growing collection of independent schools, based in London and surrounding areas
- Teach in a stimulating academic environment and be a part of numerous activities outside the classroom, fostering both learning and personal growth
- Share the passion and commitment to develop every pupil. Our friendly and supportive community plays a crucial role in this process
- Instil a lasting love for learning whilst balancing this with a readiness to embrace change, preparing pupils for life, both now and in the future
- Work alongside hard working, inspirational and enthusiastic team members across all our schools

The Mill Hill Education Group is committed to safeguarding the welfare of children. As part of our Recruitment Checks, the appointed candidate will be subject to a Social Media and Enhanced DBS Check.

Added benefits

We not only offer inspirational learning environments for pupils but great places to work for our staff. In addition to working in our beautiful school settings we also offer a range of benefits:



How To Apply

1

If you would like to apply for this role, please complete an application using the Apply button below.

APPLY

2

Our Guidance Notes for Applicants can also be found on the portal. Please complete the application by **9.00am on Tuesday 11 June 2024.**

Please note that we are unable to accept applications unless they are made on our own application form. Due to the large number of applications the School receives, please be aware that only shortlisted candidates will be contacted to be invited for an interview.

The Mill Hill Education Group reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

The Mill Hill Education Group is committed to safeguarding the welfare of children. As part of our Recruitment Checks, the appointed candidate will be subject to a Social Media and Enhanced DBS Check.

The Education Group apply for an Enhanced Disclosure from the Disclosure and Barring Service (DBS) for all positions at the schools which amount to regulated activity. The role you are applying for meets the legal definition of regulated activity with children.

If you are successful in your application you will be required to complete a DBS Disclosure Application Form. Employment with the schools is conditional upon the schools being satisfied with the result of the Enhanced DBS Disclosure. Any criminal records information that is disclosed to the schools will be handled in accordance with any guidance and/or code of practice published by the DBS. It is an offence for person barred from working with children to apply for this post.

The Mill Hill Education Group is committed to Equal Opportunities and welcomes applications from all sections of the community.



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Mill Hill
EDUCATION GROUP

The Mill Hill Education Group is the brand name for The Mill Hill School Foundation.
Registered in England: number 3404450
Registered office: Walker House, Millers Close, The Ridgeway, Mill Hill, London NW7 1AQ
Registered charity number: 1064758.
