

FOUNDATION MARKETING MANAGER – JOB DESCRIPTION

Department	Marketing, Admissions and Communications
Main purpose of role	The post is a 12-month maternity cover, fixed term contract. The post holder will develop and manage the Foundation's programme of marketing activity aimed primarily at the recruitment and retention of pupils for the three schools and nursery. In addition, and as appropriate they will provide marketing counsel and support for teaching departments and for functions such as Commercial Enterprise and Development and Alumni. They will support and work closely with the Foundation Director of Marketing, Admissions and Communications, who has overall strategic responsibility for the department, to ensure all activity underpins the Foundation's Strategic Plan and that marketing strategies and objectives are consistent with the schools' vision and values and brand guidelines. The Foundation Marketing Manager line manages the Foundation Marketing Assistant, works alongside the Foundation Press, PR and Digital Officer and in close liaison with the Admissions Teams across the Foundation to deliver a comprehensive and unified approach to recruitment and marketing of the Foundation. The post holder is responsible for a wide range of online and offline promotional activity across the Foundation, including planned content creation for our digital platforms and social media channels, production of key admissions related publications, sector research and evaluation to aid marketing decision-making and support for recruitment events. Due to the nature of the role, there will be some weekend and evening working. This is scheduled on an annual basis to support open events and other marketing and admissions activities.
Reporting to	Foundation Director of Marketing, Admissions and Communications.
Departmental Information	This is an exciting opportunity to be part of a successful, energetic, forward-thinking team which plays a leading role in the success of the Foundation. The Marketing, Admissions and Communications Team works across the three Foundation schools and Nursery and is responsible for pupil recruitment and all aspects of marketing and communications, including marketing strategy, digital and social media, public relations, events, design, e-newsletters and publications. Led by the Foundation Director of Marketing, Admissions and Communications, the department comprises the Foundation Marketing Manager, the Foundation Press and PR Officer, the Foundation Marketing Assistant, the Princethorpe College Registrar and the Assistant Registrar. The team also liaises with and supports the Heads and Admissions personnel at the other schools within the Foundation and works closely with the Foundation Alumni Relations and Development and Commercial Enterprise Teams. The MAC team meets regularly and works extremely closely together across a host of co-ordinated and highly targeted activity. At key times, such as Open Events and Entrance Examinations the whole team pulls together to ensure success.
Key duties and responsibilities	General - Assist the Director with the ongoing development of the Foundation's marketing strategy. - Line management of the Foundation Marketing Assistant. - Manage the implementation of the annual marketing plan for all the Foundation schools.

	• Play a key role in bringing to fruition a major project to deliver the Foundation's new suite of websites for a spring 2027 launch. • Act as guardian for the Foundation brand guidelines and corporate identity. • Assist the Director with the planning and management of the department budget. • Forge excellent relationships with the FEC and Senior Teams across all schools. • Liaise with external agencies, including our designer, photographer, film company, printers, admissions platform and research companies as required. Campaigns • Develop cross-channel paid for and organic marketing campaigns to drive awareness, interest, recruitment and retention at all key entry points for the Foundation schools. • Champion the Foundation brand ensuring that marketing activity for the Foundation is consistent, compelling, has a clear tone of voice, narrative and brand imagery. • Oversee design, content and production of high-quality publications, marketing materials, assets and campaigns in line with deadlines. • Help organise and represent the Foundation at flagship events to drive recruitment and admissions. • Provide marketing support for Alumni and Development and Princethorpe Enterprises Ltd. Customer Experience • Work with the Admissions Teams and the Data Manager and Director of Digital Strategy to ensure a first-class customer admissions journey experience, with an increasing emphasis on improving the online experience. • Support with the implementation of a new admissions CRM platform if proceeded with. Content Planning and Creation • Drive the ongoing maintenance, content and development of the Foundation's websites, e-newsletters and digital media. • Proactive content planning and creative approaches to the Foundation's social media platforms, in keeping with the evolution of the Foundation's brand. • Orchestrate annual photography and filming sessions as appropriate across the Foundation. Evaluation and Research • Track, monitor and evaluate the effectiveness of all marketing activity, both offline and digital, particularly in terms of improving conversion rates and the sales funnel from enquiry to enrolment. • Prepare termly reports and, if required, present alongside the Director at Trustees Marketing and Development Meetings. • Undertake research including competitor analysis and keep abreast of developments in the sector. Undertake any other reasonable duties required that relate to the job purpose from time to time.
Hours and place of work	This is a full time (37.5 hours per week), 12-month fixed term contract, based at Princethorpe College, with occasional meetings and regular working at Crackley Hall School and Crescent School.

	Benefits include 28 days holiday per annum plus bank holidays (pro rata) to be taken during the Princethorpe Foundation school holidays, unless otherwise agreed with the Foundation Director of Marketing, Admissions and Communications. In addition, the Foundation sites are usually closed between Christmas and New Year, and staff are not currently required to work during this period. Christmas Eve is also currently given as a Family and Friends Day if it falls on a working day, staff contracted to work this day will not be required to attend on site.
Salary	The salary for this role is between MB1 to MB5 of the Princethorpe Foundation support staff scale, from September 2026, £42,194.57 to £44,325.18 per annum full-time equivalent, depending on qualifications and relevant experience.
Safeguarding Children	The postholder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, will be to adhere to and ensure compliance with the school's child protection policy statement at all times. If in the course of carrying out the duties of the post the postholder becomes aware of any actual or potential risks to the safety or welfare of children in the school must report any concerns to the Designated Safeguarding Lead, or your direct line manager.
Mandatory training	• Safeguarding training • Health & Safety induction

PERSON SPECIFICATION		Essential	Desirable
Experience/ knowledge	Proven marketing and communications experience	Y	
	Experience of content creation for a variety of different media, including print and digital	Y	
	An understanding of and familiarity with a wide range of social media and the ability to plan organic and paid for advertising campaigns	Y	
	Experience of sourcing of quotes from suppliers and adherence to budgets	Y	
	An understanding of Google Analytics (GA4) and ability to evaluate campaigns	Y	
Job related skills	High levels of IT literacy including Microsoft Office 365	Y	
	Familiarity with website content management systems	Y	
	Proficiency with editing and design software Adobe, Photoshop, Canva, InDesign	Y	
	Familiarity with Facebook, Instagram, Tik Tok and Google Advertising	Y	
	Photography skills	Y	
Personal Qualities	Excellent communication skills, written and oral	Y	
	A team player with excellent interpersonal skills	Y	
	Able to multi-task and work well under pressure	Y	
	Proven organisational ability	Y	
	Able to demonstrate attention to detail	Y	
	Ability to communicate effectively with a wide range of stakeholders	Y	
	A flair for design and creativity	Y	
	A self-starter with a 'can do' attitude	Y	
	Supportive of the Foundation's ethos and strategic objectives	Y	
Qualifications	A good honours degree or equivalent	Y	
Other requirements	A commitment to the safeguarding and welfare of all students	Y	
	Driving Licence and own transport	Y	