

Application Pack for Marketing & Communications Manager



WYCHWOOD

SCHOOL • OXFORD

About Wychwood

Wychwood School is a co-educational day and boarding school for pupils aged 11-18 set in the heart of Oxford. It is an academically strong and pastorally outstanding day and boarding school. Wychwood encourages every pupil to be ambitious, aspirational and creative. Challenging and supporting each and every pupil to find creative ways to solve problems, explore and develop their curiosity and providing the opportunity to experience a wide range of activities.

We have a wonderful family atmosphere and spirit where every single member of staff is valued and considered an essential part of our combined aim: to achieve academic excellence through creativity of thought by providing education of the highest quality in a well-rounded and happy environment.

Wychwood focuses on innovation, collaboration, creativity, and leadership to deliver added value to all its pupils, striving to inspire the great minds of tomorrow. The entrepreneurial spirit is cultivated in every pupil as pupils are encouraged to question, innovate, and create, paving the way for breakthrough ideas and game-changing solutions. Wychwood educates for life; for the real, modern, and contemporary life, whilst fostering a love for lifelong learning.

Welcome from the Head

I joined Wychwood in September 2022 and have had the pleasure of working with an incredibly talented, dedicated staff and committed Board of Directors to shape the vision of the school. I am looking forward to being able to implement the future strategy which will have a positive impact on our young people, our staff and the wider community.

Wychwood is one big family which celebrates individuality and nurtures potential for each pupil to make their mark in the world. As you walk onto our site there is a sense of kind-heartedness, dynamism and positivity which pervades the classrooms, the boarding areas and every corner of the school. What underpins these qualities is the respect and care which can be seen between staff and pupils as well as within the pupil body itself.

We are more than just a school: we are a close knit friendly community with a big vision and we hope you take the time to look at our website to discover more about us.



Mrs Jane Evans
Head



Marketing and Communications Manager

Job Description

Nature of the Post:

We are seeking to appoint an exceptional Marketing and Communications Manager to be responsible for the school's marketing activities and relevant external communications. Reporting to the Head of Marketing and Admissions, they will be responsible for developing the school's profile and reputation as well as working closely with the Admissions Manager to deliver the school's recruitment strategies. The key focus of this role is to work with the Head of Marketing and Admissions to implement the communications strategy and marketing plan in order to meet the strategic aims of the school.

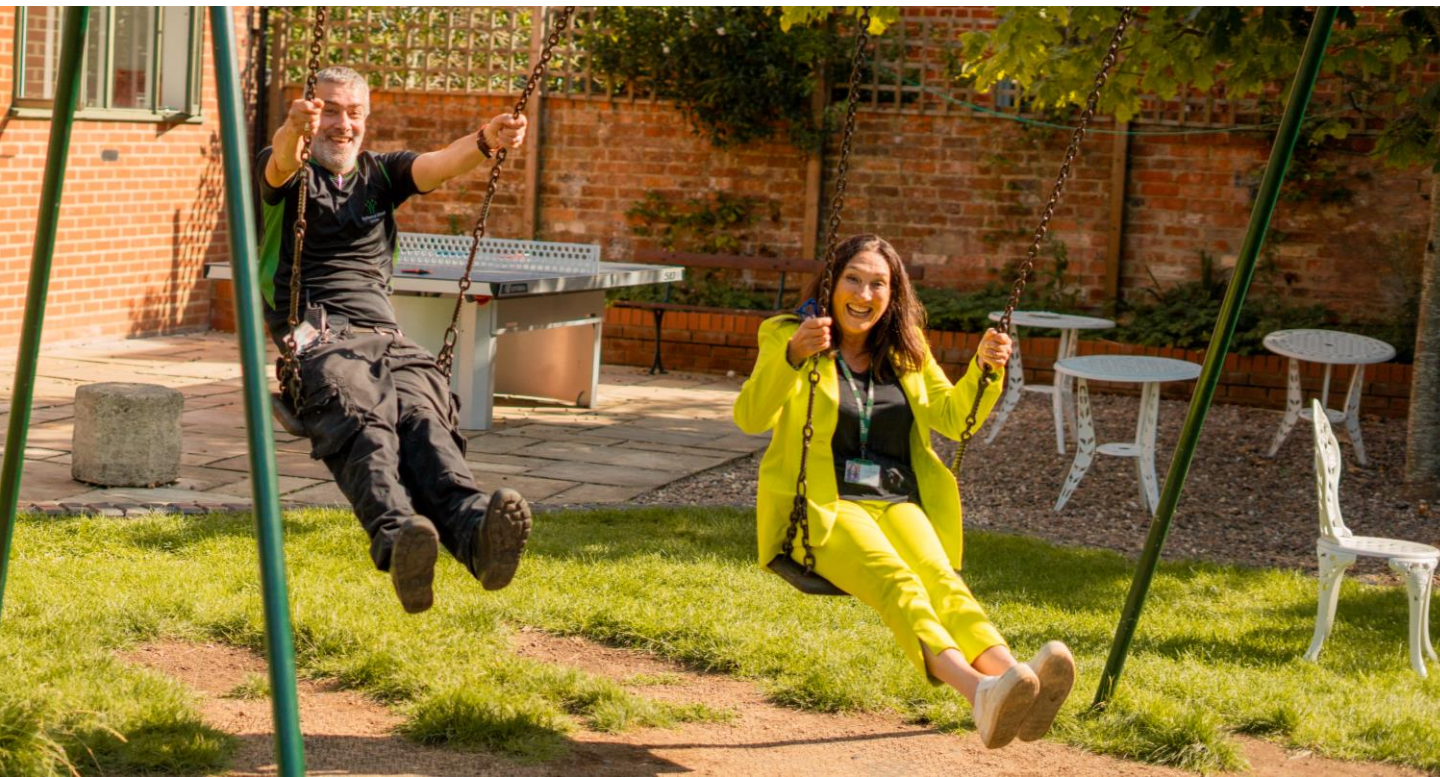
The Marketing and Communications Manager will need to oversee the digital marketing for the school across all social media channels and the website. As a main point of contact for all communications (both internal and external), candidates must have very strong written skills as well as meticulous attention to detail. The Marketing and Communications Manager needs to have creative flair, demonstrate flexibility and exude positivity as well as enjoy working within a team and with all members of the School community. They will have the ability to shape and deliver a successful marketing and communications strategy in an Independent School, with an understanding of the market and how to influence it. There will be some evening and weekend working which is required as part of the role so candidates must have a flexible approach to working hours.

Responsible to:

Head of Marketing and Admissions

Remuneration:

£35 - £42,500 dependant on experience



The Marketing and Communications Manager will be responsible for:

Marketing

- Input into the overall marketing strategy and produce the annual marketing plan
- Have an excellent understanding of traditional and digital marketing channels
- Be responsible for the development, design and creation of compelling marketing content
- Ensure that the school's ethos and character is effectively communicated to target markets in both the UK and abroad
- Play a key role in managing the School's programme of events and initiatives for the purpose of successful pupil recruitment and excellent public relations (including events for both prospective and current parents and pupils)
- Help organise and promote outreach events to promote the school to local community
- Be responsible for communicating with the local prep and primary schools to promote any opportunities or open events to their community
- Help identify and implement opportunities for new events which will help the School strengthen its position in the marketplace and achieve its recruitment targets
- Assist the Wychwood Association (alumni) and the Friends of Wychwood (parents association) with their marketing activity and event planning
- Make arrangements for a professional photographer/videographer to visit regularly to ensure that a well-stocked library of current photographs and video content is available for advertising and promotional purposes
- Be the guardian of the School's visual identity and logo, developing an appropriate policy and monitoring its implementation, in keeping with the agreed and desired image and positioning of the School
- Help advise the Head and other staff on the décor, displays and presentation of the School
- Ensure all staff at Wychwood feel informed of and sufficiently involved in the School's marketing programme

Communications

- Write letters and communications required by the Head and/or on behalf of the school
- Produce and distribute the weekly newsletter (Wychwood Weekly) - liaising with staff and the events calendar to source content and images as well as writing content where required
- Review all letters to be included within weekly newsletter
- Send bulk communications to parents via ISAMs
- Oversee material for display screens around school. Update presentation every week
- Ensure consistency in tone of voice and adhere to brand guidelines across all comms

Social Media

- Plan a termly/yearly calendar of social media activity across all digital channels
- Devise content that is relevant and current that would appeal to our target audience both in UK and internationally
- Utilise an online design and publishing tool to assist in the creation of content and to schedule ongoing posts
- Maintain a digital presence with regular posts and stories across all social media platforms (eg Facebook, Twitter, Instagram, YouTube and LinkedIn) and to maximise the marketing of the school and events
- Research and keep abreast of latest trends across social media channels
- Keep social media channels updated with the latest school news and activities whilst taking advantage of national events as appropriate
- Create pupil and school stories to promote on social media
- Produce reports on the social media activity monthly
- Assist Wychwood Association (alumni) in maximising their social media channels

Website

- Manage regular updates to website content, create new pages and any new content required
- Write and review copy for the website and select relevant images
- Be the key day to day contact of the third party web development agency for ongoing updates
- Be responsible for ensuring accuracy of the information contained within the website
- Edit/assist with write ups of new school news stories and upload on a regular basis to the website (e.g. trips, visitors, charity events etc.)
- Monitor the websites of other schools and undertake competitor review
- Produce reports on the website activity monthly
- Assist in the set up of information and user testing within ISAMs parent portal
- Ensure ISAMs parent portal is up to date and contains relevant information

Collateral

- Assist in producing all marketing and school collateral (including but not limited to prospectuses, newsletters, new pupil handbooks, overseas marketing material and the Christmas card)
- Assist in producing the annual copy of 'The Elm' (school yearbook)
- Assist other departments where marketing is involved and help produce relevant literature or ensure that collateral adheres to brand guidelines
- Liaise with printers to get quotes and print school literature and have a good understanding of the print process

Advertising

- Assist with design briefs for adverts and liaise with the third party design agency where applicable
- Ensure briefs are supplied within realistic timeframes in order to meet copy deadlines with publications
- Create briefs for any digital advertising campaigns (to include copy, images and call to action)
- Help with the planning, booking and implementation of the annual media plan (both print and digital) and liaise with the third party media planning agency where applicable
- Review artwork from the design agency and check sizes/technical specification
- Feedback any amends (both copy, grammar and design related comments)
- Ensure correct approvals have been sought internally and with any involved 3rd parties
- To initiate, design and edit all entries in published School guides and directories (both printed and electronic)
- Ensure printed file copies of any advertising are received and kept as well as an electronic copy of digital advertising to ensure the guard book is an accurate and historical record
- Undertake competitor research to keep a close eye on where and when other schools advertise
- Continually research local publications with a view to advertising
- Monitor advertising results to be included in the monthly directors report and review performance

PR

- Edit/write engaging press releases for school events and create good personal links with the third party PR agency and/or local press for maximum coverage
- Monitor publicity and press coverage for the school both on and offline
- Liaise and brief the photographer/videographer
- Review and select images for use alongside the press release
- Ensure all images are kept on file and relevant ones added to week ahead and key presentations so that there is archived evidence of school events
- When a professional photographer is not being utilised, liaise with staff to ensure someone is taking photographs or video footage of school events for recording purposes as well as new shots for website, adverts and marketing purposes

Person Specification

The Marketing and Communications Manager will have:

- Degree level qualification or equivalent
- Excellent command of written and spoken English
- Previous experience of writing social media and website copy as well as creating interesting content for social media
- Exceptional interpersonal and communication skills including the ability to relate well to people on all levels with sensitivity, tact and diplomacy and to build and sustain effective working relationships at all levels both internally and externally
- Outstanding customer relations skills with high level of attention to detail
- Exceptional organisation skills, time management and ability to multi-task
- The capability to plan and organise workload efficiently and effectively
- Attention to detail, especially in relation to all written correspondence and artwork
- Proven experience of working collaboratively and proactively and the ability to work flexibly to support a department with some weekend and evening work
- Willingness to learn and implement new processes as well as an openness to new ideas and practices
- A positive 'can do' attitude, a sense of humour, an ability to put things into perspective and to be a problem-solver
- A supportive understanding of the ethos of independent education, with a commitment to the school and its success
- Excellent working knowledge of Microsoft Office (Word, Excel, Powerpoint and Outlook) , all social media platforms, graphic design tools, video editing and website content management systems.
- GDPR compliance knowledge
- Experience in producing and evaluating social media, website and campaign data, and of preparing and presenting accurate and relevant management information
- Ability to extract, analyse and use data to enhance strategies to meet desired strategic aims and recruitment targets
- A creative, strategic thinker, ready to challenge and develop new processes
- Previous experience in a marketing and communications role
- Be committed to upholding all Health and Safety regulations in force, safeguarding the welfare of children and demonstrate a commitment to equality and diversity

Desirable criteria:

- Experience of a similar role in a school or educational environment

It is the duty of independent schools and in particular boarding schools to promote and safeguard the welfare of children in their care. Wychwood School is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, the Disclosure and Barring Service (DBS), and online and open social media checks. At Wychwood we are aware that pupils may suffer physical, sexual, domestic, emotional or other forms of abuse either at home or away from the school, or within school itself. There are clearly laid down and recognised policies and procedures for dealing with abuse which are available to see on request. The school follows the DfE statutory guidance given in the latest version of Keeping Children Safe in Education.



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