



ST LAWRENCE COLLEGE

HEAD OF MARKETING & DEVELOPMENT

ADDITIONAL INFORMATION AND JOB DESCRIPTION

The College

St Lawrence College is a boarding and day school in Ramsgate, East Kent for pupils aged 3-18. It is a member of the HMC group of schools, with the Junior School being a member of IAPS, and it was founded in 1879. There are currently just under 600 pupils across the College, with an average of 175 in the Junior School (which includes the Nursery) and 425 in the Senior School (from Year 7). Numbers have grown substantially in recent years but numbers per year group are deliberately kept at a maximum of 60-70 to maintain the close community ethos of the College.

The School is very well resourced, with distinct boarding houses, a theatre, sports hall and a water-based hockey astroturf. A new Science, Arts and Technology block was also completed in September 2018. Years 7 and 8 are accommodated in the innovative Kirby House, comprising both boarding rooms and classrooms.

Boarding is core to the ethos of the School, with just over 40% of all Senior School pupils being boarders, a percentage which increases in older year groups. The School has Saturday lessons from Year 9 and Saturday activities in the Junior School and Kirby House. Boarders come from a diverse range of countries as part of a deliberate policy to foster integration. There are three boarding houses and four day houses in addition to Kirby House, and the School is genuinely coeducational. All teaching staff are assigned a tutor group in one of the Houses, and are expected to contribute to the broader life of a busy boarding and day school, through co-curricular activities, trips, academic enrichment etc.

Academic standards are high, even though the School is only broadly selective, and a good proportion of pupils leave to attend Russell Group universities. Class sizes are low and there is a close sense of community and a supportive atmosphere which puts great emphasis upon the needs of the individual pupil.

The School has a strong reputation for co-curricular success. The extended day and week of the School fosters a very rich co-curricular life, including House Play and House Singing competitions, whole school performances and an excellence in sport. The School has won national championships at both boys' and girls' hockey and also excels in cricket, rugby and netball. The School has a strong Christian ethos and all Senior School pupils attend Chapel twice per week, plus a further service on Sunday for boarders.

The School is situated in a beautiful self-contained campus within easy walking distance of the historic seaside town of Ramsgate in South East England. Ramsgate is well known for its royal harbour, beautiful sandy beaches, coastal walks and sailing. Ramsgate and its neighbouring towns, Broadstairs and Margate, is part of the Isle of Thanet. The historic city of Canterbury is close-by (just 25 minutes by car).

The School has excellent transport links to the continent, being near both Dover and the Channel Tunnel. London is only 75 minutes away by high-speed rail link to St Pancras International.

The Role

The Head of Marketing and Development is responsible for the promotion of St Lawrence College to the outside world. They will work closely with the Head of College, Head of the Junior School and the Director of External Relations to develop and implement a strategic marketing plan that aligns with the School's vision, values and strategic priorities. This will enhance the College's image and reputation both locally and globally, and engage the past and present St Lawrence community.

KEY DUTIES AND RESPONSIBILITIES

Internal & External Marketing

- Lead, develop and implement the School's marketing strategy, including market research, PR, advertising, events programme, publications, production of the prospectus and maintenance of the website and social media platforms;
- Develop and strengthen the SLC brand to communicate the vision and values of the College;
- Conduct market research to understand the key markets for prospective parents and feeder schools;
- Identify and target a wide collection of feeder schools, establish good relations and ensure that SLC is the school of choice;
- Effectively track the value of various advertising mediums, through the maintenance of a detailed dashboard of metrics, and determine future marketing spend;
- Work with the Head of Admissions to best support both local and international recruitment needs, and understand where marketing focus needs to be placed in both the short and longer term;

Branding

- Take responsibility for brand stewardship across all internal and external communications, ensuring brand guidelines are adhered to and providing guidance where necessary;
- Build and maintain the reputation of the School through visual identity, design and language;

Marketing Materials

- Be responsible for all marketing materials to ensure that key messages are communicated consistently and effectively, and that the College is promoted positively both internally and externally;
- Produce creative and well-written material (and edit copy written by others) for a variety of media such as the website, newsletters, press articles and advertisements, and for social media platforms;
- Design and create digital and printed marketing materials, including production of the Prospectus;

Advertising, Directories and PR

- Manage the booking of all advertisements, and evaluate response/outcomes;
- Work effectively and proactively with the Media to ensure positive and continual coverage through a range of different mediums;
- Ensure the School's entries in online and printed school directories are up-to-date and accurate;
- Maintain a record of press releases and adverts;
- Develop mutually beneficial relationships with partners (local businesses, feeder nurseries and schools, local sports clubs and organisations).

Website and Online Media

- Ensure that the SLC website is continually updated and presents an accurate and positive brand image of the College;
- Ensure the website is appropriately optimised for high search result rankings;
- Effectively use social media as a means of communication, including Twitter, Facebook, Instagram and other tools;
- Continually monitor the College's online presence;

Events

- Design and manage the delivery of a range of marketing, engagement and alumni events throughout the School year, in conjunction with External Relations colleagues and ensure timely production of marketing materials to support these events as appropriate.
- Maintain updated photography, visuals and video content, capturing images from key events in the School calendar to gather for targeted publications and promotions: newsletters, press releases, website, adverts and directories.

Design

- Design and edit the yearly Lawrentian magazine and the termly newsletters and publications;
- Design promotional materials such as advertisements, flyers and newsletters for external audiences, including for events such as Open Days;
- Assist with publicity material for internal events such as drama and music programmes and posters for other departments;
- Provide internal marketing assistance including liaison with staff and preparation of notice board displays, open day displays and departmental newsletters;
- Liaise with external printers to manage the production process and ensure that material is produced on time and to a high quality.

Development

- Build positive alumni relations and oversee and manage the OL database and OL Network whilst encouraging increased alumni engagement with the College; ensuring records are up-to-date and information is shared appropriately.
- Develop the fundraising strategy; including identification and cultivation of major donors in collaboration with the Director of External Relations. Implement the process to identify, qualify, cultivate, solicit and steward major donors to raise funds;
- Broaden and manage the current portfolio of major donor prospects and drive momentum of the School's donor pipeline.

Carry out other relevant duties as required and directed by the Executive.

THE PERSON

The post holder should be able to demonstrate most or all of the following skills and qualities:

- Target focused, extremely organised and effective in developing and implementing marketing and PR plans to attract new admissions and retain existing students;
- Well-developed analytical and research skills in order to understand what influences and persuades families to choose a school for their child;
- An understanding of image, style and branding and a flair for a range of creative and effective design work, from adverts to posters, websites to newsletters and other internal and external printed publications;
- A solid understanding of social media and trends in the communications market, and the need to use this effectively with appropriate standards of style and branding;
- Accuracy, good attention to detail and the desire and ability to take ownership of their tasks, and to see them finished on time and to a high standard;
- Good interpersonal and communications skills and an excellent telephone manner, as the post requires close liaison with staff, pupils, OLS, donors, parents, press, and others;
- Strong prospecting, networking, persuasion, negotiation and closing skills;
- Very good verbal and writing skills, with the ability to adapt their style to convey the relevant messages accurately and effectively;
- A high degree of organisational ability; versatile, good at working under pressure and prioritising tasks, and able to cope with competing and changing demands and deadlines;
- Excellent IT skills and a willingness/aptitude to develop these;
- An interest in photography, and knowledge of image editing;
- An understanding of and empathy with the independent schools sector, together with a commitment to the School community and its central ethos;
- Flexibility and the ability to work calmly both in a team and independently, with energy, initiative and cheerful enthusiasm.

QUALIFICATIONS

Essential: Educated to degree level or with equivalent relevant professional experience.

Desirable: CIM/CAM/AMCIS accreditation. If required, support can be provided towards this.
Member of a professional fundraising body such as IDPE, CIOF or CASE.

SKILLS/EXPERIENCE

Essential:

- At least three years experience in a marketing and development environment, ideally within an academic institution.
- Exceptional verbal and written communication skills with a proven track record of creating and delivering high quality marketing materials and communications across a variety of media channels.
- IT proficient with experience of MS Office, Content Management Systems, social media platforms and online promotion tools and web technology.

- Knowledgeable, innovative, articulate, diplomatic and friendly manner with the ability to work with the wider school community;
- Professional and well presented, objective, reliable, accountable, open and honest;
- Dynamic, adaptable and energetic;
- Ability to cope with periods of pressure, work flexibly and proactively address issues;
- Ability to multi-task and to prioritise and manage a varied workload with accuracy and at a fast pace to meet deadlines.
- Knowledge of and the ability to ensure compliance with data protection and fundraising regulations and best practice.
- Strong attention to detail and excellent copy writing and proofreading skills.

Desirable:

- Knowledge of the Independent School sector and a passion for education and working within an educational environment;
- Experience in a school marketing/sales role;
- Understanding of fundraising best practice, KYC standards and ethics;
- Experience of managing budgets;
- Experience of customer service;
- Experience in project management.

Hours

This is a full- time role (08.30 to 17.00) Monday to Friday. However, flexibility is essential so that events can be attended outside of the core working hours when necessary.

Salary

Competitive and dependent on the candidate's previous experience.